

Corpus-Assisted Analysis of the Language of Tourism in Albanian English

Department of European, American and Intercultural Studies, University of Rome “La Sapienza”, Italy and University of Silesia in Katowice

Candidate

Irena Skendo Mone

Matricola 1842475

Thesis Advisors

Prof. Enrico Grazzi

Prof. Adam Wojtaszek

This thesis is submitted

for the Degree of Doctor of Philosophy

of the University of Silesia in Katowice

Declaration

I declare that this work has been composed by me and it does not contain any material previously published by any other person.

This thesis has not been accepted for the award of any other degree or diploma in any university.

Signature,

Abstract

Tourism is of enormous significance in the economies of many countries and is considered an essential element for sustainability and continued economic growth. This is also the case with Albania. Its geographical position, with its shores washed by both the Ionian and Adriatic Seas, its historical and cultural riches, and its access to the valleys and rivers of the northern Alps make the country an attractive destination for tourists. Investment in road infrastructure, economic and socio-cultural governmental projects, laws, initiatives and measures aimed at supporting the country's development have yielded a tourism boom over the last decade, with different areas of Albania offering a large number of services to meet the demands of tourists and fulfil their requirements. Tourism is increasingly becoming the main source of income in Albania and this phenomenon has emphasized the importance of the emergence of English as a lingua franca which would facilitate communication with foreigners. Therefore, the spread of English as a contact language over recent years has become a crucial factor of the processes of globalization and Europeanisation, in Albania.

English has long been used as a lingua franca by tourists and travellers worldwide. In the Albanian context, communication in English plays an important role in facilitating the provision of various services. English is widely used in Albania, both as a means of communication among guests from different linguacultural backgrounds and as the international language for advertisements, information boards, menus in restaurants and bars, or as the primary lingua franca for online communication.

The aim of this study is to investigate into how Albanian tourism is presented to travellers and appeals to them. To this purpose, I have compiled and analysed a specialised corpus of texts written in English and published in Albanian tourist guides. Secondly, this study aims to shed light

on the national identity generated through tourist discourse when English is used as the contact medium for international communication. Finally, this research is intended to offer a broad view of the current state of the tourist sector in Albania and its progressive development.

The methodological approach to this study is corpus linguistics, as the author believes that it may provide a valuable contribution to the under-researched field of tourism discourse in Albania.

Twelve travel guidebooks published from 2015 to 2019 were collated and converted into txt format, in order to facilitate the quantitative analysis of data through a dedicated software called WordSmith Tools 6.0. Through this software, it was possible to collect relevant data regarding the use of English by means of the analysis of concordances, collocations, the identification of keywords in texts, and the creation of word frequency lists. The analysis of keywords, their collocations, and their categorization in terms of semantic prosody has allowed me to conclude that the texts contained in the specialized corpus compiled for this research are essentially intended to advertise Albania and present it as an ideal destination for holiday makers. Finally, the study has also highlighted several hapaxes and rare occurrences of words and lexical chunks which are of considerable relevance to study the way Albania's recent history is presented to international visitors.

Keywords: tourist discourse, CADS, ELF, Albania, tourist industry.

To my mother, for supporting me through this journey

Acknowledgements

The completion of this thesis has been a long journey since its very beginning. Sometimes I felt uncertain, but the people who have been beside me all through this journey were like the light at the end of the tunnel.

I would like to express my utmost gratitude to Professor Enrico Grazzi, who has provided me with his precious advice to write this thesis. His availability and wholeheartedly support during our meetings and continuous communication have encouraged me to overcome the obstacles, and progress towards the completion of this study.

My sincere thanks go also to Professor Adam Wojtaszek for his helpful guidance and feedback on my study. He has also offered me the opportunity to observe his classes, which I consider a valuable experience.

Special thanks go to the manager of the publishing company “Blue Editions”, who provided me with the travel guides that I used to compile my specialised corpus of Albanian English.

I would also like to thank my parents, Fiorentina and Selfo who have always encouraged me to carry out my research project and helped me in taking care of my child.

Lastly, I would like to express my deepest thanks to my husband, Klajdi and my child Roan, for their love, care and patience.

Table of Contents

Declaration	2
Abstract	3
Acknowledgements	6
List of Figures	12
List of Tables	14
Introduction.....	15
Background to the Study.....	16
Research Objectives and Research Questions	17
Research Methodology	18
Significance of the Study	19
Scope of the Study	20
Organisation of the Thesis	21
Definitions of Key Terms	21
Chapter 1: The Development of Tourism Over the Years	22
1.1 Travelling as a Reflection on Human Inquisitiveness and the Origins of Tourism.....	22
1.2 Foreign Travellers and Researchers in the Albanian Lands	23
1.4 English Speaking Tourists in the Albanian Kingdom of King Zog.....	27
1.5 Tourism in Albania during the Communist Regime.....	31
1.6 Tourists in Post-Communist Albania.....	34

	8
1.6 Lamerika: A Testimony of Post-Communist Albania	36
1.7 Summary	41
Chapter 2: Present-Day Albania	43
2.1 A General Geographical Account	43
2.1.1 <i>Mediterranean and Continental climates</i>	44
2.1.2 <i>Religion: the coexistence of three faiths</i>	45
2.1.3 <i>Language and dialects</i>	46
2.2 Socio-Ethnic Development in the Albanian Territory	47
2.3 Modern infrastructure and tourism	49
2.3.1 Tourism potential and state policies	54
2.4 Government Official's Views on Tourism	59
2.4.1 <i>Interview with the Mayor of Vlorë Municipality</i>	62
2.4.2 <i>Interview with a Member of Parliament</i>	67
2.4.3 <i>A historical perspective on Albanian tourism</i>	72
2.5 Summary	78
Chapter 3: English in Touristic Albania	80
3.1 Introduction.....	80
3.1.1 A brief history of the English language	81
3.1.2 World English	82
3.1.3 Definition of ELF.....	86

THE LANGUAGE OF TOURISM IN ALBANIAN ENGLISH

	9
3.1.4 English as a lingua franca in the contemporary world.....	87
3.2 Factors Making English a Dominant Language.....	90
3.3 The Role of English in Albania	92
3.3.2 <i>ELF in the Albanian touristic domain</i>	97
3.3.3 <i>English in the international dimension of higher education in Albania</i>	103
3.5 The Future of English in Albania: Some Predictions	105
3.5 Summary	106
Chapter 4: A Specialized Corpus of the English of Tourism in Albania.....	108
4.1 Introduction.....	108
4.2 Research Approach: Corpus Linguistics.....	109
4.3 Corpus-Assisted Discourse Analysis	111
4.3.1 <i>Discourses</i>	112
4.3.2 <i>Tourist Discourse</i>	114
4.4 The Compilation of the Corpus.....	120
4.5 Tools for Analysing Corpora	122
4.5.1 <i>Frequency: wordlists</i>	122
4.5.2 <i>Concordance</i>	123
4.5.3 <i>Collocation</i>	124
4.5.4 <i>Key words</i>	125
4.5.5 <i>Semantic prosody</i>	125

THE LANGUAGE OF TOURISM IN ALBANIAN ENGLISH	10
4.5.6 <i>Frequency counts</i>	128
4.7 Keywords Analysis	143
4.8 The Pragmatic Use of Language in Albanian Tourist Guidebooks	173
4.9 Persuasive Strategies of Tourism Discourse	178
4.8 Hapaxes and Rare Occurrences	183
4.9 Summary	187
Chapter 5: Discussion and Recommendations.....	188
5.1 Introduction.....	188
5.2 Tentative Answers to Research Questions.....	190
5.2.1 <i>Research question 1</i>	190
5.2.2 <i>Research question 2</i>	193
5.2.3 <i>Research question 3</i>	196
5.2.4 <i>Research question 4</i>	199
5.3 Summary	203
5.4 Limitations of the Study.....	204
Conclusions.....	206
References.....	212
Books and Articles	212
Websites	222
Films	226

List of Figures

Figure 1.1. Foreign visitors to Albania 2006-2011	15
Figure 1.2. Foreign visitors to Albania 2014-2019.....	16
Figure 1.3. Photo taken by Vincenzo Arcieri in 1991	37
Figure 1.4. “The Ship of Hope”, sculpture by Ledi Shabani, 2018	38
Figure 1.5. Citizens’ Rebellion against the Government 1997	39
Figure 1.6. Map of Albania	41
Figure 1.7 Vlorë Promenade known as “Lungomare”	50
Figure 1.8 Tamara, located in the Highlands of Kelmend	51
Figure 1.9 River Road of Vlorë City	52
Figure 1.10 Zayed International River Airport in Kukës.....	50
Figure 1.11 Photo of young people welcoming tourists within the framework of the Smile Albania project.....	57
Figure 1.12 Kaninë village.....	58
Figure 1.13 Vuno village	58
Figure 1.14 Theth village	59
Figure 1.15 Examples of Legal Terms in English	59
Figure 1.16 Valbonë village.....	59
Figure 1.17 Kosinë village.....	59
Figure 1.18 English in the hospitality sector	99
Figure 1.19 The importance of English in the hospitality sector	99
Figure 1.20 Choice of foreign language	100
Figure 1.21 Road sign.....	101

	13
Figure 1.22 Landmark sign.....	101
Figure 1.23 English brochure.....	102
Figure 1.24 Food delivery.....	102
Figure 1.25 Screenshot of travel guide from the corpus.....	116
Figure 1.26 Screenshot of Wordsmith Tools 6.0.....	122
Figure 1.27 Collocations of the word <i>famous</i> in the BNC.....	150
Figure 1.28 Concordances of the word <i>dishes</i>	168
Figure 1.29 Concordances of the word <i>tourism</i>	171
Figure 1.30 Qafeshtama Road.....	184
Figure 1.31 Soviet ZIS Truck.....	186
Figure 1.32 Number of Tourists in Albania 2013-2021.....	191
Figure 1.33 Uncollected rubbish in Durrës.....	202

List of Tables

Table 1.1 Visitors to Albania 1956-1980.....	34
Table 1.2 Monetary value from tourism in Albania 2004-2006	41
Table 1.3 The most commonly spoken languages in the world.....	90
Table 1.4 Corpus Data	128
Table 1.5 The 100 Most Frequently Appearing Words in the Corpus.....	130
Table 1.6 The 100 Highest Key Word Values in the Corpus	139
Table 1.7 Geographical Names.....	144
Table 1.8 Collocates of the Geographical Names Appearing in the Keyword List.....	146
Table 1.9 Concordance of the word <i>visit</i>	159
Table 1.10 A Classification of Nouns Referring to Time and Age	162
Table 1.11 A Classification of Nouns Referring to Geographical Terms.....	163
Table 1.12 A Classification of Nouns Referring to Food and Drinks	165
Table 1.13 Words Denoting Movement or Travel.....	169
Table 1.14 Words Denoting Location or Place.....	172

Introduction

Globalization has had a major impact on service industries worldwide, and the tourist industry is one of the sectors which has been affected most significantly by this process.

Globalization is closely connected to the economic state of a country, which means that in the event of an economic crisis the flow of people from one place to another is reduced, thereby contributing to a decline in tourism. One example of such an event may be the financial crisis that struck the world in 2007-2009. As a result of the general fall in private income, the world population became more concerned with fulfilling their basic needs rather than travelling for leisure.

In 2010, 2.3 million foreign visitors were recorded in Albania, an increase of 29% on the 1.8 million visitors recorded in 2009 (see Figure 1.1).

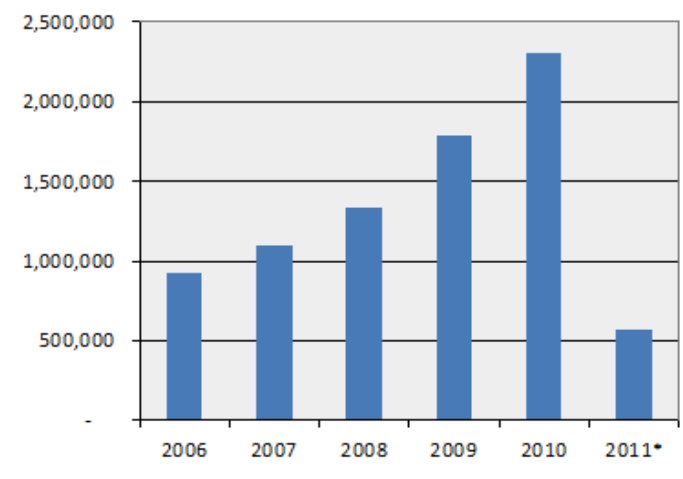


Figure 1.1. Foreign visitors to Albania 2006-2011 (Open Data Albania, 2012)

In recent years, the Albanian government has paid particular attention to the tourist industry, perceiving the sector as key in the economic development of the country. The aim is to establish Albania as a favoured destination within the Mediterranean tourism market by creating a new impression of Albania as a destination which can offer services in line with international

standards. As a result, the Albanian tourism industry has seen ongoing growth, with an average annual increase of 12% in the number of visitors, between 2013 and 2017 (INSTAT, 2018). With its beautiful natural scenery and a remarkable heritage of historical sites, Albania has become an increasingly attractive destination for foreign visitors. Figures released by the Albanian Institute of Statistics in cooperation with the Bank of Albania show that 21 million people entered Albania for touristic purposes between 2013 and 2017. The figures for 2018 revealed a 15.8% increase in the number of tourists compared to 2017, with numbers reaching a peak in the first 8 months of 2019 with 4,870,588 tourists recorded in this period (see Figure 1.2).

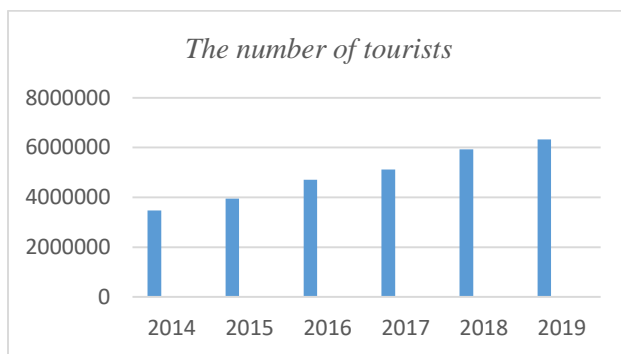


Figure 1.2. Foreign visitors to Albania 2014-2019 (INSTAT, 2020a)

Background to the Study

Over the last ten years, Albania has experienced a wide range of new encounters and collaborations with people from many different countries which have created a wealth of new opportunities in the tourist industry. The majority of trips to the country are made by tourists who show a keen interest in the history, traditions, customs, cultural values and language of the country they are visiting. In contrast to the past, Albania is becoming an increasingly popular choice for foreign visitors who are enthusiastic about what they find there.¹

¹ Statistics collated by the Ministry of Culture from the information offices of all Albanian cultural sites administered by the Ministry report that almost 1 million foreign and domestic tourists visited cultural attractions in 2018, an increase of 49.2% on the number of visitors recorded in 2017. The most popular cultural destinations among foreign visitors are the World Heritage Sites, such as the Butrint Archaeological Park, Berat and Gjirokastra, the

The idea for this study originated from the growing need to learn English in Albania, a development which is directly linked to the influx of international tourists to the country.

The Albanian tourist industry is undergoing a rapid expansion in terms of the services that it offers to foreign visitors, with 46 tourist operators and 154 travel agencies currently active in different cities, and 252 professional certified guides offering their services across the entire country.

According to data provided by the General Directory of Taxation, there are 2,437 accommodation structures operating in the country, an increase of 186%, since 2013. Hotels make up about 65% of the total, while the remaining accommodation consists in private houses and guest rooms. A particularly substantial increase in the capacity of accommodation was recorded in the municipalities of Vlora and Saranda, with a growth in capacity of around 32% compared to 2018 (Ministry of Tourism and Environment, 2018).

Research Objectives and Research Questions

Given the importance of tourism for the Albanian economy and the key role of marketing campaigns in the tourism sector, the role of English as a lingua franca (ELF) in tourist discourse within the context of Albania may be considered an interesting area of study. This research attempts to investigate the presentation of Albanian tourism and its appeal to foreign tourists through the selection and analysis of a corpus of texts used in tourist guides printed in Albania. A secondary aim of the research is to shed light on the sense of national identity created through tourist discourse when English is used as the contact medium for international communication.

National History Museum in Tirana, the Apollonia National Archaeological Park and the cultural attractions of Korça and Shkodra. Domestic visitors accounted for approximately 26.4% of the total number of visitors, with the remaining number consisting of foreign tourists who had visited the country throughout the year.

In order to achieve this goal, the present study will address the following research questions:

1. The governmental measures and initiatives have been major and diverse towards tourism, because tourism is a central financial resource. However, the aim of this study is to investigate into how Albanian institutions have contributed to the growth of tourism.
2. Since the end of World War II, English has gradually become the most widely spread international language. However, its use has been comparatively scarce in Albania, for Russian tended to play a dominant role as a lingua franca, in the Soviet era. Nevertheless, this study intends to explore the ways in which English has been recently adopted and used in Albania as a significant means of international communication.
3. One of the purposes of this research is to find out how English is used pragmatically in order to promote tourism or sell holiday packages to international tourists. The analysis of quantitative and qualitative data collected through the compilation of a specialised corpus of tourist Albanian English is expected to define today's public image of Albania.
4. The development of sustainable tourism in Albania is a priority of the governmental bodies in order to provide the proper state infrastructure and pass the laws that boost tourism in the future. Therefore, this study aims to propose a few socio-political recommendations for the future development of tourism based on the qualitative analysis of the specialised corpus and on the valuable information that is contained in the interviews conducted with the mayor of Vlore, Mr. Dritan Leli, a Member of the Albanian Parliament, Mrs. Vilma Bello, and an Albanian Professor of history, Mr. Clirim Duro. (see Section 2.4).

Research Methodology

This research is based on a blended approach that draws on corpus linguistics and cultural studies. Here, corpus linguistics serves as an aid to support a wider study of the social, political and economic changes that have occurred in Albania over the last few years. Indeed, this

approach is based on the idea that through the analysis of linguistic data it is possible to draw a profile of contemporary Albania and the way it is presented on the international scene.

The corpus-based investigation that will be performed here follows the principles of quantitative and qualitative analysis. The research will be conducted in three stages: a) data collection; b) data analysis; and c) a report of the findings. The data for the analysis has been obtained from two sources: written travel guides in English which have been published in Albania, and a series of three interviews conducted with governmental officials and a professor of history in Albania, respectively.

In order to address the first two research questions, a qualitative analysis of the interviews presented in section 2.4 will be conducted. Moreover, a literature review will be performed to determine the status of English in Albania and the growth of the tourist industry, also taking into account relevant governmental policies and initiatives.

In order to address the third research question, a qualitative and quantitative analysis of the corpus will be carried out to examine the ways in which Albania is publicised to international tourists.

The findings of the study will be used to address the fourth research question and provide a basis for recommendations on how to improve the sustainability of the tourism industry in Albania on future projects that could be implemented in order to ensure that the Albanian tourist sector can meet European standards.

Significance of the Study

This research will also highlight the importance of English as a lingua franca in Albania and its use as a common means of communication between English speaking visitors and the local population, and it is expected that this study will provide interesting findings in the field of

the language of tourism in Albanian English. Corpus linguistics is a linguistic approach that is relatively new in Albania, and few studies of this kind have been carried out to date. By investigating the use of English in actual printed travel guides to Albania, this research will attempt to identify how Albanian tourism is described and promoted around the world.

The significance of this research lies in the fact that it is being undertaken at a time of increasing demand for efficient tourist infrastructure among international travellers. One aspect of this trend is that English has become the primary medium of international communication. This development has occurred at a time in which major governmental initiatives and projects have been undertaken to develop the Albanian tourist industry, improve the country's image and advertise Albania as a chosen destination for foreign tourists.

It is also possible that the findings of the study could serve as a basis for tourist operators to foster the general use of English as a contact language in Albania and improve the general standard of competence in English within the country. Finally, it is believed that an improvement in people's communication skills in English could contribute to the progress of the country's economy. In conclusion, corpus linguistics is expected to become a valuable tool for researchers who investigate the use of English as a lingua franca in Albania.

