
ALBANIA, CHINA HAVE HUGE UNTAPPED POTENTIAL IN TOURISM COOPERATION: OFFICIAL

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Albania and China have huge untapped potential to cooperate in the tourism sector which has turned into a top priority for Albanian government, Ardit Collaku, general director of Albanian National Tourism Agency (NTA) told Xinhua in a written interview Wednesday.

According to Collaku, Albanian government will pay special importance to the building of infrastructure in order to reach remote areas with high touristic impact as well as build eco-resorts along the coastline.

Therefore, he said Chinese companies had an opportunity to come and invest in this sector.

The director said Albanian government was putting a strong emphasis on the development of the tourism sector, which has big potential for growth.

"Being a strategic sector, Albanian touristic offer ranges from awesome cuisine and gastronomy, historical heritage sites like Apollonia, Berat, Gjirokastra, Butrint, cultural events, awesome coastline with turquoise beaches, hiking trails in the Northern Alps, visiting historical castles and museums and so much more," Collaku said.

According to Collaku, Albania as an emerging market has multiple aspects for visitors to discover, including cuisine, bazaar and castles.

The tourism official says Albanian tour operators are well informed of Chinese tourists tastes, and thus have much touristic attractions to offer to the Chinese market.

"We find their interest towards cultural heritage very appealing for our market where different packages are offered, ranging from visiting UNESCO world heritage sites such as Gjirokastra, Berat, Butrint to indulging yourself in the amazing gastronomy and also the stunning beaches of the Albanian Riviera," Collaku said.

And for Albanian tourists, China is also an appealing destination, which had received many Albanian guests.

Speaking about the fact that last summer season, some Albanian tour operators offered tourist packages to visit China, Collaku considering such offer as very attractive.

According to the NTA director, the packages offered by Albanian tour operators to visit China were welcomed by Albanians as they were at very competitive prices.

"Albania, being an emerging market, is exploring new ways and building bridges with countries which once were thought to be far away are now being seen as very attractive places for incoming and outgoing tourism," the director told Xinhua.

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