

ASSESSMENT OF TOURISTS PERCEPTION OF VLORA DESTINATION

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Abstract

Tourism is very much affected with the perception that tourists carry with them about destination. Perceptions are always considered in relation to expectations and the dynamic nature of tourists' perceptions. This is because they use to evaluate the quality of services that was delivered. This study aimed at assessing the international tourists' perception on various attributes in Vlora in Albania and examining their general. A total of 158 self-administered questionnaires were used in the analyses. These interviews are performed in Vlora. Findings shows that Vlora is doing relatively well on the basic factor endowments such as culture, landscape and accommodation facilities. It was confirmed by more than 62% of responders (tourists). The analysis of questionnaire in 2014 and in 2015 evaluated the situation of tourism infrastructure, tour guidance and restaurants as fairly poor declared as well by 27% of interviewed tourists. About 11% of responders had bad perception declaring not to come back. A future managerial perspective should assist the tourism policy makers and practitioners to guide or develop tourists' products by addressing areas where Vlora as a destination has proven to be weak while improving further areas of strength which are basically the basic factor of endowments.

Keywords: *tourism, perception, Vlora, assessment.*