Scope of the Study

This study intends to examine only the tourist discourse as depicted in the corpora of promotional and descriptive materials aimed at foreign tourists which have been published in Albania. The findings apply only to the Albanian setting. Many different materials can be used to promote tourism in a particular country, but this study will focus exclusively on official travel guides.

Organisation of the Thesis

The thesis consists of five chapters. There is an introductory part which presents the background to the study, a statement of the research objectives and research questions, the scope of the study, and the significance and organisation of the study.

Chapter One provides an expanded historical overview of the development of tourism in Albania from ancient times until the period of the Communist regime.

Chapter Two offers an account of contemporary Albania and its tourist industry.

Chapter Three focuses on the development of English as a lingua franca in the Albanian environment.

Chapter Four describes the research methodology and design of the study in more detail. The study is based on the approach of corpus linguistics which is employed to carry out a quantitative and qualitative analysis of the collected data. This Chapter provides detailed descriptions of the context of the study, data collection methods, and data analysis.

Finally, the Discussion section and the Conclusions provide the reader with concluding observations about the results of the research, including suggestions regarding potential future trajectories of research into the field of Albanian tourist discourse.

Definitions of Key Terms

For the purposes of this study, the following terms are used and defined:

1. DC – Discourse analysis
2. CADS – Corpus assisted discourse studies
3. ELF - English as a lingua franca
4. EFL – English as a Foreign language
5. TGDB-Travel guidebooks

Chapter 1: The Development of Tourism Over the Years

1.1 Travelling as a Reflection on Human Inquisitiveness and the Origins of Tourism

The development and growth of human consciousness allowed mankind to change the circumstances in its path towards civilization, and to prove in practice the philosophical statement that “man changes his environment as much as the environment changes him”. The thirst for knowledge about the world and the need to travel and come into contact with the wider world have become an essential element of the philosophy of life.

Socrates and Plato (Basho Baku, 2011, 851 – 852) saw man himself as an object of study, investigating human reason, consciousness and behaviour; Aristotle (Basho Baku, 2011, 71) went even further, turning his attention to the material world surrounding him, relying mainly on empirical methods of examination, often without attempting to verify concepts.

Thus, by overcoming the mere need for survival, a kind of differentiation has gradually emerged, which allowed mankind to understand and enjoy the world around us. Historically, philosophy and science evolved together resulting in the study of natural philosophy. Only with the European Renaissance did the natural sciences (such as mathematics, physics or biology) finally break away from philosophical studies underlying the study of nature, the observation of specific features in order to enable the discovery and elucidation of the laws of nature and the complexity of natural phenomena. One common and highly productive field of research is that which is known as cognitive science, a discipline which deals mainly with the study of human mental processes. In general, travelling shares the same concerns of research at all levels, but trips can also be made for pleasure, stimulation and utilitarian purposes.

Above all, the overriding purpose of travel is the so-called seeking for the sake of inquisitiveness, i.e. the desire to see and enjoy beauty and to satisfy our aesthetic tastes.

Therefore, touristic journeys play a vital role in directing our spiritual energies in specific ethnocultural, historical, linguistic and geographical directions.

1.2 Foreign Travellers and Researchers in the Albanian Lands

In the most general sense, the contemporary term TOURISM can be conceived of as the organization of trips as a means of spending one's free time and become acquainted with new places and sites of natural beauty, as well as with historical achievements and cultural values (Buda & Lloshi, 1985, 1121).

In Albania, organized walks and trips outside of the major cities have become popular since the beginning of the twentieth century. In the years following the country's independence from the Ottoman Empire, patriotic school curricula included excursions which would allow pupils to gain an appreciation of their homeland, while national tourist parks such as Dajt, Theth, Razem and Voskopje were created and maintained. However, the idea of travelling can ultimately be traced back to much earlier demographic movements in the early era of the Indo-European migration, in which mythical elements are irretrievably intertwined with historical facts in such a way that it is often difficult to discern one from the other.

A number of travellers and personalities who came to Albania have left their own traces in the collective consciousness, reflecting a historical manifestation of human strength and will. In these surviving texts which form an important part of the cultural heritage, the elements of journalistic description are intertwined harmoniously with historical, ethnographic and linguistic factors. Examples of early travellers to Albania include the following:

Arnold von Harf (1471 - 1505) A German traveller who recorded 26 words and 8 expressions in Albanian accompanied by a German translation, during his journey through Ulcinj, Durres and Sazan in 1497 (Buda & Lloshi, 1985, 359).

Evlija Celebi (17th century) A senior official of the Sultan's court who reported on the condition of the Ottoman provinces. He visited the Albanian lands twice and provided interesting data on trade, agriculture, art, demography, clothing, castles and civic life. He compiled his findings in a ten-volume work titled *Journeys* (Buda & Lloshi, 1985, 151).

Johann von Hahn (1811-1869) An Austrian diplomat who can be considered the first Albanologist. In 1847 he was appointed Austrian Vice Consul for Lower Albania, based in Ioannina. He published his observations and conclusions on Albanian history, linguistics and culture in the three-volume work *Albanian Studies* (1854) (Buda & Lloshi, 1985, 358).

Edith Durham (1864 - 1943) An English ethnologist and publicist, Durham spent many years travelling in the Balkan region from the end of the nineteenth century onwards and acquired a deep knowledge of these lands. She developed a keen interest and a strong affinity towards the Albanians. She wrote many books and articles on the issue of demarcation in the Balkans, on the injustices imposed upon the Albanians, and on the greed of Albania's neighbours. Her most significant ethnographical work is *Some Tribal Origins, Laws and Customs of the Balkans*. In the book *High Albania* she defended the thesis on the Illyrian origins of the Albanian people. She emphasised the authentic character of Albanian traditional culture and was a staunch defender of the Albanian cause (Buda & Lloshi, 1985, 214).

“The land is one so little known to English travellers that I have given rather a comprehensive view of it as a whole than details of any special branch of study, and have reported what the people themselves said rather than put forward views of my own—which are but those of an outsider. Of outsiders' views on Balkan problems, we are, most of us, tired.” (Durham, 1919, vii)

“To Malesia e Madhe I first turned my steps—not to see the mountains, but to see life, history, the world, and the great unknown, as it looks to the mountain man.” (Durham, 1919, 18)

Noteworthy among other foreign writers who have written about Albania is the Canadian born German scholar of Albanian folklore and literature **Robert Elsie** (1950-2017), whose interest in Albania and the Albanian language led him to write a number of books and articles on the subject. In one of his books titled *Albania in a Nutshell*, he writes “But a few decades ago, Albania was something of a curiosity on Planet Earth. Perhaps only North Korea was as isolated from the rest of the world as Albania was” (Elsie, 2015, 5).

Jacques Bourcart (1891-1965) came to Albania during the First World War to lead special operations in the French military administration of southeastern Albania, a role he performed until June 1920. He travelled on foot throughout the entire country, laying telegraphic cables and building a telephone network, but also studying its geography. His interest in geology led him to conduct studies into the geology of this region, with his pioneering work in the field being published worldwide in about 40 papers, articles and books between 1918 and 1926. Bourcart also spoke about the more general issues facing Albania, showing himself not only as a world class geologist and skilled geographer but also as a perceptive observer of the material and spiritual life of Albanians (Lafe, 2009, 226).

Joseph Swire (1903-1978) was an English Albanologist whose works include *Albania; The Rise of a Kingdom* published in 1929 and *King Zog's Albania* from 1937.

1.3 The Emergence of the English Language

According to Xhelal Lloshi², Kristoforidhi has been the first to translate from Albanian into English. In his Gheg ABC book³ addressed to primary school children, he has included the poem “A star above the Sky”, (by R.L. Stevenson). Students could come across words such as *dog, goat, eagle, swallow, spider, cat* and *butterfly* in the Albanian. Although English was not included in the educational program of Korce city in 1887 the first school to teach English to pupils, the Albanian school for girls was introduced as a school in the English language in 1891, in order to get permission from the Sultan. The majority of school teachers usually came from American colleges and schools in Bulgaria, at that time. In 1909 English was included as an optional subject in the city of Elbasan. A “Methodology for the English language” was drafted and published by Dr. Ahn, with the Alphabet of Istanbul⁴. During the 20th century, Albanian was also affected linguistically. For example, on July 31st, the first “Union” Club of Monastery was established by F. Zavalani and Gj. Qiriazi. The use of the word *club* was underlined here not only in connection with Qiriazi but also in another publication by A. Z. Cajupi⁵, where he wrote: “Perhaps many Albanians do not know what this word means (Club) [...] this word has been used by the English”. This word is thought to be of the first English borrowing in Albanian. Moreover, “*after some sporadic cases at the end of XIX century, now the expansion of emigration in the USA increases, then even in Australia. For the first time Albanians found*

² Xh. Lloshi, “Cases of Borrowings from English”, *Philological studies*, no. 1-2, 2011, p. 70.

³ A copy of this book is the Bibliothèque Intervuniversitaires des Langues Orientale, 4, rue de Lille- 75004, with the title “Abetar shqip”, written by Kostantinit Kristoforidit Elbasanësit, Kostandinopul, 1872. This book has got 32 pages, which begins with the Albanian alphabet, followed by the vowel system of Gheg, it was published in: Kostandinopul, from the Publisher A.H. Bojagjinit 1872 etc.

⁴ The alphabet of Istanbul is a Latin-script alphabet used for writing the Turkish language, consisting of 29 letters, seven of which (Ç, Ğ, İ, İ̇, Ö, Ş and Ü) have been modified from their Latin originals for the phonetic requirements of the language. This alphabet represents modern Turkish pronunciation with a high degree of accuracy and specificity. Website page: https://en.wikipedia.org/wiki/Turkish_alphabet

⁵ Andon Zako Çajupi was an Albanian lawyer, playwright, and poet.
https://en.wikipedia.org/wiki/Andon_Zako_%C3%87ajupi

themselves in a state of bilingualism with English”⁶. The linguist Lloshi mentions even some newspapers and magazines published in English by Albanians leaving abroad. For instance the magazine published by Faik Konica “Albania”, which appeared in 1902, was originally printed in London. In 1906 another newspaper known as “Weekly Albanian Newspaper’ was published in English, in Boston, USA. However, there were also newspapers published in Albanian, along with the English translation, such as “Dielli”, published in 1909.

After the First World War, Albanian elementary schools all over the country employed English or American teachers who organised English activities with the Albanian classes (I. Gogaj 1995, 32). Lloshi also underlines some other events like the publication of *Laboremus* magazine, in 1924 after the opening of the High School Harry Fultz. This publication included both languages, Albanian and English. Later, in 1925 the Albanian-American Institute and the Albanian Vocational School were established. Literary translation from English into Albanian started with Fan Noli⁷, who translated Defoe, Other translators, such as Gj. Pekmezi, Dh. Koti, K. Skendi, S. Luarasi, translated the work of Ludlow, Tennyson, Wilde, and Wells⁸.

1.4 English Speaking Tourists in the Albanian Kingdom of King Zog

After its declaration of independence on 29th November 1912, following 500 years of Ottoman rule, Albania was left as an impoverished country lacking roads and institutional infrastructure, and, as a result, few tourists travelled to the newly formed state except for foreign diplomats, foreign military consulates or scholars. Independent Albania had inherited a very low level of economic development from the Ottomans.

⁶ Xh. Lloshi, “Cases of Borrowings from English”, *Philological studies*, no. 1-2, 2011, p. 69.

⁷ Theofan Stilian Noli, known as Fan Noli (6 January 1882 – 13 March 1965), was an Albanian writer, scholar, diplomat, politician, historian, orator, Archbishop, Metropolitan and founder of the Albanian Orthodox Church and the Albanian Orthodox Archdiocese in America who served as Prime Minister and regent of Albania in 1924 during the June Revolution. Website page: https://en.wikipedia.org/wiki/Fan_Noli

⁸ Xh. Lloshi, *Albanian – English dictionaries and English – Albanian and the English –Albanian Dictionary of Stuart Man*, 1970, The Academy of Sciences in Albania, *Philological Studies*, no. 4, p. 23.

“Under Ottoman rule, illiteracy and ignorance among the people was widespread, and this may account for the general lack of written history. In 1912 there were only 250 elementary schools in the Kingdom, each of which had a very low number of students of between 20 and 30. Schools were mainly foreign, and lessons were taught in Turkish, Greek or Italian, typically with a religious curriculum.” (Pollo, 1984, 32-33)

Albania was widely considered to be the most backward country in Europe in this period (Pollo, 1984, 32). The urban population constituted approximately 12-13% of the country's population. Small-scale artisanal production was the predominant mode of industry but was currently undergoing a gradual stagnation. The vast majority of the population was illiterate and uneducated” (Pollo, 1965, 360). Nonetheless, as Ismail Qemali, the founding figure of modern Albania, stated in a speech given at the time of the declaration of Albanian independence: “The Albanians, despite being loyal to the Ottoman Kingdom, they have forgotten neither their language nor their nationality” (Fevziu, 2012, 23).

The first attempts at organized tourism were made after 1925 when Albania enjoyed a brief period of political stability. When King Zog took the throne, he favoured strong investment in road construction and also in the development of city centres with municipal and cultural buildings (Fevziu, 2012, 109). The earliest documented initiative for organized tourism was proposed at the end of 1926. The proposal came from France, specifically from Maliq Libohova, the head of affairs of the Albanian government in Paris, and from Leon Rey, head of the French Archaeological Mission which had been active in Albania since 1923. The Albanian and the French groups proposed the establishment of a National Tourism Agency to the Albanian government in order to promote economic and cultural activities, hoping that the measure would help the small Balkan territory to achieve greater recognition among foreign countries. The

impoverished state of the Albanian people and the poor level of infrastructure made the concept of tourist trips by local people within their own country a practical impossibility. By 1938 early statistics on tourism showed some promise; approximately 7,725 tourists had visited Albania in that year. It is worth mentioning that in 1939 we see a growth of German interest in tourism to Albania when Karl Karohl, the German canoeing champion, travelled the entire length of the Drin River by canoe. His experiences and data about tourism in the region were published in a book titled *Through the Canyons of Albania* in the English Language.

Contemporary documentary films in the Albanian State Archive show how Albania was seen in the eyes of foreigners at the time. The archive provides valuable context for the period of 1934-35, particularly through footage recorded by the Luce Institute, a prestigious institute that was filming at that time in Albania, and the German film production studio URF in the form of a 15-minute film presenting life in Albania (RTV Klan Arkiv, 2009a). The documentary offers a concise account of Albanian history in English starting with the national hero Gjergj Kastriot Skanderbeg and leading up to the Ottoman occupation where Christian people were converted to Islam. The film is interesting since it presents the peaceful coexistence which existed between Catholics, Orthodox and Christians at the time. Another film documentary (RTV Klan Arkiv, 2009a) dating from the summer of 1935 is dedicated to the visit of three German mountaineers to Albania. This film offers another view of Albania as an adventurous destination, a land of high mountains, deep valleys and verdant nature, in which fishing played a key role as a way of life. In the 1930s, Albania suddenly emerged as a tourist destination, with Italian agencies in particular organising day trips to Durres for tourists. Visitors could arrive in the morning, wander around the ancient city of Durres, established in 627BC, and Kruja all day, before returning in the evening by ferry, an early version of the cruises which are so common today. Another

landmark in the attention of foreigners was Butrint, an ancient city located in the South of Saranda which was visited by Aeneas as he fled from Troy to Rome, a site which remains one of the most popular tourist destinations to this day.⁹ Italy has always had a close relationship with Albania as the country had long been of considerable strategic importance to the Kingdom of Italy due to its wealth of raw materials for strategic industries such as oil, bitumen, iron and chromium, but also as a source of cheap labour. Secondly, Albania's favourable geographical position also gave it a special importance in the strategic plans of Italy. Albania could serve as a bridge for further penetration into the Balkans and beyond (Akademia Shqiptare e Shkencave, 2009, 23). Italian naval strategists coveted the port of Vlora and the island of Sazan at the entrance to the Gulf of Vlora, as possession of these strategic locations would give Italy control of the Adriatic Sea. The political union of Italy and Albania that many on both sides considered important for Albania's future development was eventually realized thanks to fascism. During this period, the establishment of courts began, together with the construction of schools, hospitals and clinics. Rural health centres were established to help protect villagers from the threat of malaria, the railways network was expanded and hardworking Albanians were granted access to the conveniences of modern society thanks to Italian aid. The Italian occupation would also promote and contribute to the development of tourism. In 1940, the Albanian Tourist Hotel Institute was established and was financed directly by the Italian Ministry of Finance. This cooperation enabled the renovation of some existing hotels and the construction of new facilities. Undoubtedly the largest investment in this respect was the construction of Hotel Dajti in the centre of Tirana. Further Italian investment was dedicated to hunting tourism including the

⁹ Italian archaeologists uncovered Butrint through their archaeological excavations in 1928. The excavations revealed interesting traces from the Roman Empire in the land of the Illyrians, ancestors of the Albanians. What stood out most were the colorful floor from the 5th century AD, the amphitheater of the 3rd century BC and the beautiful statues found in the foundations.

development of the Hunting Hotel in Lezha. Italian cooperation also played a key role in the development of promotional materials such as the publication of the magazine *Drini* which was printed in English presented the tourist aspects of Albania to a European readership and the production of postcards featuring different Albanian landscapes, being circulated in many European countries in the English language.

In 1944, when the Second World War was about to be over, the Albanian government requested to be officially recognised as an independent country by the greatest allies who had won the war, the USA, the Soviet Union and the UK. The Civil Mission of the USA and the military Mission of the UK arrived in Albania in 1945. The UK asked the Albanian Government to organise free and democratic elections and to allow the presence of foreign correspondents. However, the orientation of Albania in favour of the Soviet Union deteriorated the relations between Albania and the UK, and as a result the English mission left Albania in the spring of that year.¹⁰

1.5 Tourism in Albania during the Communist Regime

The advent of communism led to a gradual decline in Albanian tourism, with the sector being considered an insignificant branch of the planned economy. Nonetheless, Albania started to establish some early tourist infrastructure by the 1950s, especially in the city of Durrës and in some beaches in the south of the country, despite the fact that only tourists from the Eastern Bloc were permitted in this period. In 1956 the state tourist enterprise *Albturist* was created and 280 tourists from the Eastern Bloc visited Albania, especially visitors from East Germany (Lafe, 2009, 2765). A documentary film of the period opens with beautiful images of Durrës beach before showing the port along with the ship “*Transylvania*” (Kinostudio Shqipëria a Re, 1958).

¹⁰ M. Korkuti, P. Thengjilli etc., *History 4*, Publication House Pegi, 2006, p.181.

Among the tourists we can see a young German couple who are offered a beautiful hotel room with a balcony from where they can see a beautiful sea full of people. The documentary also shows the holiday camp in Dhermi, crystal-clear seas, beautiful views of Dhermi village and the valley and seashore of Llogara. Other sequences include the city of Kruja and the castle of Skanderbeg, the castle of Berat, views of mountains with snow and fog where cattle graze, a waterfall, some hunting scenes, views of fishermen fixing the nets, and women dressed in national costumes working at home, fetching water and weaving, spinning and making carpets. Finally, there are beautiful views of the hydropower plant and the sights in city of Tirana such as the Palace of Culture and Hotel Dajti.

However, after the break-up of relations with the Soviet Union, tourism would decline dramatically. The country's isolation grew more pronounced, especially with Eastern Bloc countries. After the closure of the borders, the Communist regime in Albania began to develop domestic tourism, a sector which was practically non-existent at the time. A few holiday homes were built in Durrës and the development of a series of hotels led to the creation of the tourist complex of Durres. Unlike other hotels or holiday homes, Hotel Adriatik was not intended for local tourists, but only for foreigners. While Durrës was considered the pearl of Albanian tourism, another city, Pogradec, also began to be promoted in this period.

