



## **Is Agriculture and Tourism Complimentary Anymore? A Field Study from Albanian Coastal Area<sup>#</sup>**

Fatmir Guri<sup>1,\*</sup>, Etleva Dashi (Muça)<sup>1</sup>, Elena Kokthi<sup>2</sup>

<sup>1</sup>Agricultural University of Tirana, Tirana, Albania; <sup>2</sup>Ministry of Agriculture, Food and Consumer Protection of Albania, Tirana, Albania

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**Abstract:** The role of tourism on the rural economy development and its diversification nowadays is well studied on the economy literature. All those studies mention that tourism is an important tool that can be used to improve the economic results of farms on the rural areas. The following study is a long term one that tends to show the changes of the farm strategies on the coastal area of Albania. The study is undertaken on two villages of the central western part of Albania, and there are analyzed the strategies of farm for a period of ten years 2001-2011. Taking into consideration that the main tourism type on the area is a coastal one, we see that the agriculture, at the beginning is the main economic activity of the farms, after that it serves as a complimentary for the tourism offer of the area and at the end, it disappears from the farms that now is changed in a completely or quasi completely in a service unit for the tourist of the area.

**Key words:** *Agriculture, Tourism, Farm strategies, Coastal area, Albania*

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\* Corresponding: E-Mail: [fatmiringuri@yahoo.fr](mailto:fatmiringuri@yahoo.fr);

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