The Hoxha regime of Albania was also the main ally of China in Europe, with the two countries enjoying friendship and a strong ideological connection, with the result that Chinese tourists began to come to Albania. Adil Carcani, the vice chairman of the Council of Ministers welcomed the group of Chinese tourists, and records from the period show that an initiative was taken to launch a small ship with a capacity of 120 passengers which would offer pleasure trips from the beach of Durres for 10 lek (Kinostudio Shqipëria e Re, 1961). In terms of Chinese

cooperation in the economic field, furnaces, hydropower plants and a plant to produce spare parts for tractors were also built in this period. Additionally, the state promoted the development of a chemical industry in order to reduce Albania's dependence on expensive imports of fertilizers from the Far East and the "Mau Ce Dun" textile factory was also established in Berat (Bartl, 2017, 253).

Albania also began to promote what was called domestic tourism, a new reality in Albania. For almost forty years, Albanian cinemas showed very few documentaries devoted to actual tourism, with most productions serving as a form of political propaganda. After the rift with the Soviet Union, Albania reduced its contacts with foreigners in the West and became more isolated even from the countries of the Eastern Bloc which continued to promote their own domestic tourism. In order to visit Albania, foreign tourists had to be in groups of more than 20 people and follow a standardized program, with individual travels forbidden. Even the few foreign tourists who arrived were not allowed to use cameras and were forced to undergo strict security measures, with all cameras being confiscated at Rinas airport and returned to their owners when they left Albania. Moreover, the process of obtaining a visa for Albania was no easy task.

There was no possibility that tourism would be categorised as a main branch of Albania's economy during the Communist period, and the sector was largely seen as an ideological and propaganda tool. All events were influenced by the requirements of state ideology and were typically distorted to favour the image of the regime (Pollo, 1984). A particularly apt description of the country in this period is given by the expression used by Paul Lendvait in his reportage in which he described Albania as "Lonely Albania" (Bartl, 2017, 256).

Table 1.1 Visitors to Albania 1956-1980 (Marinelamalka, 2018)

Year 1956	280 tourists
Year 1960	6065 tourists
Year 1965	1203 tourists
Year 1980	3748 tourists

1.6 Tourists in Post-Communist Albania

After the fall of the communist regime in the 1990s, tourism began to be regarded as one of the main branches of the Albanian economy. Among the measures that influenced the development of tourism were the abolition of visas, opening contact between Albanians and foreigners, and the promotion of the private sector in the field of tourism. During the communist years, Albania had accounted for less than 1.6% of foreign tourists travelling to the Balkans, but by 1992 20,000 foreigners were visiting Albania, a figure ten times higher than that recorded during the period. In 1994, this figure rose to 31,900 tourists, 25% of whom were from Italy and 16% from Greece (Mecaj, 1999, 50-51).

A documentary film in the Central State Film Archive of Albania was also produced to promote Albania for foreigners (Kinostudio Shqiperia a Re, 1990). Considered as one of the most successful tourist promotions for Albania, it describes small lakes as pearls and shows the grassy and colourful meadows waiting to be explored in Albania, which is given the title of “the land of eagles”. From north to south, Albania is portrayed as an ideal tourist destination, with attractions ranging from ancient cities, castles, and centuries-old churches to natural wonders such as lakes and the Ionian and the Adriatic Seas. In this period the country boasted an estimated accommodation capacity of 14,000 beds. In 2000 a promotion focusing on the sports of kayaking and rafting was developed in which a group of Italian and French kayaking

instructors arrived in Albania in order to explore the rivers to assess the tourist potential. The findings revealed that the poor road infrastructure complicated the development of the potential of these sports as they require transit through narrow valleys. The foreign experts also suggested that the appearance of tourist villages should be preserved to ensure that they would not be abandoned and that the values and precious natural beauties they possessed could survive. The visitors also visited the 2400-year-old city of Berat, an unmissable stop on the journey through the Osum Canyons. Berat offers a rich cultural program including accommodation in historic buildings, delicious traditional food, walks through the cobbled alleys and a visit to the Onufri museum of Byzantine icons. The Secretary of the Federation of Instructors reveals:

“we came to Albania this year because we were very curious to see its rivers, our group was composed of people who have sailed in the rivers of Asia, the Amazon, Russia. I want to say that the rivers were a beautiful surprise for us, they are really a precious asset. Osumi Canyon is one of the most beautiful places in Europe in terms of nature and scenery”. (Kinostudio Shqipëria e Re, 1990)

Tourism in Albania reached different dimensions in 1999-2000, growing in significance as a destination that could attract foreign tourists and spark their interest in any possible way.

Nonetheless, the images of Albania which predominated in the early 1990s were not touristic, but those of a country attempting to emerge from long years of isolation and misery which it had suffered under the Communist dictatorship. Other than the extraordinary beaches and beautiful landscapes, Albania had little else to offer foreign tourists. The 17,000 beds that communist Albania had bequeathed to the new democratic Albania were only one third of the number offered on the Greek island of Corfu. However, over the years, Albania managed to raise its standard, but the events of the Civil War of 1997 were a terrible blow to the industry. In 1999

the Albanian government launched an initiative to promote Albanian tourism. A documentary made in 1999 showed every corner of Albania that was worth visiting, from the historical cities to the mountains and seas (RTV Klan Arkiv, 2009b). As the script stated:

“Albania with 450 kilometres of coastline, with lakes and lagoons at its extremes as well as rugged and unknown mountains, has the potential for the development of all types of tourism. Located in the heart of the European tourist market, this Balkan country has a strong future; it is a place where you can relax and invest.” (RTV Klan Arkiv, 2009b)

1.6 Lamerika: A Testimony of Post-Communist Albania

Lamerika (Amelio, 1994) is a 1994 Italian film which reflects the radical changes that Europe had undergone in the wake of 1989; the fall of state communism, the opening of the borders between Eastern and Western Europe, the triumph of neoliberal capitalism and the emergence of a new theme in the European political landscape - the migrant worker of Eastern Europe. The film was shown at the 51st Venice International Film Festival, in which Amelio won the Golden Osella for Best Director. The film was also selected as the Italian entry for Best Foreign Language Film at the 67th Academy Awards.

The film is set in Durres, Albania in 1991. The events of 1989 had left clear historical traces. Two countries, Italy and Albania, previously hermetically separated from each other, had now resumed contact. The fall of the Iron Curtain had opened the borders and people rushed towards freedom. An old-world order was collapsing and a new one was struggling to emerge. Men and women on the move were trying to escape the cruelty of reality and the camera crew of Lamerika was there to record this turning point. Durres was not the only port where people would find a way towards freedom; the southern port of Vlora also offered such a possibility. Italy was considered “Amerika” by the Albanians, an almost unbelievable place after almost fifty

years of isolation under Communism. The desire for a better life overcame the fear of the dangers involved in the journey. Men, women and children all piled aboard a sailing vessel that by crossing the sea waited to escape their difficult lives. Communism had just capitulated and the thirst for freedom, democracy and a better life was irresistible.



Figure 1.3. Photo taken by Vincenzo Arcieri in 1991

This famous photo shows a crowd of 20,000 Albanians fighting to enter the port of Vlora and get onboard a ship to Italy, a vessel which would become known as the ship of hope. This iconic scene has now been turned into a sculpture at the port of Bari, Italy to commemorate this period in Albania's history.



Figure 1.4. “The Ship of Hope”, sculpture by Ledi Shabani, 2018 (Xhafa, 2018)

The economic, political and social situation that emerged in Albania in the 1990s had a significant effect on the development of tourism. However, the tourist industry which developed in this period had little in common with the tourism of the Communist regime, and the sector embraced participation in international organisations, becoming categorised as one of the main branches of the Albanian economy and the focus of considerable national and foreign investment.

Nevertheless, the progress made in the 1990s would be jeopardised by the civil disorder which emerged following the collapse of a series of pyramid schemes in 1997, disturbances that would escalate into the Albanian Civil War, which was marked by riots, destruction and attacks on public institutions (Zilja, 2009, 23). This period saw yet another wave of immigration to the Western countries due to the increased political and social insecurity and poor economic conditions of Albania. I can mention here my own experience as a migrant to Greece with my family, in 1997. I was only 11 years old when my family emigrated from Albania as a result of the deteriorating socio-economic situation in our home country. Moreover, we were afraid for our own personal security, as my father had held a position at the Police Directory in Vlore. My

family was not alone in this situation, however, and hundreds of Albanians tried to escape to the neighbouring states of Italy or Greece in this period.



Figure 1.5. Citizens' Rebellion against the Government 1997 ("Albanian Civil War," 2021)

The consequences of these disturbances were dramatic for the whole country and greatly contributing to the widespread negative image of Albania abroad. In the wake of the rebellion, few tourists wanted to travel to Albania. Considerable amounts of property had been damaged in riots and foreign investors withdrew from the tourism sector. This negative situation was reflected in the decline in the number of tourists in 1997, with only 19,154 foreigners visiting Albania, compared to 47,275 visitors in 1995. From 1998 to 2001, the economy grew by an annual rate of 7-8 % and after a temporary slowdown in 2002, caused by an energy crisis and autumn floods, GDP growth in 2003 returned to an annual rate of 6% (European Bank for Reconstruction and Development, 2004).

After solving the social disturbances and bringing the economy back to its previous level, the Albanian government started to address tourism as the main focus in the economic development of the country. A number of laws were passed, such as the "Law on Priority Areas for the development of tourism in Albania", the "Law on Tourism Licenses" and the "Strategy of Tourism Development in Albania". The new directions envisaged in the political and economic

strategy sought to ensure that Albania would maximize the potential of the commercial sector and develop tourism in a sustainable manner.

Italy was the largest bilateral donor to Albania between 1991 and 2002, providing US\$ 353 million of funding (European Bank for Reconstruction and Development, 2004). The assistance which Italy has provided to Albania not only included emergency aid in the early stages of transition and in times of crisis, but also took the form of a long-term development strategy. The 2002-2004 assistance program to Albania provided further support for a total of € 202 million focusing on the sectors of electricity and water supply, infrastructure, transportation and social services. Between 2005 and 2006, the Ministry of Tourism, Culture, Youth and Sports prepared and approved the Strategy and Action Plan for the Development of Natural and Environmental Tourism by a Decision of the Council of Ministers no. 395 (21st June 2006) (Bank of Albania, 2008). This document was prepared with the support of the Albania Office of the United Nations Development Program. The scheme was based on the principles derived from the statements of Malta and Cyprus at the European Tourism Forum on the development of sustainable tourism, the growth and sustainable development of the cultural tourist market, focused on taking positive steps with long-term plans in order to increase the number of tourists. It also addressed the need for recognition and investment in cultural and tourist spaces. All of these governmental measures were taken in response to the tourism sector and the positive results of the initiative were apparent in the subsequent increase in the number of tourists to Albania. The data provided by the Border Police Directorate, Ministry of Interior in 2006 show that the number of tourists rose from 309,000 in 2003 to 1,100,000 in 2007. Table 1.7 shows the corresponding monetary value of this increase:

Table 2.2 Monetary value from tourism in Albania 2004-2006 (Bank of Albania 2018)

Year 2004	592 million Euro
Year 2005	692 million Euro
Year 2006	805 million Euro

1.7 Summary

This chapter has outlined the historical development of tourism in Albania, starting from the Declaration of Independence in 1912, continuing through the fifty years period of the Communist regime, until its collapse in the 1990s in which Albania and the Albanian people had the opportunity to set themselves free from the brutal Communist regime. The various events of the twentieth century had a huge impact on the number of tourists visiting Albania and on the overall development of the Albanian tourist industry. During the 19th century very few travellers visited Albania, and those who did travel to the region were largely diplomats, scholars or historians. Under the cooperation between Italy and Albania during the period of fascism, many attempts were made to improve and promote tourism to attract more visitors to the country. Particularly noteworthy in this respect are the results of the Italian cooperation in the field of tourism such as the construction of the road system, railways, and hotels such as Hotel “Dajti” in Tirana and the Hunting Hotel in Lezha, and the establishment of *Drini* magazine which was used to promote the attractions of Albania to a European audience. During the subsequent Communist period, Albania became isolated from the wider world, with no contacts with the Western countries and only limited interaction with the countries of the Eastern Bloc and China which shared Hoxha’s ideology.

The phenomenon of tourism in Albania has undergone great challenges over the years. Despite the hopes for a better future and foreign investments after the fall of Communism, the

situation deteriorated once again after the civil disorder which erupted following the collapse of the pyramid schemes in 1997. The image of tourism in Albania suffered in this period and Albania was seen as an insecure and unstable state which was unable to offer acceptable standards to tourists. The Albanian government launched a series of strategic plans for the International Development Association in 2000 which approved around fifty two projects in Albania aiming at reducing poverty and improving the economy.

The tourist industry in Albania created a new culture by studying what had developed on other Mediterranean coasts. The large number of tourists who came to our country between the years 2001 and 2005 were mainly holiday makers, but also included business travellers. With the development of the private sector of the economy, the opportunities for the arrival of foreign tourists in Albania greatly increased. In addition to the arrival of foreign tourists, new conditions were created for tourist developments such as cultural visits, artistic tours, and travel connected with sports and religious events.

Chapter 2: Present-Day Albania

2.1 A General Geographical Account

The territory of the Republic of Albania encompasses an area of 28,748 km (Lafe, 2009, 2537). Albania is the smallest country on the Balkan Peninsula after Slovenia and is comparable in size to Belgium. Much of the country is covered by mountains although a sizable arable area stretches from Lake Shkodra to Vlorë. The mountain ranges and rivers, which all flow from east to west, divide the country into separate habitable areas.

As Montanelli would quote in his book:

“Numerous and capricious rivers that descend from the east, coming rapidly to the plain after the rich constriction through the narrow mountain gorges, pull the solid with them in the form of large economic masses towards the estuary and deposit it there. So the whole coastal strip that embroiders Albania from Shengjin to Vlora is nothing but a discharge of debris accumulated there from these streams.” (Montanelli, 1939, 14)

The geography of the country takes three main forms. The first is a coastal area with a Mediterranean climate and vegetation, a landscape which is ideal for agriculture and which is of great economic importance to Albania. Albania has long been an exporter of cereals and a leading producer of salt. The second geographical area is the high mountains range which stretches from the Alps of Northern Albania along the Yugoslav-Macedonian border to Lake Ohrid. According to Peter Bartl (2017, 13-14), this area is characterized by the deep valleys which are formed between the mountains. The mountains reach an altitude of over 2000m, with the highest peaks found at Korabi (2751m) and Jezerca (2694m). The third area is inland Albania, a landscape which is also dominated by mountains. From a geographical perspective,

Albania had little to attract foreign invaders but, moreover, the landscape made it very difficult for invading armies to occupy the country.



Figure 1.6 Map of Albania (WorldAtlas 2021)

2.1.1 Mediterranean and Continental climates

Albania enjoys a considerable number of days of sunshine per year, accounting for 80-90% of the days of the year. The sky is completely clear throughout the summer which creates ideal conditions for the sunbathing on beaches on the coast and the holiday and health resorts throughout the country. Temperatures in Albania diminish slightly as we travel from the southwest to the northeast and the average annual temperature varies from 17.5°C on the Riviera of the Ionian Sea in the south to 7.5°C in the northernmost mountain village of Vermosh. According to the Italian historian Idro Montanelli, Albania has three distinct climates; a Mediterranean climate similar to that of Southern Italy although more humid in the lower coastal

area from Shëngjin to Vlorë; an Alpine climate in the mountainous areas; and a continental climate similar to that of Northern Macedonia in the areas of Korçë and Devoll (Montanelli, 1939,121).

Albania is a fortunate country from this viewpoint since it provides a variety of climates which are attractive to European visitors. As Montanelli noted, you can simply choose your activity upon waking up; you can go skiing among the pine trees in the morning and end the day harvesting oranges and mandarins (Montanelli, 1939, 121).

2.1.2 Religion: the coexistence of three faiths

Various religious faiths have spread across Albania since ancient times. The city of Shkodra has been one of the great centres of Catholicism since the Middle Ages, a position that was aided by its connections with the Italian and Austro-Hungarian coasts. In this city the Catholic church was persecuted during the totalitarian regime, with many clergymen being executed and imprisoned and the cathedral of Shkodra turned into a sports centre. In 1991 Mother Teresa returned to Albania for the first time and established a Missionaries of Charity Brothers home in Tirana, while Pope John Paul II also visited the country in 1993. In the south of Albania and in many other areas, Orthodoxy is widespread, with the strength of the religion represented by many churches built in the region since the Middle Ages. Many Orthodox churches were damaged or even destroyed by the totalitarian regime in the early 1970s.

One of the most widespread religions in Albania is Islam whose places of worship preach Islamic rites in most cities. Holy sites and places of worship that testify to the birth and development of Christianity and Islam can be found in many cities of Albania, and in the last decade many of these places have attracted the attention of many foreign tourists from Europe and other European countries due to the cultural values which they represent. A useful

characteristic of these places of worship is the fact that they are located near the most important centres of tourism development in Albania and are therefore of special interest for exploration by visitors. On the whole, places of worship show the spread of Catholicism, Orthodoxy, Islam and the respect which Albanians hold for them. Among the monasteries visited by tourists in the modern tourist industry are Ardenica Monastery, Zvernec Monastery, Apollonia Monastery, St. Mary's Church and King Mosque in Elbasan (Gace, 2007, 248-253).

2.1.3 Language and dialects

As Rexhep Qosja, the prominent Albanian writer has stated, "language is the biography of people because it can protect their intellectual, social and moral history better than any other material document" (Qosja, 1983, 146). Language is one of the fundamental features of a nation and its entire socio-cultural structure. Throughout the history of the Albanian people, and especially during the period of the Albanian National Renaissance, the question of the Albanian written language was an urgent, vital and ongoing issue. Despite the fact that a written language is a cultural phenomenon, it is of particular importance for the fulfilment of many other crucial activities, such as economic, commercial, religious or state activities. The Congress of Manastir of 1908, which is considered an event not only of historical but also cultural and scientific significance, marked the standardisation of the alphabet of the Albanian language (Gace, 2020, 152). The language, customs and traditions of the Albanians and the variety of their folk songs, dances and popular culture have long attracted the interest of foreign and local scholars (Demiraj, 1999, 13).

The people who have lived in the country now known as Albania have previously called themselves Arbeneshe or Arbereshe and have only adopted the title of Albanians in recent centuries. Foreigners during this period have called them and continue to title them with word

forms related to their earlier name, as can be seen in the Latin form *arbanenses* or *albanenses*, the Italian form *Albanese*, the Greek form *arvanitits*, and the Slavic form *arbanas* (Demiraj, 1999, 219).

The modern Albanian language is an Indo-European language which is considered by many representatives of comparative linguistics to be a direct descendant of Old Illyrian. The Albanian language has two main dialects - the northern or Gheg dialect and the southern or Tosk dialect (Lafe, 2009, 2537). The differences between the two dialects of Albanian are naturally phonetic first of all, but there are also some minor dialectal differences. The two dialects reflect the richness and diversity of expression in the standard language. Gheg dialect is mostly spoken in Albania north of Shkumbin, as well as in Kosovo, Montenegro, Serbia, the vast majority of the Albanian-speaking area of the Republic of Macedonia and in the village of Arbanasi in the region of Zadar in Croatia. The Tosk dialect is spoken in most of Albania south of Shkumbin as far as Chameria, as well as in the settlements of the Albanian diaspora in Italy, Greece, Bulgaria and Ukraine. The Albanian language is spoken today by more than 7 million Albanians in Albania, Kosovo, Western Macedonia and in the southern parts of Montenegro (Gjinari & Shkurtaj, 2000, 24).

2.2 Socio-Ethnic Development in the Albanian Territory

The Albanian people form one of the most ancient populations of the Balkans, descendants of the Illyrians whose origins can be traced back many centuries. Throughout the whole process of its historical development this population has preserved its unique ethnic character.

Montanelli described the Albanians as follows:

“From a racial point of view, few peoples are so compact and cleansed of minorities as the Albanian people, they do not suffer from cracks, nor are they threatened by any flaws thanks to their will... I was amazed when I first came in contact and when I saw close up the isolated mountain tribes, their archaic and harsh life, their picturesque customs, when I met their cavalier spirit, their generous hospitality with their sincere implantation after the ancient traditions, after the ancient canon of the Dukagjins.... But now I wonder if these very beautiful qualities will be able to live alongside civic qualities if indomitable pride, courage, honesty, pure habits, will be able to match a system in which each individual feels more a citizen of the nation than an element of the tribe.” (Montanelli, 1939, 118-119)

As of 1990, there were 3,266,790 inhabitants living within the territory of Albania, and the country has seen a steady increase in population since the declaration of independence in 1912. According to the first census in 1923, Albania had 803,959 inhabitants; in 1940, 1,084,159; in 1950, 1,218,943; in 1960, 1,626,315; in 1979, 2,590,600; and in 1989, 3,182,417. According to data from the Civil State Directory in the Ministry of Interior, there were 3,069,275 Albanian citizens in 2001 (“Demographics of Albania,” 2021).

In 2020, the number of citizens in the Republic of Albania was counted as 2,845,955 (INSTAT, 2020b). The population of Albania has undergone considerable change during the last thirty years. One of the main reasons for this is the phenomenon of migration to European countries such as Italy, Greece, Germany and other countries. With the Liberalization of Visas in Albania, on 8th November 2010, approved by European countries and considered as one of the most historical events for Albania since the fall of the “Iron Curtain” 20 years ago, Albanians were able to travel to any European country without the need to apply for a visa on the condition

that the duration of the stay did not exceed 90 days. As a result, people considered this an opportunity to relocate to another European country in search of a better life. However, this crucial event also opened new doors for Albania to the process of European integration, allowing Albania to become better known to the rest of the world through advertising and news coverage. As a result, this small Mediterranean country is nowadays defined by major travel magazines the “Hidden Gem” of Europe.

2.3 Modern infrastructure and tourism

The Albanian government has focused on improving the infrastructural and socio-economic status of the country through projects implemented in Albania and various laws approved by the government. I would like to bring to light some of the projects which have been undertaken and realized by the Albanian Development Fund, a developmental organization that responds to the challenges and which partners in the enabling the sustainable development of the country which was founded in 1993.

Noteworthy in this respect is the “Improvement of Secondary and Local Roads” project, one of the most ambitious programs in the last 25 years in Albania and which was implemented in twelve counties between 2008 and 2017. As part of this project, 144 secondary and local road segments and bridges were financed (Albanian Development Fund, 2018a). Another important initiative that has already been completed is the “Coastline of Vlorë City, Waterfront Promenade (Lungomare)” project (Albanian Development Fund, 2019). The implementation of this project was carried out between June 2015 and June 2017 and aimed to rehabilitate and revitalize the urban areas along the coastline of the city of Vlorë.



Figure 1.7 Vlorë Promenade known as “Lungomare” (Albanian Development Fund, 2019)

The “Hera” project was implemented in the city of Shkodra in the north of Albania between November 2013 and September 2016. It was focused on establishing a mutual cross border platform in the Adriatic area for the management and promotion of sustainable tourism, based on a common cultural heritage. The National Photo Gallery “Marubi” was restored and transformed into a museum. Another objective of this project was the creation of a common network of sites of cultural heritage of the Adriatic Region (Albanian Development Fund, 2018b).

The needs of rural communities were also addressed through the implementation of the “Community Works III” project from November 2008 to April 2012, which improved the living conditions of the rural population by designing local development plans for communes with potential economic development in the field of tourism in particular. Communities in the north of Albania such as the administrative unit of Kelmend or Shkrel - Malesi e Madhe (Highlands) in Shkodra county which have considerable potential for tourism gained a wider prominence not

only among foreigners but also among Albanians themselves through the “Monteal” project that was implemented between 2014 and 2015 (Albanian Development Fund, 2018c). In these areas, the project introduced newly built infrastructures which were incomparable to those of the past, including new accommodation and the promotion of traditional organic cuisine based on local production.



Figure 1.8 Tamara, located in the Highlands of Kelmend (Office of the Prime Minister, 2017)

Another project was the “Community Works IV Program” in the areas of the South Coast and the Albanian Alps. Covering five Counties (Vlorë, Gjirokastër, Dibër, Kukës, Shkodra) and six municipalities (Himara, Vlorë, Gjirokastër, Mat, Puka, Tropojë) which started in 2015 and was completed in 2020 providing sustainable socio-economic development in areas of high tourist potential (Albanian Development Fund, 2021). Numerous other projects are currently being implemented, including the “Local and Regional Infrastructure” program, due to be completed in 2021, which is intended to promote local socio-economic conditions through regional infrastructure projects, thereby improving tourism and providing accessibility to local communities. The “Integrated Urban and Tourism Development Program” commenced in 2017 and will be completed in 2022. The program covers the geographical area of three Counties

(Vlorë, Berat, Gjirokastrë), four municipalities (Sarandë, Gjirokastrë, Berat, Përmet), and the tourism corridor of the region. This project will improve the urban infrastructure, promote tourism and strengthen the institutional capacity to support tourism. Economic and living conditions are planned to be developed and improved in the southern region of the country (Albanian Development Fund, 2020c). The “Reconstruction of Vlorë River Road”, another major project, will be completed in 2022. It is expected to create sustainable public infrastructure in the South Coast area, specifically in Vlorë River area in an effort to improve the living conditions of locals and turn tourism into one of the main sectors of the local and regional economy (Albanian Development Fund, 2020a).



Figure 1.9 River Road of Vlorë City (Albanian Development Fund 2020a)

The “Rural Water Supply Program” (RWSP) started in 2005 and is expected to be completed in 2023, covering 9 Counties, 51 Administrative Units and 162 villages and cities. The project aims to supply local citizens with hygienically clean water, which will be provided through new water supply schemes. This program is deemed one of the most consequential initiatives of recent years (Albanian Development Fund, 2020b). Additionally, several projects funded by IPA (The Instrument for Pre-accession Assistance, European Union) started in 2015

and were completed in 2020. They focused on maritime transport and infrastructure, and the development and promotion of all-year tourism by cross border cooperation including countries such as Italy, Greece, Montenegro and Kosovo.

Two other major projects in the field of airline transportation should transform and simplify travel to Albania but also have a vast impact on the economy. One of these is the “North Wings – Zayed” international airport in Kukës which was inaugurated on April 18, 2021 and which is scheduled to start low-cost flights from July 15, 2021.



Figure 1.10 Zayed International River Airport in Kukës (Agjencia Telegrafike Shqiptare, 2021b)

A related project is the development of Vlorë International Airport, the third international airport in Albania, which be capable of handling intercontinental flights within the coming years. This will be the third international in Albania. The current Prime Minister Mr Edi Rama stated in one of his interviews:

“All the conditions of Vlorë airport are such that the flights will be from Vlorë to New York and from New York to Vlorë because we will take "Fan Noli" to America and we will bring Albanians from America directly to Albania. We will invest as a state to build the Aviation Academy that will produce Albanian experts including pilots. Albania will

be a country where the number of visitors will increase exponentially. I am convinced that the people of Vlorë will feel even more proud, foreigners will feel wonderful in this country from the first month. ‘Today is the time to make Albania together so that it does not lower its head anymore, but on the contrary raises it higher and higher’, the Prime Minister concluded.” (Aeroporti i Vlorës, Rama publikon videon: Fluturimet do jenë transoqeanike, do t’i sjellim shqiptarët direkt nga Amerika!, 2021)

These and the other projects mentioned above have the potential to completely transform Albania’s image, making the country a chosen destination for thousands of holidaymakers. The improved infrastructure, governmental policies and laws on tourism have revolutionized the tourism sector, creating a modern industry which is becoming one of the main sources of monetary income for Albania.

2.3.1 Tourism potential and state policies

The vast expansion of tourism in Albania and the fact that Albania is today increasingly seen as a tourist destination have led to Albanian legislators prioritizing the development of tourism in the country. The seriousness with which the Albanian government has addressed the potential of tourism can be seen in Law no. 93/2015, dated 27.07.2015 “On tourism”, amended (Law on Tourism, 2015).

Through the adoption of this law, the government’s aims consisted of three main directions, a) the promotion of Albania as a tourist destination; b) the development of sustainable tourism; c) ensuring that tourism service providers meet the requirements of tourists. These three aims would be achieved by formulating a state policy for tourism and also through the creation of responsible bodies in the field of tourism.

Also falling within the legal framework for tourism is Law no. 55/2015, “On strategic investments in the Republic of Albania”. In the context of the further development of tourism in Albania, this law aims to encourage and attract strategic, domestic and foreign investment in several sectors of the economy. The promotion of investment by the Albanian state through the provisions of this law directly affects the tourism sector. Tourism development will be even stronger depending on the investment which it receives, because tourism thrives when there is sufficient investment, strategy and infrastructure. In recent years, these have become important goals for the Albanian state, with the tourism sector being defined as a strategic sector in the national economy.

A novel approach to the development of tourism is the adoption of Law no. 40/2020 “On maritime tourism activities”. At a time when the development of maritime tourism in Albania is gaining momentum, it was considered highly important to ensure that the sub-sector was legally regulated. As was mentioned above, a great deal of Albania’s potential as a tourist destination is due to its geographical position and landscape, and maritime tourism plays a key role in this respect. Albania has a long coastline which is washed by two seas, the Adriatic and the Ionian.

This law was the first to offer support for maritime tourism activities and shows the intention of the Albanian state to influence the further development of these activities. The law defines the categories of tour operators as well as the tourist areas where related activities can be conducted.

As a Mediterranean country, Albania is considered to have vast tourist potential based on its socio- economic factors, its extensive coastline, and its natural and cultural assets. Recently, the growing interest of tourists in Albania is the successful result of several progressive measures which the Albanian government has undertaken in response to the development of tourism as one

of the main economic sectors in the country. The key role of tourism in the Albanian economy is proven even by the high numbers of tourists who have visited Albania over the last few years; approximately 23.6 million people foreign citizens visited Albania between 2014 and 2018, with income from tourism services contributing around € 45 billion to the country's GDP in this period (INSTAT, 2019). This period has also seen the establishment of a tourism laboratory known as "Set Tour Lab" located in the heart of Vlorë city along the coastal promenade to ensure maximum visibility. The Set Tour Lab is a major project perceived as an educational cell for individuals intending to work in the tourism sector. It is designed to prepare waiters, cooks, receptionists, managers and other tourism service providers for work in the field of tourism, with training provided by professional tutors. By offering this opportunity to tourism service providers, the project aims to raise the standards of the services provided by tourism facilities in the southern region of Albania. This innovative initiative has been welcomed mainly by businesses in the south since fulfilling tourism demand requires that service providers can meet the standards of professional service provision. Finally, the project is seen by many as an opportunity to find future employment after the acquisition of qualities and knowledge applicable to the field of tourism.

Another governmental initiative which should be mentioned in this connection is the highly innovative project known as "Smile Albania" which was launched in 2018 by the Ministry of Tourism and Environment. The project involved the establishment of 36 tourist information points throughout Albania to promote historical, cultural and natural sites. The project was implemented by youngsters from all over Albania who welcomed tourists at different entrance points to the country by sea, air or land (Ministry of Tourism and Environment, Republic of Albania, 2019a).



Figure 1.11 Photo of youngsters welcoming tourists within the framework of Smile Albania project

Finally, the Integrated Rural Development Program of 100 villages was introduced with the objective of ensuring the development of rural areas and their compliance with European standards (Ministry of Tourism and Environment, Republic of Albania, 2019b). This program has already transformed the image of many villages in Albania such as Theth, Voskopojë and Dardhë and has led to the economic growth and increased income of such rural areas.

Agrotourist activities are becoming increasingly popular in Albania and offer an insight into the cultural values and national heritage in addition to their main aims of providing leisure and relaxation.

The images shown below feature some of the villages which have been revitalized as part of the investment introduced through the abovementioned program. As a result of the development, these locations have become known to the world through tourist magazines, holiday leaflets, advertisements, travel agencies and various tourism blogs. One example is the village of Kaninë located to the southeast of Vlorë at an altitude of 350-400 m which enjoys fine views over the bay of Vlorë. The village is also home to one of the oldest castles in the region. In the past access to the village was complicated by the poor condition of the road but recently it has attracted the interest of both local and foreign tourists. A very popular festival is held every summer in the village which has turned into a tradition.



Figure 1.12 Kaninë village (Ministry of Tourism and Environment, Republic of Albania, 2019b)

Another example is the village of Vuno, a historic settlement which likely dates back as early as the eighth century BC. The village is representative of typical local architecture of the 18th century, both in its houses and its churches. It is located about 400 m above sea level with a panoramic view overlooking the Ionian Sea and descending to the beach of Jal.



Figure 1.13 Vuno village (Ministry of Tourism and Environment, Republic of Albania, 2019b)

The villages of Theth and Valbonë are located northeast of the city of Shkodra in the centre of the Albanian Alps. The remarkable beauty of these villages ranks them among the most attractive natural assets in the north of the country.



Figure 1.14 Theth village (Ministry of Tourism and Environment, Republic of Albania, 2019b)



Figure 1.15 Valbonë village (Ministry of Tourism and Environment, Republic of Albania, 2019b)

The last example is the village of Kosinë in the Municipality of Përmet and its highlight of St. Mary's Church. The present structure was built in 1460, but its early structure dates back to the time of the Roman Emperor Justinian in the sixth century. It is considered to be the second oldest church in the Balkans, built in the byzantine style, and on the northwest side there are some still undeciphered inscriptions.



Figure 1.16 Kosinë village (Ministry of Tourism and Environment, Republic of Albania, 2019b)

2.4 Government Official's Views on Tourism

During the course of my research for this thesis, I conducted two interviews with governmental and administrative officials, one with the Mayor of the city of Vlorë, Mr Dritan

Leli (Personal communication, May 20 2020)¹¹ and another with the Member of Parliament, Mrs Vilma Bello. The main aim of these interviews was to provide a broader view of the current situation in the tourism sector and its development over the years taking into account the role of the government. These interviews are useful to show the institutional stance regarding the socio-cultural and linguistic development of Albania in terms of international recognition. Hence, they provide appropriate information to answer the first research question of this study. In particular, the two politicians' points of view show the intrinsic connection between the growth of tourism and the spread of the English language in Albania. Indeed, the latter can be considered a cultural affordance to connect foreigners and locals. This is what was also observed by one of the governmental officials, the MP Vilma Bello. The two interviews mentioned above focus on two main points. Firstly, they deal with an overview of both the Albanian governmental and the local policy regarding the tourist sector. The interview realized with the Mrs. Bello focuses on the general governmental policies for the development of tourism, i.e. the laws that regulate tourism in the country, initiatives that promote Albania internationally to attract more visitors, and projects that aim at improving the country's infrastructure (e.g. building new roads, airports, tourist information centers, ports, etc.). The central government cooperation is closely connected to the local one, which in turn implements projects, laws or initiatives approved at national level. The interview with the Mayor of Vlore provides relevant information on the development of

¹¹ Dr. Dritan Leli was born on February 13th, 1969 in the city of Vlorë where he spent his childhood. Dr. Leli has dedicated his entire life to the field of medicine, realizing dozens of different specializations in the field of radiology and nuclear medicine, and in 2014 he received the degree of Doctor of Science at the renowned university "La Sapienza" in Rome. He has a command of three foreign languages: English, Greek and Italian. He has been the Mayor of the city of Vlorë since 2015.

tourism locally and how the central government has contributed to the high numbers of tourists who visit the city. Taking into consideration the two interviews from the two perspectives of central and local government, we are able to draw a clear picture of the interplay of political institutions that is a crucial factor in promoting tourism to increase the country's finances. Moreover, the government has also paid special attention to the linguistic policy and has fostered the spread of the English language, making it one of the most important requirements to enhance the development of tourist operators. English is de facto the primary contact language that has been chosen for promoting Albania worldwide. It is the language used in tourist guidebooks, leaflets, brochures and advertisements.

Finally, a third interview was conducted with the Albanian historian Clirim Duro. It provides further historical elements that help the reader understand that Albania is not only a country for holiday makers. In fact, Duro suggests that the government should also focus on the importance of the country's historical and religious sites. Tourism should also be developed in this trajectory, and more should be done in order to value and promote cultural and religious tourism in Albania.

To conclude, the interviews conducted for the purposes of this study shed light on of governmental and local policy regarding the development of Albanian tourist industry, as well as the promotion of English as a lingua franca. The development of the country, as the interviews have shown, parallels the spread of English as the primary international language and favors the emergence of a *glocal* (Robertson 1995, 28) Albanian English in the context of tourism. Indeed, English is a requirement in most jobs related to the tourist industry. This makes it an indispensable language to mediate communication between locals and foreigners. For this

reason, the improvement of Albanians' acquisition of proper linguistic competences and the development of English language teaching have become primary points in the political agenda.

I would also like to provide some details about my visit to the Municipality of Vlorë. After contacting Mr Leli, he agreed to be interviewed despite the Covid-19 situation and I would therefore like to state my appreciation for the Mayor's willingness to accept my request.

The interview was structured around eight carefully chosen questions, starting with the first question that focuses on an overview of tourist development in Albania/Vlorë over the last few years.

2.4.1 Interview with the Mayor of Vlorë Municipality

Mr Leli, could you please provide us with an overview of tourist development in Albania/Vlora over the last few years?

The Mayor of the city of Vlorë highlighted the fact that there has been an increase in tourism in Albania, especially in the southern regions of the country. This is the result of the policies and strategies undertaken by the Albanian government in the functioning of the tourism industry. According to official data, there is an increase in the number of foreign visitors and investors in Albania. Mr Leli placed an emphasis on the transformation of Vlorë, noting that the city has been totally transformed. For instance, he mentioned the investments of the "Lungomare", the "Ismail Qemali" Boulevard, as well as the historic centre which aims to become a tourist attraction for locals and foreigners, as well as into a destination for business and tourism. He continued by stating that this revitalization project aims to include all age groups by supporting social, cultural, and entertaining activities as well as employment opportunities. Once more, he confirmed that Vlorë is a wonderful city with a glorious history.

What sort of tourist infrastructures or facilities are there?

According to the Mayor, Albania has a typical Mediterranean climate with mild, wet winters and warm, sunny summers, with up to 300 sunny days per year. With such climatic conditions, Albania is an “all-year-round destination”. Another significant factor is Albania's optimal geographical and strategic location in the Western Balkans, as well as its connections with Italy through various ports on the Adriatic and the Ionian Sea, which make it a priority destination. In terms of infrastructure roads and airports, Albania is developing. Mr Leli stressed the value of the governmental project for the construction of the airports in Kukës and Vlorë.

Mr Leli praised Vlorë as a recommended tourist destination since it is favoured by its climate, its geographical position between the mountains and the sea, a place where you can be amazed by its ancient culture and natural landscapes.

In your view, what elements have contributed to this tremendous increase?

Regarding the elements which have contributed to this tremendous increase, Mr Leli mentioned the “Urban and Rural Renaissance” which has influenced the field of tourism. The urban transformation of the country's cities is a result of the government’s major national program of the "Urban Renaissance" project extending to 70 cities, providing a new identity and a new model for social life. Mr Leli also mentioned the data that about 300,000 m² of roads, about 20,000 m² of boulevards and promenades, about 150,000 m² of parks, and about 200,000 m² of squares, urban centres and historical centres had been reconstructed by 2017. From the implementation of these projects, over 1.8 million inhabitants have benefited in the Republic of Albania, as well as about 3,000 businesses which are active in the newly transformed areas.

To what extent has this phenomenon affected the economy of the country?

We all know that the economy is one of the most crucial elements in the continued existence and development of a country. Thus, in terms of the impact of tourism on the economy

of Albania, the Mayor reinforced the idea that economic growth in the country in terms of tourism is indisputable, especially in the city of Vlorë. He mentioned the data from the Ministry of Tourism and Environment showing that the year 2017 had closed with over € 1.5 billion revenue from tourism and over 5 million foreign visitors to Albania. These figures contributed significantly to the country's annual economic growth rate of 4%. On this basis, tourism was confirmed as the main driver of the country's economic growth.

Regarding the promotion of tourism in Albania, what are the main initiatives that have been undertaken so far by the Government?

The next question focused specifically on the main initiatives that have been undertaken so far by the Government. Mr Leli emphasised Law no. 93/2015 on tourism which offers competitive opportunities for foreign and domestic investors and encourages large investors to invest in Albania by granting them state land through the "Albania Scheme € 1" project. He also explained said that the Law provides a range of changes for the tourism sector in Albania, aiming to turn it into one of the most important sectors of the economy in the coming years. He also added that this year they have produced a promotional video in cooperation with the tourist office and the city's businesses to show what Vlorë can offer in the summer. During the interview he recalled the tourism promotional television clip transmitted featuring the lighthouse at Triport, a well-known tourist landmark and once considered as a guide for sailors. The reason why he chose this landmark for the promotional clip was not by chance but quite meaningful. He sees the lighthouse as a guide or a spot to which all Albanians can be attracted, allowing them to discover all that Vlorë and the entire Albanian coastline have to offer and the endless places which can be explored.

How does the Government support the tourism sector in Albania and are there any future projects for tourism?

I was also interested in asking the Mayor about the Government's support for the tourism sector in Albania and in future projects for tourism. Mr Leli mentioned the continuation of the "Rural Renaissance" project, an integrated program for the development of residential centres, areas of tourist interest, or rural areas, which aims to improve the infrastructure, re-evaluate folk traditions and the cultural heritage, increase the level of public services, contribute to the aesthetic improvement of residential centres that should enable rural areas to share in the positive trend of economic, diversified and sustainable development, while creating a basis for the development of tourism and agrotourism. Moreover, the government is also implementing a project called "The Revitalization of the Historic Centre of Vlorë" which started in October 2017 and which is now in its final phase.

I would also like to ask you about any drawbacks or problems that you have had to face as regards tourism in Albania. Could you mention any?

Mr Leli noted that there have been defects in the water supply and sewerage network and that the government had had to intervene and take measures in the affected areas. The main priority is to ensure that the supply of drinking water and lighting is guaranteed throughout the territory of the Municipality of Vlorë. He conceded that there had been minor energy problems in the Orikum area but that the situation was improving day by day. He also stated that in most of the territory where there is tourist activity everything was ready for business and above all that there was a supportive infrastructure provided by the units of central and local government. Mr Leli was also very concerned about the recent period which has been characterised by the unexpected Covid -19 pandemics, although the Mayor noted that the crisis had made the citizens

more careful and responsible and that they had to adapt people's behaviour to the difficult situation we are facing.

What measures have been taken to cope with these problems?

The last question of the interview was a continuation of the above in order to gain a better insight into the tourism sector and its development in the year of the Covid-19 pandemic and the measures that were taken to cope with it.

Mr Leli drew attention to the steps which had been taken by his administration. The Municipality of Vlorë organized an entire "army" of around 100 people to check situation in the streets and shopping centres of Vlorë, especially the bars along the Lungomare seafront. He also emphasised the importance of citizens respecting and adhering to the pandemic regulations and hygiene measures. Vlorë is attractive for tourists due to its long coastline which runs for about 30 km from the Vjosë estuary to the end of the Orikum, Sazan and Karaburun beaches. Mr Leli also added that the Office of the Municipality of Vlorë offers assistance to citizens who want to apply for a beach environment permit on the e-Albania platform, a service which assists all those who have shown interest by giving priority to city residents and public beaches. It is important to note that the priority this year was investment for public beaches and hotels, given that hotels are facing strict hygiene standards and social distancing requirements, in order to provide the highest quality in services during the Covid-19 pandemic. Mr Leli gave his personal assistance and all the staff of the Municipality of Vlora ensured that applications were processed as soon as possible regarding the procedures in order for applicants to be granted the right to operate a beach station. He believed that in such a global crisis, a maximum tolerance should be given, as businesses have also faced various problems as have staff who have been forced to deal with disruption in their work red in the last three or four months. It was therefore crucial to be

understanding and supportive of the issues which tourism service providers are confronting and to ensure that everyone is working together in order to secure mutual support from the political parties to secure a successful tourist season. Finally, the Mayor said he was in constant contact with all business enterprises in the city to address any problems they may have.

I consider the interview with Mr Leli quite significant for my research project since it brought to light many facts regarding tourism development in Albania as well as the problems and challenges which the industry faces. The city administration has been able to achieve the expected results and make improvements for the future.

I observed during this interview that Mr Leli was a very cooperative subject who was more than willing to provide me with information about tourism. This enthusiasm is something that has been sorely lacking in the past. This change is the major achievement of government measures such as the approval of laws facilitating foreign investment in the country and governmental projects regarding infrastructure and public transport. My belief that the Albanian tourist sector is increasing from year to year was confirmed once again by the governmental data which Mr Leli provided me with.

2.4.2 Interview with a Member of Parliament

My second interview was conducted with Mrs Vilma Bello¹², a Member of the Parliament of Albania (Personal communication, June 17 2020). The interview consisted of four

¹² Vilma Bello was born in Vlorë on 27th June 1975. She completed her studies at the University of Tirana, Faculty of History and Philology. She holds the degree of “Doctor of Science”. During 2009 she received the title “Docent” from the University Council of Professors “Ismail Qemali” Vlore. Vilma Bello has been a lecturer at the Faculty of Humanities at “Ismail Qemali” University in Vlore since 1998. During her academic career she has held various positions, such as that of Vice-Dean of this Faculty or Head of the Department of Languages- Literature in this faculty. Dr. Vilma Bello is an active participant in her field of study, as well as author of a number of articles and studies. She has been the Member of Parliament for Vlorë District since 2017.

questions whose answers will be outlined below. Once again, I am grateful for the time and attention which Mrs Bello devoted to my questions.

Mrs Bello, I would like to thank you for finding the time for this interview. Speaking of international tourism, what is the contact language tourists and local people normally use to communicate in Albania?

In terms of international tourism, Mrs Bello said that the contact language which tourists and local people typically use to communicate in Albania is English.

Could you please tell us about the government's policy regarding language education, or the way in which private companies train their employees in terms of their linguistic and cultural competence to deal with the requirements of international tourism?

Regarding the government's policy on language education, or the way in which private companies train their employees in terms of their linguistic and cultural competence to deal with the demands of international tourism, Mrs Bello stated that English is the language used in all public and private high schools in Albania and also at universities. According to Mrs Bello, many training courses are also available for those who want to learn English, while travel agencies will often pay for advanced courses for their staff. English is one of the main requirements for recruiting agency staff, bar and restaurant employees, and workers in hospitality at tourist destinations. She also noted the importance of Italian as a second language, particularly in coastal areas such as Vlorë and Durrës which are visited by many Italian tourists and Greek in the city of Sarandë, which is very well spoken by the locals.

In order for tourism to thrive in a sustainable manner, public institutions need to provide supporting legislation and an institutional framework that is both favourable for private sector

development and of acceptable quality for tourists. What I wanted to find out more about tourism-related policies or legislative reforms undertaken by the Albanian government.

In order for tourism to thrive in a sustainable manner, public institutions need to provide supporting legislation and an institutional framework that is both favourable for private sector development and of acceptable quality for tourists. What tourism-related policies or legislative reforms have been undertaken?

Mrs Bello discussed the newly passed Law no. 93/2015 on tourism which regulates relations between public institutions and private entities, natural and legal persons, domestic or foreign, the performance of tourist activities and the rights and obligations of entities participating in these activities following the standards set out in this law, as well as other issues related to the field of tourism. Moreover, the law is in partial compliance with the Annex of Council Directive no. 90/314 / EEC of 13th June 1990, “On travel, vacations and holiday packages”, as well as Articles 2 and 3 of the Regulation of the European Parliament and of the Council no. 692/2011 / EU, dated on 6th July 2011, “European Statistics on Tourism” defining policies and development strategies in the field of tourism.

As Mrs Bello explained, the law defines the rules for the coordination of work and the interaction of responsible institutions in the field of tourism in order to develop the tourism industry according to the rules and standards set out in the legislation. The law also covers the relations between state institutions and potential investors based on the public interest in tourism development. The Ministry of Tourism and Environment has a “National Strategy for Sustainable Tourism Development 2019-2023” which provides a clear vision for Albania as a hospitable, attractive and authentic destination, combined with the sustainable economic, natural and social development of the country. Another important fact is that the National Strategy also

includes in its mission plan the development of destinations, areas and products in an effort to diversify the range of tourism offers and to increase the added value of tourism potential for the economic and social development of the country. Mrs Bello identified the fact that the Ministry responsible for tourism promotes education in the field of tourism for all segments of the population actively employed in the industry, and also focuses on recognizing history, culture, natural beauty, religious traditions and handicrafts, thereby putting them in the service of tourism. The Ministry also cooperates with other responsible ministries and both public and private institutions operating in the field.

According to Mrs Bello, in recent years, some branches related to tourism management and preparation of tourist guides have been opened in the sphere of educational and vocational training, in cooperation with local administrative units and ministries responsible for tourism. There are several courses that accredit vocational training courses for the tourism sector, with Mrs Bello drawing attention to the initiative of the Ministry of Tourism and Environment based on Law no. 93/2015 “On tourism”, the decision of the Council of Ministers no. 692, dated 05.10.2016 “On the approval of the regulation of criteria for obtaining a certificate for the exercise of the activity of tourist guide, duties, responsibilities and the code of their ethics”, and Joint Directive no. 517, dated 24.01.2017, “On the accreditation of qualification programs for tourist guides and the approval of the minimum credits of the program for continuing vocational education” which legislate for the accreditation of qualified tourist guides. Mrs Bello also provided us with the relevant qualification programs.

1. Qualification program for the national tourist guide, which is offered by:

a-Tirana Training Centre

b-NATGA Training Centre

c-Pegasos Travel

d-Poseidon 04

2. Qualification program of the local tourist guide, which is offered by:

a-Tirana Training Centre

b-NATGA Training Centre

c-Poseidon 04

3. Qualification program of tourist guides; Rafting, kayaking and canoeing, hydrospeeding and climbing, which are offered by:

a-Albanian Rafting Federation.

With increasing numbers of tourists visiting the country in recent years, Albania is becoming a globalized country. Here I was interested in finding out how this phenomenon has affected the Albanians from a cultural point of view.

With increasing numbers of tourists visiting the country over recent years, we are becoming a globalized country. How has this phenomenon affected the Albanians from a cultural point of view?

Mrs Bello highlighted the fact that Albania, due to its geographical position and wonderful climate and the increased level of promotion of recent years has received a positive boost in the development of the field of tourism. The country has a diverse range of tourist potential which it can offer visitors, ranging from attractive natural sites, historical and cultural attributes to handcraft products and gastronomy based on local organic products. She said that the increase in the number of tourists in recent years, particularly in the sector of all-year-round tourism, has prompted residents of attractive tourist areas to realize the economic potential of the industry. As a result, this has led them to expand their promotional activities beyond the summer

season and also to target specific audiences that have been provided through their cooperation with agencies or tour operators, but also through both national and local tourist guides. In recent years, cultural destinations have seen an increase in visitors which has also led to a wider variety of offers in products and services. Mrs Bello also noted that even areas or villages which had not previously been considered as tourist destinations have started to be transformed and promoted as such once they recognise the growing demand to visit these areas. As a result, today they attract many visitors and have expanded the tourist map even further.

As an example, Mrs Bello mentions the area of Belsh, which five years ago was not considered an attractive tourist destination but which is today quite the opposite. Like this area, many such places are becoming marked on the tourist map in Albania, such as the villages around Tirana and continuing further south.

In conclusion, the interview with Mrs Bello provided enlightening information on the laws which the Albanian Parliament has approved regarding tourism, education programs ensuring the professionalism and certification of national and local guides and the effect of the tourism phenomenon and increase numbers of tourists on the Albanian people.

2.4.3 A historical perspective on Albanian tourism

Another interview which was conducted during my research was that with the historian Çlirim Duro.¹³ The interview was conducted via a video call on January 11th 2021, and the main objective of the interview was to acquire data on the context of tourist Albania from the viewpoint of a historian since the governmental perspective has already been well demonstrated and analysed. Given that the previous two interviews with governmental officials offered interesting information about the progress and modernization of Albania, this historical account

¹³ Professor of History Studies, Department of History, University of Tirana and Director of Curricula and Standards of Quality at University of Tirana.

would give another perspective as seen from the eyes of a historian and perhaps voice some degree of criticism of recent developments too.

With reference to history, could you please tell us about the pioneers of tourism in Albania?

“In general, tourism in the European sense was not widespread in the 1920s. During the First World War, many soldiers who were active in Albania enjoyed the sea for various reasons; indeed, close to Kavajë there is a beach called the “General’s Beach” because a foreign General was fond of the site. However, to be more accurate, as the Albanian state established itself and achieved some degree of stabilization from the 1920s onwards, European developments allowed a kind of tourism to emerge and we can see some promotion in the period following the accession of King Zog, for example the fact that Zog himself spent his holidays in Durrës. The images of our monarch enjoying his holidays or the activities of Zog’s sisters in promoting the socio- cultural life, culture, developments and among which tourism played a role are important in this respect. We must also bear in mind that the so-called minimalist phase which the elite created under Zog had started to create the possibility of, as we call it, a vacation in a small house, people going on vacation. We also have Eqrem Bey Vlora, an eminent figure in our nation, who noted in his memoirs that he had taken vacations in Albania during the First World War but also later. So, it is possible to say that the wealthy social elites which emerged in the years after 1912 or in the 1920s had started to enjoy what we can call tourism within the country.”

How was tourism perceived or organized during the communist regime?

“During the Second World War, the Italians developed the basic elements of tourism, taking many children to Italy and attempting to teach them about the maritime life but also taking

care to educate them culturally. When I talk about tourism in a narrow concept, what we primarily have in mind is the sea. So, we also have elements of tourism from the Italians, as there was a mutual relationship of exchange between the two countries.

“During the communist regime we entered another system, and in the years between 1944 and 1945 as the new regime stabilized, in general in both Europe and Albania the situation was one of economic stabilization and there was little thought about tourism. In the years after 1985 we can see the same economic and social stabilization, but here the communist regime started to take some steps towards the development of some kind of tourism by building holiday homes in Vlorë, Durrës and other places. During the communist period, the elite took vacations abroad until the 1960’s, mainly in the east, while in Albania itself three other categories of tourism emerged. Firstly, holiday camps were created for the Pioneer youth organisations, with children from different parts of Albania visiting Durrës, Vlorë or Pogradec. Secondly, holiday camps were created for state employees in such a way that we can also call tourist camps. In this period, however, the classic form of tourism that we have today was very limited, and was restricted to a small category of the Communist Party who came and had holidays only in Durrës. For the communist regime tourism was not as important as in other countries such as Greece, Turkey, Yugoslavia and Italy but in the Adriatic some facilities were developed in in Durrës where foreigners, mostly young communists, could visit but the visitors were constantly monitored. Tourism was not a priority as the communist regime had a kind of fear of outsiders. Nonetheless, we can say that there was a kind of controlled cultural tourism. Generally, foreigners arrived at Rinas airport and there were accommodated at Hotel Dajti. From there, visitors would be taken mainly to Krujë, Gjirokastër, Shkodra or Berat accompanied by a guide.”

Could you please tell us what can account for the current increase in tourism?

“At first, it must be accepted that Albanians did not attempt to develop domestic tourism until the 1990s. After seeing life in the west, Albanians tried to develop their own domestic tourism, and this brought about an immediate increase in the numbers of tourists. In the past only about 5% of the population, primarily the Party elite, Pioneers or selected employees, went on holidays, but from the 1990s, accommodation conditions improved and Albanians started to enjoy tourism on a massive scale, mainly in terms of summer holidays. Mass travel to destinations such as Durrës, Vlorë or Shëngjin began, and domestic tourism began to increase dramatically in comparison to figures below 10% before the 1990s. After 1999 another boom emerged in connection with the declaration of independence in Kosovo, with many Kosovans choosing to take vacations in Albania. Between 70-80% of Kosovan tourism was made in Albania due to the advantages of a shared language, affordable prices and other factors such as proximity. With the construction of the national road network, the distance between the two states narrowed. After 2000, visitors from other countries began to arrive, often from former socialist countries in Eastern Europe which had some familiarity with Albania and an interest in lower prices. Tourists began to arrive from Poland and visitors from landlocked countries such as the Czech Republic and Slovakia were attracted by the Albanian coast, while a new influx is currently coming to us from Macedonia. In general, tourists from this former part of Yugoslavia vacationed either in the Dalmatian Sea or in Thessaloniki, Greece, but the disputes that took place a few years ago between Macedonia and Greece over the name causing Macedonia to lose ground to Greece. After Kosovan visitors, Macedonians are the second most common visitors due to their country’s proximity to Albania, their familiarity with the Albanian people and also

the more affordable prices in Albania compared to Bulgaria or Greece. In recent years we have also seen increasing numbers of tourists from Serbia who appreciate the good food, given that the Albanian cuisine has improved a lot due to its links to Italian cuisine. The food, the beautiful coastline and reasonable prices are all seen as a draw for tourists who have chosen to visit Albania, especially those travelling to the coast of Vlorë.”

Has the ancient culture and history of the Albanian nation influenced the interest of foreign visitors in our country?

“According to my information, it is at low levels. The majority of tourists who are interested in our culture are those who spend their holidays in Corfu and are offered one day trips to the attractive destinations of Sarandë and Butrint by Greek travel agents who are more experienced in tourism services. In general, we are not promoting Albania by highlighting the culture or history. For example, Vlorë has an extraordinary archaeological site, the ancient city of Oricum, but this is not promoted and if I, as an Albanian tourist to Vlorë, also want to go and visit Oricum, I have to enter a military area. In addition to the lack of proper promotion, we also have this technical problem that makes it impossible for visitors to see the site. Similarly, the road to Tragjas Castle is in very bad condition.”

Albania has many historical figures such as writers or poets who have contributed not only to the culture of Albania but also to the wider world including Europe. Has this phenomenon promoted Albania and its values?

“One figure who has contributed to the country’s income is Ismail Kadare and anyone who visits Gjirokastër looks for Kadare’s house. However, the western world is not aware of the fact that Mother Teresa is Albanian, she is known as Mother Teresa of Calcutta, so we do not promote Mother Teresa and the world does not recognize her. One other element that causes

debate is that visitors to Albania who are interested in culture they have two requests when they come to Gjirokaštër: they want to see the house of Kadare but also the house of the communist dictator Enver Hoxha. Then the problem is that the Ministry of Tourism has to find a way to promote this site. Another example is that of Ioannina, where we can find a beautiful and interesting site connected with Ali Pasha Tepelena. In fact, we have Ali Pasha Tepelena's castle but we do not have a museum. Therefore, we have to make an evaluation of the four or five well-known figures which we have. For example, we have a great Pope whom I admire deeply, Pope Clement XI (1700-1721). Despite his importance, there are no statues of him. The means and opportunities should be created that can bring to light out historical traces."

Finally, what would you consider as Albania's unexploited tourist resources?

"Albania's religious culture can be used very carefully, possibly through the pilgrimage to Mount Tomorr where you can see a large number of churches. I personally revisited the "Onufri" in Berat ethnographic museum recently and I was amazed. From the historical point of view, there are many castles, churches and monasteries which should be offered. I think the religious part can be used very well. For example, there is the "Sleeping of St. Mary" Church, 500 years old, the second oldest church in the Balkans, which fell into disrepair under the communist regime, but which has only recently been rebuilt. We can also offer our unique culinary culture such as wine and brandy production in some areas. Tourism is not only the sea. Voskopojë has great potential, Berat is extraordinary, as is Shkodra. We have canyons that are unique in the Balkans and should be used more effectively."

2.5 Summary

In this chapter we have explored the phenomenon of tourism, which is becoming the main branch of the Albanian economy. The sector is of great significance for many countries and is considered to be an essential element for sustainability and economic growth. Albania is an attractive country and as such has seen an increase in visitors in recent years who are welcomed by English-speaking tour guides.

As a Mediterranean country, Albania is well defined in the tourist maps of Europe and many other countries due to its great tourist potential based on several economic and social factors and especially its coastlines and its natural and cultural assets. In recent years, numerous developments in the tourism sector have prioritized the emergence of tourism as a leading branch of the Albanian economy, quite stable and with great potential. Almost all of Albania, from the south to the north, has benefited from these developments, a fact which has been proven by the high number of tourists not only from Europe but also from further afield such as the USA and Canada.

Developments in the tourism sector have been accompanied by the construction of a modern road network in addition to modern accommodation facilities. Additionally, we can see improvements in sea and air transport with new development meeting European standards where the safety and comfort of passengers is paramount. The port of the city of Vlorë enjoys travel connections to Italy, while the port of the city of Durrës has tourist links not only to the Italian coast but also to ports in other Mediterranean countries. The Mother Teresa Airport in Rinas has been enlarged and modernized and now offers both European and intercontinental flight connections. Finally, the interviews presented in this chapter confirm once more the fact that Albania is now considered a tourist destination as a result of the various initiatives and policies

undertaken by the Albanian government in order to boost the tourist sector and attract more travellers. The interesting opinions and recommendations made by the interviewees could be of further assistance in the development of sustainable tourism.

Chapter 3: English in Touristic Albania

3.1 Introduction

The importance of English as a lingua franca in Albania is growing rapidly, with Albanians perceiving English as a language which grants them access to information, knowledge and people beyond their own country. Moreover, an ability to communicate in English is now widely considered crucial both on a personal level and for the country as a whole. The government has taken various measures in the field of English language teaching (ELT) in an effort to raise proficiency in this international language among Albanian citizens. This entails teaching English to young learners in school, introducing contemporary methods and methodologies of language learning via English textbooks, and defining English as a requirement for professional tourist guides.

This chapter provides a general introduction to the role and spread of English in the contemporary world before moving on to examine the use of English in the Albanian context. The discussion will focus on some interesting features of English as the main contact language in the context of tourism, its status as the most appreciated foreign language by students, and its primacy as the language of international mobility among higher education students and academic staff.

The aim of this chapter is to reflect on the status of English in modern Albania, as the country is undergoing the process of globalization, especially after its transition to a free and democratic country through the auspices of the EU integration process. The development of English in Albania and its key role in the tourism industry, as well as its use in the academic environment will also be examined, in order to bring to light various interconnected spheres of life in which English is directly involved. The growth in the significance of the English language

in Albania is a relatively recent phenomenon, with much of its development taking place over the last decade or so. As a result, this is a field which has not been studied in depth and little has been written to date on the expansion of the use of English in Albania, even less on its emergence as a lingua franca. Therefore, this study is forced to rely on the limited amount of literature which has been published to date and on the incomplete data or information which is currently available.

3.1.1 A brief history of the English language

The English language developed from several Germanic dialects, primarily those of the Angles, Jutes, and Saxons, which merged as these tribes crossed the North Sea from northwest Europe to the British Isles from the fourth century AD onwards. The period from 1100 to 1500 was dominated by the linguistic consequences of the Norman Conquest in which French was dominant among the new ruling classes, with the use of English remaining closely connected to the lower strata of society. This period is also associated with the growth of exploration and internal colonization in which English saw extensive proliferation in Wales, Scotland and Ireland.

The pronunciation of the English language became standardised in the sixteenth century, a period in which English was competing for status with French and Latin. However, with the increasing role of print and later radio broadcasting, Standard English came to have a life and power of its own (Mesthrie & Bhatt, 2008, 13-15). Late Modern English spread through the British conquest and colonisation of other parts of the world, such as Ireland, the United States, Canada, Australia and New Zealand, where English is the dominant L1. Finally, thanks to the expansion of the British Empire in English was brought to Asia and to parts of Africa (“History

of English”, 2021). The first authoritative and comprehensive English dictionary, the Dictionary of the English Language, was published by Samuel Johnson in 1755.

The scholar Janina Brutt-Griffler has offered an overview of the history of the English language from the first Anglo Saxon invaders of the British Isles up to the evolution of Modern English and its spread throughout the world. She connects political power with linguistic power through the spread of the language as a typical element of British imperialism. Great Britain had control over colonies and dominions which covered almost a quarter of the world’s surface and exercised economic, social, and linguistic control over the nations under its colonial policy (Brutt-Griffler, 2002, 10).

3.1.2 World English

In her book *World English*, Janina Brutt-Griffler (2002) claims that World English emerged because its non-native users appropriated and varied the dominant language that they contributed to spread. The primacy of World English is linked to the contemporary process of globalization and to the impact of English as an International Language (EIL) on second language teaching. The author cites Smith (1987) who uses the term EIL to refer to a language different from one’s mother tongue, a second language “which is used by people of different nations to communicate with one another” (Brutt-Griffler, 2002,38). From an Albanian perspective, the extensive spread of the English language has occurred concurrently with the urban and rural development of the country based on the government’s socio-economic policies and political strategies. Quirk’s econocultural model (1988) considers the way different uses of EIL in diverse contexts (i.e., finance, commerce, academia, tourism and technology) may affect the world community. In turn, the spread of this language includes countries like Albania, where there has been a steady increase in the number of users of English as a contact language. From

this point of view, it seems natural to assume that the increase in the numbers of visitors to Albania over recent years has resulted in an increase in revenue and a general improvement of the economy, but it is also manifested in an increased demand for the use of English. Secondly, the opening of Albania and the fall of communism meant new opportunities for the people, for instance in the educational context. Brutt-Griffler (2002) cites the academic Robert Phillipson, who states in his book *Linguistic Imperialism* (1992) that English has achieved its current dominant position through its active promotion as an instrument of the foreign policy of the major English-speaking states. The author connects the development of World English to the imperialist domination of vast areas of the world by the British Empire, during the 18th and 19th century, and by the United States of America, in the 20th and 21st century. The result was a form of linguistic imperialism, which has had a political, economic and cultural impact first within the countries that were part of the British Empire, and then within the international commercial area that has undergone a tremendous growth in the age of globalisation. In Phillipson's words, "English is now entrenched worldwide, as a result of British colonialism, international interdependence, 'revolutions' in technology, transport, communications and commerce, and because English is the language of the USA, a major economic, political and military force in the contemporary world" (cited in Brutt-Griffler, 2002, 23-24). Therefore, the concept of World English is closely linked with the largest economic powers in modern history, the United Kingdom and the USA. Consequently, the dominance of the English language is not a product of linguistic policy, but rather an intrinsic element of a broader historical process.

Rajend Mesthrie and Rakesh M. Bhatt investigated new linguistic varieties of English in their work *World Englishes: The Study of New Linguistic Varieties* (2008), and the first chapter of this work is of particular relevance for this thesis as it introduces us to the history of the

English language and its spread. By assessing and analysing the historical origins of the spread of English in both the British colonies and in Albania, i.e. the main focus of our study, we could possibly reach the conclusion that international commerce was the prime initiator of the spread of the English language globally. As regards the former, this was achieved through British commercial negotiators exercising power over the colonized areas; as for the latter, the development of Albania is linked to the growth of international tourism and to the fact that English is normally used as a mediational lingua franca. This has made Albanians feel the need to develop their communicative competence in English, which has become a linguistic facility or commodity to do business. Thus, the spread of English in Albania is directly linked to its economic potential, all of which subsequently contributes to the overall prosperity and welfare of the country. Albania is a relative *beginner* in this process and is therefore eager and highly enthusiastic about fulfilling the linguistic needs of foreigners through the proliferation of English at educational institutions and workplaces. I have used the word *beginner* because Albania is relatively unknown to most foreigners. However there has been an increasing interest in this country among tourists. Moreover, over the recent years Albania has undergone a remarkable development in an effort to fill the gaps of the past, more specifically those inherited from the former communist regime. Tourism in Albania is linked to the growth of the economy, but this process needs some shared linguistic background that can be found in the use of English as a lingua franca.

In examining the spread of English in the so-called expanding circle (which includes Albania), Mesthrie and Bhatt (2008) make the example of airline communication, which is conducted in English. Air travel is, of course, closely intertwined with globalisation and requires not just the highest level of technological expertise but also clarity of communication. The

aviation industry largely originated in the USA, it is therefore unsurprising that English is the predominant language within this sector. Large international companies in Europe, such as Ericsson, Philips and Volvo, have institutionalised the use of English as the business language within their corporations, and English is also used to heighten the prestige of products in domestic advertising and marketing.

The authors also cite Truchot who refers to the spread of English as:

“a consequence of the internationalisation of society and the globalisation of exchanges: Seen globally, these consequences are social as well as economic. Some of them are linguistic. Very few languages share the market of international linguistic exchanges. To get a fair share of that market it is necessary for a language to fulfil a number of conditions, that is, an important demographic weight, strong economic support, a previously established international spread, and a high level of modernization. Only English fulfils all these conditions; German and French fulfil some of these conditions; Russian has lost several of them; Spanish and Chinese may acquire more potential in the future. But most languages are more or less excluded from the ‘linguistic market’”.(cited in Mestrie & Bhatt, 2008, 216)

English plays a crucial role in the promotion of Albanian tourism. In travelling around the country, it is possible to encounter many public signs in English, shop names like “Top Fashion” and restaurants using names such as “Albanian Traditional Food”. The presence of such signs suggests that entrepreneurs want to show the international nature of their business, which offers higher quality and a welcoming attitude. McArthur (1998, 14-15) has referred to this phenomenon as the use of English as a “decorative language”, a use which is more symbolic than practical.

3.1.3 Definition of ELF

As Jenkins (2017, 594) recalls “It was in March 1996, to my knowledge, that the term ‘English as a lingua franca’ and its acronym ‘ELF’ were first used in public”.

The term *lingua franca* is normally used to mean a contact language, a common language between speakers who do not share a first language. A contact language can be used between speakers or groups of speakers when at least one of them uses it as a second language.

The topic of ELF has attracted scholars from a range of other fields, initially and most notably Barbara Seidlhofer and Anna Mauranen, two of the three “founding mothers of ELF”, with Jenkins being the third. Mauranen (2003) and Seidlhofer (2001) were the compilers of the first two ELF corpora, with their work heralding a plethora of newer ELF scholars, including the ELF researchers Martin Dewey and Will Baker. As Anna Mauranen (2017, 28) has argued: “the latest wave of globalisation has meant an enormous growth in the volume and kinds of mobility – and thereby in language contact. [English leads the way: it] stands out from any other language in having become the global default *lingua franca*”. English is the language employed by tourists all around the world; it is also used by people seeking asylum, migrants, businesspeople and traders. There is no need to come into direct contact with English speakers, as we can exploit other sources to access English, such as TV broadcasting, the Internet or the radio.”

Another claim confirming the status of English as a *lingua franca* derives from H.G. Widdowson (2017, 101): “It has become a truism to say that the extent to which English is now used as a *lingua franca* is unprecedented in that it has become an all-pervasive feature of a globalized world [...] has spread beyond its borders to become an international means of communication.”

Researchers of ELF also link English with the intercultural domain. Here Baker (2015, 43) states that “ELF is by definition intercultural in nature since ELF communication is typically defined as involving speakers from different linguacultures”. If we were to define this approach with an example, we could say that Albanians can come in contact with English speakers, both native and non-native, as a result of the increasing numbers of foreigners visiting the country. It is also possible to say that people from different cultural and linguistic backgrounds can meet or become acquainted through English. This is currently the main channel through which utterances can turn into meaningful perceptions. Other ELF researchers offer similar arguments: “[...]in that it concerns communication that takes place among speakers from various linguacultural backgrounds” (Cogo & Dewey, 2012, 26). Seidlhofer (2011, 7) describes a lingua franca as “any use of English among speakers of different first languages for whom English is the communicative medium of choice, and often the only option”. Another scholar has suggested that “ELF is centrally concerned with how users of English from different international backgrounds, each using their own idiolect of English, come together to negotiate meaning and accommodate to one another to reach mutual understanding” (D’Angelo, 2017, 167).

3.1.4 English as a lingua franca in the contemporary world

The world of today has undergone dramatic and radical changes in various aspects of life, ranging from the social, economic and cultural to the linguistic or ethical fields. Humanity has taken major steps towards civilization, progress and change. Major inventions and discoveries have shaped the world differently making it more tangible and known, with every corner of the globe potentially connected and accessible. One of the main factors which has contributed to this progress is the development of technology. The rapid advances in technology have made people eager and curious to keep up to date with the latest devices, experiment with new advances and

adopt them into their daily routines. Our lives have been facilitated through the use of technology, and there is now a greater capacity to come into contact with other people from all over the world, to travel to the most distant points of the globe. As a result, we have ended up living within a globalized world which has created the need for a global language, a common means of communication among people.

The language which has contributed to this complex process is English. However, its use by native and non-native speakers has activated a socio-linguistic process of language appropriation, variation and adaptation, which is due to the contact of diverse speakers' L1s and English. As a result, the emergence of English as a lingua franca (ELF) in authentic communicative contexts is characterised by its multilingual nature, whereby interlocutors mediate meanings through English, while accommodating to each other's linguacultural backgrounds and communicative needs. In her article, Jenkins (2015, 63) states that: "ELF is a multilingual practice, and research should start from this premise and explore how ELF multilingualism is enacted in different kinds of interactions". She also cites Makoni and Pennycook (2002) who observe that: "in lingua franca multilingualism languages are so deeply intertwined and fused into each other that the level of fluidity renders it difficult to determine any boundaries that may indicate that there are different languages involved" (cited in Jenkins, 2015, 64).

Nowadays, definitions like "English is a global language" or "English is an international language" are quite common, although they often refer to the international use of native-speaker English, rather than to ELF deviations from it. For instance, whenever we travel around the world, we see signs and advertisements in English because this language facilitates international communication.

Consequently, more and more young people in Albania are becoming strongly motivated to learn English because they are aware that this language will allow them to get in touch with the rest of the world. They rely on the fact that the English language has a lot of influence and pressure on many European languages, including Albanian, as a result of the political, economic, military, cultural and scientific influence of the United States of America especially from the 90s onwards (Shehu, 2002). The development of science and technology at national level in Albania brought the increase of previously unknown fields of knowledge and the awakening of interest in young people to study them (Bello, 2010). The rapid development of information technology as well as the extension of the use of the Internet computer in almost all areas of activity of society, arose the need for the acquisition of English as a common means of understanding (Cepani & Cerpja, 2010). Moreover, business is an important field in the economy. The extension of English as a means of expression and reflection of economic notions has influenced the development of the enrichment of the English language vocabulary in order to meet the needs of people in the field of business and commerce to communicate in a common language. As Islamaj (2008, 47) notes: “The expansion of the means of expression goes more or less with the social, economic, scientific, cultural, technological and other developments. In Albania, this process has proceeded naturally”.

Finally, music is another field that has united many young people in the world. We can mention rap, hip hop or rock-and-roll which are types of speech accompanied by musical rhythm. Through this way of singing, an individual tends to create the type of person with whom he will identify himself. As a result, many young people see English as a way to unite and identify with their idols (Elezi, 2010, 437). The fact that the English language dominates in the Albanian environment is also evidenced by the following quotation. In a show of TV 21 “Randez

vous” broadcasted on July 24, 2010, at 17.30h the writer and publicist Vehap Shita said:

“English has entered Albanian so much that when I look for a quoted word and do not find it in Albanian dictionaries, I look for it through the English dictionary even though I do not speak English” (Hoxha, 2010, 419).

In sum, English has been prioritised in foreign language teaching, even in countries in which it does not have the status of an official language. The figures below show the numbers of speakers of foreign languages in the last decade, with English speakers being the most numerous followed by speakers of Chinese and Spanish.

Table 3.3 The most commonly spoken languages in the world (Top Ten Internet Languages in The World - Internet Statistics, 2021)

Sample of Top Languages	World population (2020 estimate)	Internet Users Growth (2000 - 2020)
English	1,531,179,460	742.9 %
Chinese	1,477,137,209	2,650.4 %
Spanish	516,655,099	1,511.0 %
Arabic	447,572,891	9,348.0 %
Portuguese	290,939,425	2,167.0 %

3.2 Factors Making English a Dominant Language

In a discussion on the reasons why a particular language acquires a special status of recognition or why it is favoured more than another language, it is possible to suggest that numerous factors are involved. In his book *English as a Global Language*, David Crystal (2002, 5) states that factors range from historical and political traditions to the desire to forge commercial, cultural and technological connections. For instance, Latin became the international language spoken throughout the Roman Empire, but this was not because the Romans were

greater in number but rather because they were more powerful. Latin continued to dominate as an international language for more than a millennium after the fall of the Roman Empire due to the secular power of the Church of Rome and the political role of the Catholic Church before and after the reforms (e.g., Martin Luther's reform). Moreover, Latin was also the language used in European Universities as the language of science, and in European literature.

Power can make a language spread all around the globe and force its use as an international medium of communication. Britain was the world's main industrial power in the 19th century, with no other country able to compete with the state either on an economic level or on a technological level given the fact that the majority of the scientific innovations of the Industrial Revolution were also British. All of these achievements are linked to the development of the English language, as the distribution of products to other parts of the world also led to the spread of the English language to these areas. Being able to speak English has become a necessity for people around the world since the conduct of trade, business, transportation and innovation demanded it.

Another crucial aspect in this context is the governmental policies and support for foreign language teaching by ensuring the provision of books, libraries, media such as the teaching of English through TV channels, technological devices facilitating the teaching process, and a continuous supply of qualified staff of all educational institutions. As we will see, governmental support is indispensable in the spread of a foreign language, and any deficiency in this respect hinder the success of English language teaching. The Albanian linguist Gjovalin Shkurtaj (2009a, 190) refers to statistics by saying that "There are six major countries in the world, including the United States, where English is the national language with a national usage of about 300 million people, then there are about 60 countries where English is the official language

or the second most widely used language daily. So, more than one and a half billion people today actively and commonly practice English”.

In conclusion, the current status of English is the result of the expansion of British colonial power, which reached the peak by the end of the 19th century and the subsequent emergence of the United States of America as a powerful economic superpower in the world, in the 20th century. The USA has almost 70 % of all English mother-tongue speakers in the world (Crystal, 2002, 60). In today’s interconnected world, where people communicate globally through the Internet, it is not appropriate to represent the spread of English through a geographical criterion, that is based on nation states. ELF and global communication go beyond national borders, therefore other representations of the spread of English are required (Cogo & Dewey, 2012). The number of English language speakers in the world continues to increase, and, according to the latest edition of “Ethnologue”¹⁴, the number of those speaking English as a second language is estimated to have reached 898.4 million by 2020, making English the most widely spoken language in the world.¹⁵

3.3 The Role of English in Albania

As was mentioned in the first chapter, Albania had extremely limited contact with other European countries from 1945 onwards and almost none whatsoever with English-speaking nations. For political and ideological reasons, the main secondary language in communist Albania was Russian, a fact confirmed by Mesthrie and Bhatt (2008, 220) who state that the most widely studied foreign language in that period was Russian. Following the break-up of the Soviet

¹⁴ Ethnologue: Languages of the World is an annual reference publication available both in print and online that provides statistics and other information on the living [languages](#) of the world. It was first issued in 1951 and is now published annually by [SIL International](#), a U.S.-based organization.

¹⁵ https://en.wikipedia.org/wiki/List_of_languages_by_total_number_of_speakers.

Union as a major power bloc in the 1990s, Russian has been largely overshadowed as a potential world language.

Russian was the main compulsory foreign language taught in schools, while English was not a school subject. With the fall of communism in the early 1990s and Albania's entry into a new era of freedom, Albanians would have the privilege to study English and come into contact with English mainly via TV programs, films, tourists visiting Albania or trips for business, study or leisure. English and French were considered to be the most important languages in both primary and secondary education, while the study of Russian, which had been obligatory at all educational levels, became less and less popular.

The acquisition of English gave people access to a wider range of employment opportunities, stimulated the desire to work abroad, facilitated administrative and technical training, and helped to establish international connections in several areas, like trade, tourism, information technology, etc. With the expansion of diplomatic relationships with foreign countries, especially within the European Union, and the arrival of many non-governmental organizations in Albania, many new job opportunities were created, most of which required the knowledge of English. In the same period, increasing numbers of Albanians chose to study abroad in English-speaking countries, therefore a qualification in English was a crucial requirement in such destinations. As a result of the growing demand for studying English, private language schools flourished in Albania, helping students and common people to fulfil their goals in the working world.

According to a 2003 study conducted in cooperation with the British Council, 81 % of students greatly enjoyed learning English. While 47% of respondents in the survey considered

grammar to be the most essential skill for them, 44% also saw speaking skills as crucial (British Council, 2003, 186).

English is now firmly established as the most widely studied and popular language among Albanians, with the majority of young people starting to learn English in 3rd grade and continuing their studies in high school. In 2007, the “Anglophone Albania” initiative was launched. This program emphasises the close connection of socio-economic, cultural and global developments, as well as the need for people to acquire a higher competence in the English language. Mr. Genc Pollo, the Minister of Education and Science at that time when the program was launched, stated: “If we as a nation want to master the sciences, the innovative technology, and modern knowledge, if we want to be competitive in the global economy, a mastery of English is absolutely necessary” (Voice of America, 2010). A similar point was also made by Constant Leung and Jo Lewkowicz (2017, 61):

“The teaching of English as an additional/ complementary/ foreign/second language is no exception. It has in recent times been influenced by the spread of English as a lingua franca for business, educational, governmental and technological purposes in different parts of the world, which, in turn, has further consolidated English Language Teaching (ELT) as a transnational enterprise.”

The English language became a key priority of the Albanian education system in 2010. It was considered an indispensable tool in the preparation of students. English became a compulsory foreign language for students from the 3rd and 4th grades of primary school, and the subject is now taught also at university level. In another statement, Mr. Pollo stated that:

“We as a state have the obligation to do our job better. By clearly setting English a priority, I believe that we are doing the best for the Albanian society of today and tomorrow” (Voice of America, 2010).

The government’s role in the introduction of English into Albanian educational institutions has been significant. The Minister of Education considered English the “lingua franca” of the 21st century. “I believe it is self-evident to the public, for everyone, especially for any young person coming out of school into life, the importance of speaking and reading English in order to be successful in Albania as we aim to integrate into Europe and as we become exposed to the effects of globalization. And in order to be able to move forward, to take advantage of the achievements of technology, of science, of fields of knowledge in general, we must definitely know English” (G. Pollo, 2010).

A series of specific measures were taken within the framework of the Anglophone Albania initiative. Firstly, foreign language teaching became a compulsory subject from the 3rd grade of primary education, a measure which was in line with the language policies of the European Union aiming “to improve the mastery of basic skills, in particular by teaching at least two foreign languages from a very early age” (European Council, 2002). Secondly, there was an increase in the quotas for English study programs in the faculties of foreign languages in Albania. Thirdly, for the first time, schools started to receive English textbooks from British professional publishers (G. Pollo, 2010).

The situation in Albania would seem to be an apt example of a country falling within Kachru’s category of the expanding circle of the spread of English throughout the world. Also relevant in this context is Steven’s claim that: “Other countries, need the language ‘for contact

with the external world, for communication with other individuals and communities, for access to science, and other uses for which English is the vehicle” (Strevens, 1980, 81).

This thesis has investigated Albania’s path towards modernization in detail, the journey of a country previously isolated from the rest of the world towards a democratic future which has opened a new chapter in terms of social, political and cultural activities, also including new linguistic realities that of the growing presence of English in the Albanian environment. International agreements and treaties have brought English even closer to Albanians. Thus, in 1991 Albania became a member of OSCE and signed agreements with the European Development Bank, the World Bank, and the International Monetary Fund. Albania became a member of the North Atlantic Council in 1992 and in 1994 the Treaty of Peace was signed. In 1995 Albania entered the Council of Europe which opened the door to cooperation in specific fields, such as the teaching of history and foreign languages. In 2009 it joined NATO and in 2000 it joined the European Centre for Modern Languages. The point that we wish to make here is that Albania’s socio-economic progress and international recognition are also closely linked to the spread of the English language in this country. The need for English has been widely accepted by the Albanian society. It is the language of the tourism industry, education, student exchange programs, advanced jobs and of universities where international programs of cooperation take place. It is considered a bridge to overcome communication barriers.

3.3.1 English in the framework of EU Integration

Today, the Albanian society is facing the process of democratization and the processes of both European and global integration. In particular, these processes have a direct impact on language issues. As we have already observed, learning English has become a major requirement in Albania, nowadays. English is first in the hierarchy of utility in the field of economics and

technology and science. For this reason, it is the most widely used working language for drafting official documents (Shkurtaj Gj, 2009, 181). English has had a major role in the Albanian legislation in the perspective of joining the EU. This is well documented by the creation of the Ministry of European Integration from 2005 to 2015, which was responsible for the integration of Albania into the European Union¹⁶.

On September 13, 2017, the ministry was integrated into the Ministry for Europe and Foreign Affairs. This institution has the responsibility to produce and translate official documents from Albanian into Standard English. Hence, we may say that on one hand SE is used in official contexts, while the emergence of ELF is rather an ongoing process that is typical of non-institutional communicative contexts that are characterised by the participation of international interlocutors.

3.3.2 ELF in the Albanian touristic domain

As expressed in the previous section, today there is a strong influence of the American and European cultures on the Albanian lifestyle. This reality has political and economic implications that are immediately connected to the dominance of ELF one of the contemporary factors of Globalization. The use of English is primarily a means of solving communication problems. A typical example of this might be typical tourist situations related to shopping, eating out, finding accommodation, or asking for directions. If the tourist is not a native speaker or highly competent non-native speaker of Albanian, or if they cannot rely on the same sociocultural norms for communication they enjoy in their home country, they realise that they must select and adopt another language (Sherman, 2017, 116). In this particular case, the typical interlocutors may be foreign tourists or businesspeople who adopt ELF to speak to local people.

¹⁶ Website page: [https://dbpedia.org/page/Ministry_of_European_Integration_\(Albania\)](https://dbpedia.org/page/Ministry_of_European_Integration_(Albania))

The growth of the tourism industry in Albania has been accompanied by an increase of interest in the English language. As the numbers of tourists visiting Albania continue to rise, it was deemed crucial to adopt and adapt English as a common means of communication, which would facilitate: a) understanding among foreigners and locals; b) the provision of services by the hospitality industry c) travel agencies or purveyors of food.

ELF is now the main medium of communication in the Albanian tourist industry. In addition, the hospitality industry has also increased throughout the whole country to the construction of new hotels, guesthouses, summer apartments and holiday homes. Those who run this business are now either hiring qualified people with English skills or are trying to acquire a basic English competence themselves.

In 2019, I conducted a questionnaire survey of eighteen employees from eighteen hotels in the city of Vlorë to investigate the use of English in their work. The participants in the survey worked in various positions such as receptionist, barman, cook, waiter, or cleaning service provider. Thirteen were women and five were male. The respondents confirmed that English was the only language in which they communicated with their customers. The results of the survey showed that all the hospitality employees spoke English and considered the competence in this language a necessary requirement for their job. Seven of the respondents rated their English skills as very good, five of them as good and six as rather good. The majority responded that English was essential for them and that it was the only language which tourists used to communicate with them. Many of the respondents also stated that they intended to improve their competence by mastering English skills and certifying the language at an international level.¹⁷

¹⁷ Skendo. I. (2021), "The English Language as a Commodity in the Tourism Sector: A case study in the City of Vlora, Albania published by the Albanian Society for the Study of English (ASSE), vol 11, no 2, pp.31-50. ISSN: 20787413

One of the employees in the position of a receptionist said: “My job is closely linked to English that’s why it is indispensable”. Another respondent in the same position stated: “The majority of tourists use English”. Another one, a hotel manager said: “It is the most used language, and it is very important”.

The figures below present some of the data revealed from the questionnaires in more detail.

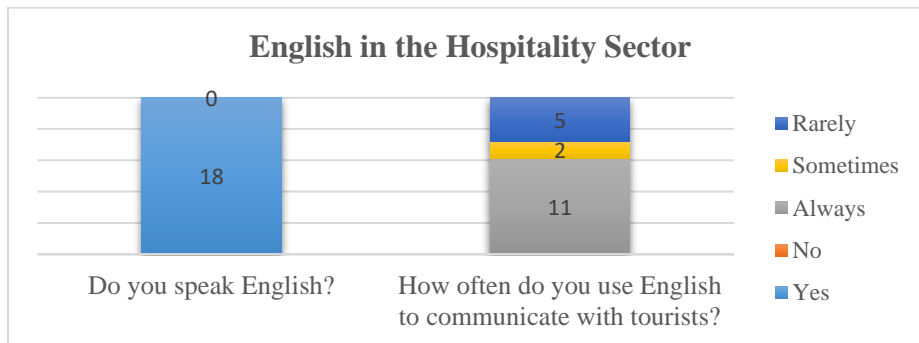


Figure 1.17. English in the hospitality sector (Author, 2021)

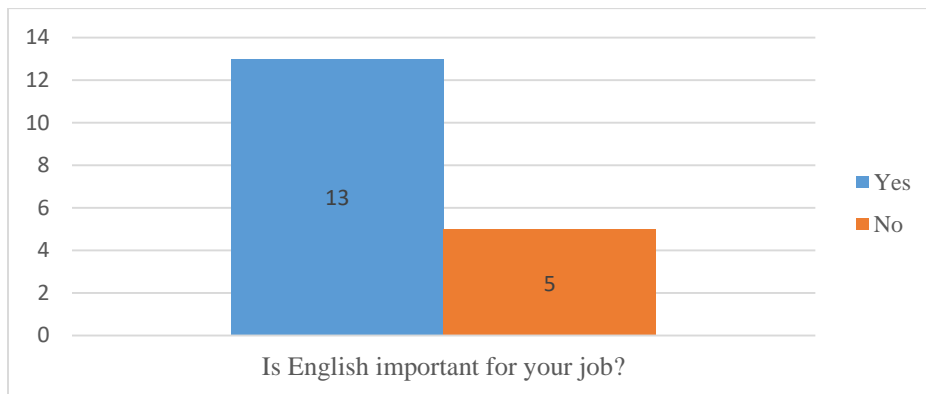


Figure 1.18 The importance of English in the hospitality sector (Author, 2021)

As the results reveal, all of the hospitality employees and their customers used English as a lingua franca to facilitate communication. We can see that business in tourism is required to use English as the main medium of communication. As Ingrid Piller (2007, 58) noted, “Clearly, language choice is a business choice in the context of tourism”. This concept is also applicable within the context of tourism in Albania. All business activities involved in the tourist industry

recognise the value of the English language. Throughout Albania, visitors can find information signs and boards in English.

The preference for English in the tourist sector is also apparent among students wishing to attend two-year courses or vocational courses in the field of front desk management or reception work. Based on an analysis of the labour market needs for the possibility of introducing a bachelor's study program in Front Office Management and Receptionist Skills at the Department of Foreign Languages at the University of Vlorë¹⁸, students expressed their preference for the course to be conducted in English, since it was the dominant language in the tourist sector and the language which is most demanded in the industrial world. Regarding the language they would choose for conducting their studies, Table 1.5 shows the respondents' answers.

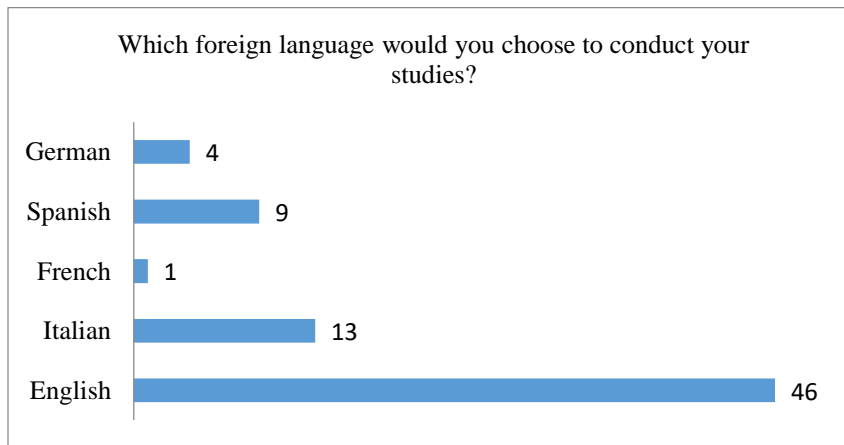


Figure 1.19 Choice of foreign language (Author, 2021)

Another question in the survey related to the importance of the English language in the tourist industry. 100% of school students agreed that English is a main requirement in this sector.

¹⁸ The results of a questionnaire survey conducted on a labour market needs analysis on the possibility of opening a Bachelor's study program in Front Office Management and Receptionist Skills conducted at the Commercial School, Vlorë and in the Vocational School of Pavaresia Vlorë among 70 students by the Department of Foreign Languages, Faculty of Humanities, University of Vlorë, 2019.

Given the labour-intensive nature of the tourist sector, it offers a great opportunity for the employment of young people, despite the fact that industrial employment is typically seasonal. Vocational education and English language certification would be of particular strategic importance, as they are expected to provide young people with the linguistic skills required in this field.

The images below offer a useful representation of the situation mentioned above. They show the presence of English in the tourism industry, in Albania. English versions of tourist information boards are available to visitors at every tourist landmark, but road signs, food delivery services or travel agencies are also presented in English, allowing a wide range of service providers to distribute information about their service and products, in order to make tourists' visits as convenient as possible.



Figure 1.20 Road sign (Author, 2021)



Figure 1.21 Landmark sign (Author, 2021)



Figure 1.22 English brochure (Author, 2021)

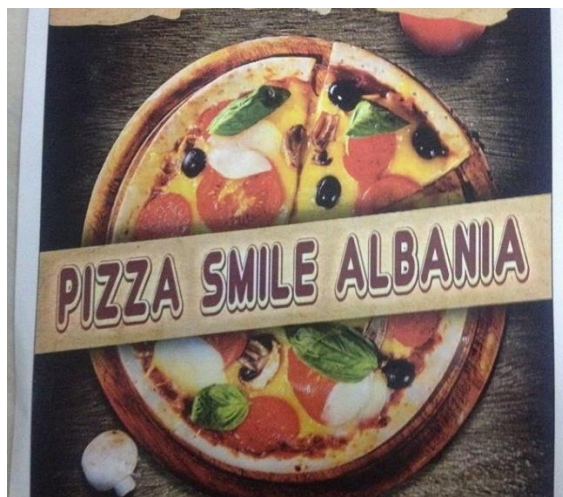


Figure 1.23 Food delivery (Author, 2021)

However, any consideration of people's everyday encounters with English through advertisements or signs leads us to another understanding or perception: the possibility that Albanians themselves wish to display some modern features or acquaint themselves with the trendiness of the English language on the world scene. In the previous section we have argued that English is a global phenomenon which belongs to the whole world, a language which is associated with progress and technological advances rather than just the specific connection with America and the UK. It can be argued that Albanians perceive English as evidence that they are making progress, i.e., they are in some way growing closer to the Western world. As a result, we can suggest that through the contact with English Albanians are identifying themselves with modernity, fashion, style or progress, as shown by the use of English in shop signs, restaurants and cafes. In Albania there are hotels named *New York* or *Britannia*, restaurants called *Albanian Traditional Food*, shops named *Top Fashion*, *American Brand*, and bars such as *Wave and Seasons*. The visibility of such signs make Albanians feel that they are part of the modern world. As Jenny Cheshire and Lise-Marie Moser (1994, 468) have suggested:

“English can serve as an open reservoir for new for new symbolic meanings... sometimes the use of English may evoke connotations relating to the national or international domains in which it is used, but on other occasions new symbolic meanings can be generated.”

The case of English in Albania supports this position: in the Albanian context, English can be used to generate symbolic meanings that make Albanians feel up-to-date and fashionable.

3.3.3 English in the international dimension of higher education in Albania

Universities have always had an international orientation, and this is no less true for Albanian universities which are increasingly adopting their practices from abroad. While, as we have seen, English is the contact language between tourists and locals in Albania, English is also the language of student exchange programs at Albanian universities, as well as of the process of internationalization in higher education. Due to the acceleration of Globalisation, the recent increase of university courses taught in English was led first by European countries as a response to the introduction of the ERASMUS project, and was strengthened further by the Bologna Declaration (European Higher Education Area, 1999). According to statistics from Eurostat, 1.3 million students were studying in foreign universities within the EU in 2018. Of these students, 43.4% were studying in Bachelor programs, 45% in Master programs and 9.2% in doctoral programs (Eurostat, 2020).

Through the auspices of the Erasmus+ exchange programs, Albanian students are now able to carry out a part of their courses at a foreign university in Europe. One of the requirements for participants is to be proficient in English. In recent years, around 268 Albanian students have benefited from student exchanges organised through the Erasmus+ program, and around 80 academic and administrative staff have also used the program for training purposes. More than

140 students from Albania were also awarded scholarships to participate in Erasmus Mundus Joint Master and PhD courses at prestigious EU universities, over the last ten years (European Education and Culture Executive Agency, 2017, 19).

Almost all Albanian universities have bilateral and multilateral cooperation agreements with foreign universities, mainly those from the Western Balkans and EU countries. Another important fact is that the Albanian institutions of higher education are also members of many networks for Higher Education such as UNSHP (Network of Albanian-speaking Universities), UNICA (Network of Universities from the European Capitals), EUA (European Universities Association), AUF (Agence Universitaire de la Francophonie), CMU (Community of Mediterranean Universities), BSUN (Black Sea Universities Network), ASECU (Association of Economic Universities of South and Eastern Europe and Black Sea Region) (European Education and Culture Executive Agency, 2017, 20-21).

The development of student exchange programs for both students and academic staff has led to mutually beneficial cultural exchanges by allowing people to be familiar with new countries and promoting the exchange of ideas. Dozens of Albanian students are currently conducting their studies abroad, and thus English has become a key factor in connecting them to the world. The significance of this trend is supported by a recent survey on the internationalization of higher education institutions, which revealed that almost all students possessed English language skills at the intermediate or advanced level (Panajoti, 2019). These findings confirm once again the Albanian students' awareness of the importance to develop their English language skills. In conclusion, the importance of English in universities where it is a medium of instruction (EMI) is that of a driving force for students' success and academic achievements.

3.4 Accommodation of Albanian Learners in ELF Communication

Accommodation can be considered the most important communication strategy in ELF use, the implementation of which by Albanian learners/speakers allows them to develop their communicative competence. Indeed, one of the fundamental features of ELF is that its pragmatic viability is based on the importance of mutual adaptation and on the use of communication skills. In everyday conversations, speakers alter and adapt their speech patterns and styles according to their interlocutors, contexts and various social factors such as topics and purposes of interaction. For example, ELF users may strategically slow down their talking speed, repeat or rephrase what they say, provide redundant information, simplify the lexicogrammar structures, etc. of their speech, etc. Linguistic accommodation is particularly crucial in ELF because of the diverse contexts where communication takes place. As Dewey points out, “processes of accommodation in fact appear to be especially characteristic of talk that takes place in lingua franca settings” (2011: 207).

Thus, speakers of English as a lingua franca often find it necessary to accommodate to their interlocutors to facilitate mutual understanding. (Jenkins 2000, 2). In the touristic context of Albania, learners need to develop the different communication strategies that go under the name of accommodation in order to adjust their language to meet their contextually defined needs. In this case, therefore, fluency and pragmatic competence become more important than accuracy and conformity to Standard English norms.

3.5 The Future of English in Albania: Some Predictions

Albania has been an official candidate country for membership in the European Union since 2014. During this time, it has been making attempts in order to fulfil the conditions for the country’s full integration into Europe. However, from 2020 it has been formally negotiating its

entry into the EU. Albanians want to be in close contact with Europe, “*the family Albanians long for*”, and it is possible to state that the future of English in Albania is closely linked to these political developments. If Albania becomes fully integrated into the EU in the coming years, then English will become a higher priority due to the increased need for communication and understanding via a common language. This entails the priority for professionals, traders, students and ordinary people to be competent in English. As Pennycook (2010, 673) points out on the future of different varieties of English: “political developments, many of which are unpredictable, may play an important role”.

In connection to the issue of European integration, people who want to be free to move abroad should learn the language spoken in the host country. However, they would certainly benefit from the fact that ELF has become the primary international language spoken within the EU and in most other countries. As citizens move around the world the issues of mutual understanding could be solved by using English as a contact language. In this perspective, I see English as a solution for Albanians who are eager to meet new people, to welcome them to their home country, or, more generally, to develop Albania’s touristic potential as has been conceived in recent years. Ute Smit’s claim that the uniqueness of English derives from socio-political factors finds a place in these arguments (Smit, 2010, 45). Therefore, the political developments and strategies introduced to facilitate Albania’s progress directly affect the different domains of life and consequently people’s linguistic preferences or choices.

3.5 Summary

In this chapter we have examined the status of English as a global language from its historical roots to the factors which have made it a dominant language throughout the world, including its role as a lingua franca in the Albanian context. English is crucial in modern Albania

since it is the language of communication between tourists and locals, among students in international settings, and foreign students who participate to exchange programs in Albanian institutions of higher education. Foreigners are exposed to the English language in various forms in Albania. For instance, in addition to being able to use English as a contact language, they can also read menus, brochures and leaflets in English and interact with tourist guides. Another form of exposure to English is the widespread use of advertisements or signs in English, which reflect the general preference for the use of English in the Albanian tourist industry.

The demand for English education in Albania has increased over the last few years, due to the wide proliferation of this language in various domains. Notably, there has also been a growing governmental support to favour the spread of English. ELF has emerged as a contact language in Albania at a rapid rate, over the past ten years, demonstrating the great vitality and usefulness of this language. Nevertheless, the spread of English in Albania and the consequent number of borrowings from English into Albanian have given rise to concerns from some scholars who advocate a more protective attitude towards the Albanian language. This is an argument which should perhaps be borne in mind as we approach the final part of this study.

Chapter 4: A Specialized Corpus of the English of Tourism in Albania

4.1 Introduction

As we have seen in the previous sections, the spread of ELF in Albania is strictly connected to the country's historical, economic, social and cultural backgrounds. The definition of Albanian English, therefore, refers to the presence of some recurrent linguistic features that deviate from the standard lexicogrammar norms of English. Hence, Albanian English had rather be intended as a variable way of using English within the Albanian context. In other words, we may refer to Albanian English as a form of ELF whenever English gets in contact with the Albanian language locally and is adopted and adapted by its speakers as a mediational tool to communicate with international speakers from diverse linguacultural backgrounds. In the area of tourism, for example, Albanian English emerges when English is used to interact with foreign visitors. This is the case of tourist guidebooks, which are intended to promote international tourism in Albania. Hence, the glocal dimension of Albanian English is quite plain to see. According to the Oxford Dictionary of New Words (1991: 134) the term "glocal" are "formed by telescoping *global* and *local* to make a blend" (Robertson 1995, 28). Thus, Albanian English firstly refers to the English used internationally to speak about the local features and secondly, it is used linguistically, since ELF combines two different cultural contexts: in our case, the Albanian language and English. English is a global language and when a country adopts it as a communicative affordance it is used to achieve a gamut of diverse pragmatic goals. David Crystal¹⁹, in an interview given at the British Council in Serbia in 2013, made reference to Serbian English, which he defined as the English used to refer to Serbian things and contexts.

¹⁹ Interview with David Crystal in Belgrade on 9 November 2013. Website page: https://www.youtube.com/watch?v=2_q9b9YqGRY

To sum up, Albanian English is an emergent language that reflects Albanian values, history and lifestyle. When English is used in Albania as a means of communication, it reflects the Albanian local context, and at the same time connects Albania to the world.

This part of my research project is focused on the quantitative and qualitative analysis of the use of English in tourist guides produced and published in Albania between 2015 and 2019. The study examines the ways in which English is used as a medium to promote tourism for foreign visitors. This chapter provides an overview of the research design and a description of corpus linguistics as the approach that was selected to carry out this study. Moreover, details will be provided as regards the specialized corpus compiled for this research, its sources and the collection of relevant data. The main objective of this research is to analyse the written discourse of tourism in the Albanian context. The compilation of the corpus was made possible thanks to the collection of materials published by Travel Magazine in Tirana, Albania. The English tourist guides that are part of my specialised corpus provide information about almost all the major cities in Albania.

4.2 Research Approach: Corpus Linguistics

Throughout this study, reference is frequently made to the progress of technology and its introduction into a wide range of different fields of life. The increasing impact of technology is also of considerable relevance in the study of language. In the past, the methodologies that researchers could apply to the study of language were limited to the need to examine language themselves by close reading, but today the immense processing power of computers allows scholars to study large corpora of language texts, both oral and written, and collect relevant data quickly. The introduction of corpus linguistics in particular has brought a wave of innovation to the study of language.

The term “corpus” is derived from the Latin word meaning “body”, and in our case it refers to a body of electronically encoded text (Baker, 2006, 26). The texts which form this corpus are not selected randomly but are chosen on the basis of the type of research on which the researcher is focused. In general terms, corpora consist of a collection of authentic texts which have been collated for the purposes of research. As far as verbal language is concerned, a corpus consists in the selection of a body of computerized language texts, which can be investigated through the use of dedicated software and programmes. The linguist can therefore carry out a quantitative and qualitative analysis that is based on a large amount of data. Different scholars offer differing definitions of this branch of language studies called *corpus linguistics*. Partington, Duguid and Taylor (2013, 5) see the discipline as a “set of studies into the form and function of language which incorporate the use of computerized corpora in their analysis”, while Paul Baker (2006, 2) defines corpus linguistics as research which “utilizes bodies of electronically encoded text, implementing a more quantitative methodology, for example by using frequency information about occurrences of particular linguistic phenomena”. Hoey (2012, 20) describes corpora as inherently psycholinguistic, “since it is the repository of and evidence for writers’ and speakers’ acquired language primings, that is, their combined knowledge of how linguistic items can be used to communicate meanings”.

Corpus linguistics contributes to a wide range of fields of study and has been a valuable approach in the interpretation of literary texts, the creation of dictionaries and language teaching materials, and in forensic analyses. Corpus linguistics can also be seen as an approach which can support the analysis of large repertoires of texts through the accurate study of wordlists, the frequency of words and lemmas, their collocations and the identification of key words.

This study is focused on the use of English as the language of the language of tourism in Albania. In particular, the analysis of this kind of discourse is based on the compilation of a specialized corpus of written texts and on the use of a dedicated computer software (WordSmith Tools 6.0)²⁰ to collect relevant data. The aim of this research is to shed light on what these texts intend to convey to their readership and how their communicative purpose is achieved. As we shall see, the use of corpus linguistics has allowed me to elicit the latent meanings of the compiled texts, in order to identify elements that could not otherwise be apparent at first sight. The frequency of words, their collocations and the investigation of key words were fundamental steps in exploring the features of English when it is used as a contact language in Albania, within the context of tourism.

4.3 Corpus-Assisted Discourse Analysis

The term *corpus-assisted discourse analysis* (or CADS) was first coined by Alan Partington (2013). However, research of this type had already been conducted before this definition was introduced to refer not only to the quantitative methods, which it covered in the study of discourse, but also the broad-ranging essence of this approach. According to Partington, Duguid and Taylor (2013, 11), the aim of CADS “is the unveiling, in the discourse type under study, of what we might call non-obvious meaning, that is, meaning which might not be readily available to naked-eye perusal”. Much of the meaning carried within a text cannot be observed directly, as “you cannot understand the world just by looking at it” (Stubbs, 1996, 92). It is therefore important to note that corpus-based analysis will not indicate a list of discourses relating to a subject, as the analysis will rather indicate the presence of patterns in language to

²⁰ WordSmith Tools is a software package primarily for linguists, in particular for work in the field of Corpus Linguistics. It is a collection of modules for searching patterns in a language. The software handles many languages. The program was developed by the British linguist Mike Scott at the University of Liverpool in 1996.

identify the frequency or rarity of specific structures, which in turn require further interpretation to reveal the essence of a particular kind of discourse.

4.3.1 Discourses

It would perhaps be useful to start this section by quoting David Lodge (2008, 32) *a propos* of discourse:

“We live in discourse as fish live in water. Systems of law consist of discourse. Diplomacy consists of discourse. The beliefs of the great world religions consist of discourse. And in a world of increasing literacy and multiplying media of verbal communication – radio, television, the Internet, advertising, packaging, as well as books, magazines and newspapers – discourse has become more and more to dominate even the non-verbal aspects of our lives. We eat discourse (mouthwatering menu-language, for instance like “flame-roasted peppers drizzled with truffle oil”) we drink discourse (“hints of tobacco, vanilla, chocolate and ripe berries in this feisty Australian Shiraz”); we look at discourse (those minimalist paintings and cryptic installations in galleries that depend entirely on curators and critics’ descriptions of them for their existence as art); we even have sex by enacting the erotic discourse of erotic fiction and sex manuals. To be able to understand the culture and society you have to be able to analyse their discourses.”

Our lives are represented through the aspects and hues of the many social aspects which surround us. This means that people are receivers and viewers of unlimited quantities of information, ideas and images, with each one representing some unique peculiarity. For instance, when we enter a bar, we are confronted with contextual features such as drinks, cocktails, music or cafes; when entering a travel agency, we come across bundles of leaflets on tourist landmarks, holidays, relaxation, nature, beauty and travel; when reading a newspaper, we are overwhelmed

with political related words, politicians' names or government proposals. All of these domains therefore are distinguished by different kinds of discourses. As Gee (2014, ix) notes:

“We humans use language to think, plan, and dream; to fashion and refashion our identities, to bond with, or show deference to others, to express emotions; to collaborate or manipulate; to carry out actions, projects; to form and maintain social relationships; and to change the world in ways big and small.”

In my opinion this quotation offers a comprehensive synthesis of the concept of discourse, although figuratively. It helps to make discourse more tangible and understandable. The language of tourism is also considered a specific kind of discourse, which is different from others and is appropriate to its typical topics and communicative goals (e.g., advertising). Another definition of discourse is provided by Jones (2018, 4): “discourse analysis studies how language is used attempt to influence the beliefs and behavior of other people”.

One of the assumptions Jones refers to is that: “The way we use language is inseparable from who we are and the different social groups to which we belong. We use language to display different kinds of social identities and to show that we belong to different groups”. This is also the case with the language of tourism and the ways in which we use and construct it; the choice of words in such texts is quite intentional and is intended to refer to a particular social group, so as to produce expected outcomes. Language is always located in a specific socio-cultural context. Thus, when we study discourse, we should always take into consideration language, which is situated in a specific locus. Jones (2018, 47) states that: “Language is situated in the material world and where we encounter it whether it be in a textbook, on a shop sign or on a particular website”. Therefore, in the case of the study of English as the language of tourism in

Albania we can state that it is situated within the context of a country that is rapidly growing and that has adopted English as an international language in order to expand its tourist industry.

4.3.2 Tourist Discourse

Texts are not constructed accidentally but are always created with a purposeful aim which is reflected in the choice of words, lexical items, and patterns employed. In the case of language of tourism, authors are interested in attracting tourists to the target country and generating some prior perceptions and expectations when encountering their new destinations. When travellers go abroad, the first step they take prior to undertaking the journey is to get acquainted with their destination by reading what is advertised about it. Usually, the first impressions about a new place are positive. Visitors are fascinated, essentially because they get in touch with a different world, where they may even undergo a cultural shock.

According to Dann (1996, 2), the language of tourism is an “act of promotion”, with “a discourse of its own”; indeed, “the language of tourism attempts to persuade, lure, woo and seduce millions of human beings, and, in doing so, convert them from potential into actual clients”. An extract from an Albanian tourist brochure (Balfin Group, 2021) offers an appropriate illustration of how this language should be approached:

“Think of Albania as a beautiful sonnet, that begins with a traveller’s questioning the unknown that awaits before him, upon setting foot in one of Europe’s smallest countries and ends with his/her amazement in finding a divine harmony between the wilderness of the mountains and the soothing view of a crystal blue coastline, between a history as ancient as the continent itself and a thriving new population embracing the modern, between Roman ruins and flamboyant contemporary architecture.”

If we elaborate on this extract further, we can say that it is made peculiar through certain grammatical constructions, like the use of parataxis or hypotactic sentences. The pieces of information in the above example are linked by a relation of parataxis by means of the conjunction 'and'. One of the aims of this grammatical structure is to give equal weight to every single piece of information constituting the adjacent clauses. In our case, the author provides information about Albania with the same weight of importance in each clause in the above extract evoking feelings in a similar way. While hypotaxis helps here in making clear what the readers should be focusing on. The extract beginning as follows: "Think of Albania as a beautiful sonnet, that begins with a traveller's questioning the unknown that awaits before him, upon setting foot in one of Europe's smallest countries...", refers to Albania while the remaining clauses subordinate the main description and amplify the central idea.

Readers can also make sense of this text by being aware of their expectations about how it is constructed. Tourist discourse is very common today. It typically includes an extensive use of positive modifiers (e.g., adjectives and adverbs), plus visual aids (e.g., pictures). An example taken from the corpus of tourist guides is presented in Figure 1.24 where text is accompanied by pictures very common and dominant in the discourse of tourism.



Figure 1.24 Screenshot of travel guide from the corpus (*Albania...*, 2019)

“In the heart of the Mediterranean, on the coast of Adriatic and Ionian Sea, Albania is fast becoming one of the world’s most interesting getaways. Still, relatively unspoiled by globalization, tourists will notice an inspiring mixture of civilizations and cultures - making this European country truly unique. The virgin sandy and rocky beaches spread along 450 kilometers coastal line. The cultural heritage, beginning from the period of antiquity; the tradition and popular culture, with a variety of radically enviable changes; the small geographical distance; the rich landscape, which includes all geographical features from high mountains with steep peaks and magical mysterious lagoons.”

(*Albania...*, 2019, 27)

“During the summer the blue Ionian beaches which surround the city, starting from Ksamil and finishing in Krokezi beach, and the water sports invite the people to dive into. In autumn, the nature offers wonderful views of olives, bio products and citrus, which decorate the agro-tourist fairs spaces, getting the attention of the numerous visitors. While

enjoying the winter; you could enrich the days with the grace of the “Queen of the Lake”-the Butrinti Mussle”. (*Albania...*, 2017, 38)

In the quotations above, the author is trying to emphasise the beauties and main features of tourist destinations, integrating the descriptions with illustrations in order to make it as appealing as possible. After considering the formal features of the text, we can attempt to interpret what the writer’s aim is. For example, it is possible to suggest that the writer is trying to persuade, attract and seduce the readership, to turn them into potential tourists in Albania. There is also a website link attached to the text which is supposed to induce the reader to connect to it.

In summary, we can see that what the writer is doing with this text is in fact more complex and indirect than it appears at first glance. The author is not only providing the readership with straightforward information and promoting Albania, but he is also trying to portray the destination as one of the most attractive places, a location which is worth visiting. This way of looking at such texts is valuable because it can help us to interpret how the writer is trying to guide the reader to a positive attitude towards Albania.

Nevertheless, Fairclough (2013, 56) “assumes that language helps create change and can be used to change one’s behavior. Thus, language becomes a tool of power”. This is what he means by discourse analysis. By choosing certain words authors can share with the reader their attitude to the subject they are dealing with, for example the idea that Albania is beautiful. The choice of words in each of these statements expresses an attitude towards Albania. The speaker’s choice of words always reveals their attitude to what they are talking about. Discourse consists in the social, pragmatic use of language within a given community; the language that members of a discourse community use reinforces their social identity.

Language can also be a carrier of change. The words speakers use and the way they create their sentences are of crucial importance. The way in which people talk about a subject can change their interlocutors' view of the subject (Jones, 2018, 15-17). For example, in the past there has been a common place that Albania was a dangerous and poor country, and that it was not a particularly attractive destination for tourists. However, as the previous chapters have demonstrated, a "new" Albania has emerged in recent years, which is more modern and fashionable. The guidebooks that are included in the research materials for the present study also confirm this assumption as in the following example taken from the guides:

"In recent years, many provinces and villages of Albania have tried to revitalize their natural and ethnographic values by putting them in the service of tourism through hospitality and activities, which has grown the number of tourists, especially foreign ones, who want to walk through the paths and discover the numerous beauties of Albania." (*Albania...*, 2019, 95)

As for values and attitudes which characterize the Albanian people or the country itself such as hospitality, warmth, antiquity, religion etc., examples taken from the corpus prove it:

"Customs, habits, songs, and various skills of this province has distinguished the Great Highland as a territory with ancient culture" (*Albania...*, 2019, 95).

"Albania is well known for its traditional hospitality and extraordinary nature. From one province to another, the climate of this small country varies from exotic Mediterranean to cold continental, with a relatively short winter and a hot, dry summer. Albania is home to centuries of history with ancient archaeological sites, medieval modern villages, and a magnificent coastline with crystalline waters. Albania is geographically located in Europe, in the western part of the Balkan Peninsula, and is easily reachable by air, land,

and sea...In Albania, there is a peaceful coexistence of those practicing a variety of religious faiths. Muslims, Orthodox, and those following the teachings of the Catholic Church comprise the majority of people adherent to religion". (*Albania...*, 2018, 11).

Thus, the author has made an intentional choice of words in the above examples to promote Albania not only as a country itself but along with its values, traditions, and attitudes.

The dimension of social practice²¹ that Fairclough introduces in his book *Critical Discourse Analysis* (2013, 74) refers to the fact that language creates opinions and characterizes the speakers' attitudes, thereby generating social relationships. Language is associated with power; it forms an essential part of communication and is a social event. Thus, the use of English as a means of communication to potential visitors to Albania and a specific choice of words and language patterns in tourist texts create a kind of discourse that can be intended as a means to represent Albania as part of a wider community, where it looks like any other tourist destinations. This presents Albania as a viable option for tourists, just like other European countries. In this study, through the use of corpus assisted discourse analysis (CADS) we will approach the discourse of Albanian tourist guides with the attempt to reveal potential latent meanings, which are not obvious at first sight, in order to explore the representation of tourism through the lens of the English language. We will explore the attitudes which are conveyed to the readership through a specific choice of words, ideas and visual aids (i.e. photographs) in the guidebooks.

²¹ Norman Fairclough assumes that any case of language is a communicative event. He has developed a model of Critical Discourse Analysis which consists of three dimensions. The first dimension is the text, which may take the form of speech, images, writing or a mixture of all three, and its examination can be termed analysis at word level. The second dimension is called discursive practice and involves the production or constitution of texts. Here the analysis takes place at the textual level. The third dimension is called social practice and is concerned with the standards of a society or organization, in effect its social structures. The examination of this aspect is termed the analysis of the norm level.

In summary, language creates a specific type of ideology, a set of beliefs and assumptions which people hold about things (Jones, 2018, 14). Through our research we will attempt to uncover the potential presence of an ideological stance. This verbal representation is what produces a cultural construct in the mind of the reader. More specifically, this raises a series of further questions that this research is intended to answer: a) what kinds of beliefs or values do tourist guides promote about Albania? b) How is this effect achieved?

There is a continuous demand for new experiences, enjoyment reflected by the use of modifiers (e.g., qualifying adjectives) such as those cited in Magdaléna Rázusová's article (2009). Cohen identifies the following noun phrases containing premodifiers when analysing tourism promoting materials related to Thailand: "*untouched by civilization*", "*remote and unspoilt place*", "*colourful country*", "*picturesque spot*", "*fascinating landscape*", "*almost unknown country*", "*newly discovered place*". According to Dann (1996, 16) these collocates contribute to the image of novelty and strangeness of the promoted destination. Dann (1996, 14) also quotes MacCannel's statement that the language of tourism enhances the impression of authenticity through an abundance of explicit expressions which will be analysed later via the corpus-based techniques adopted in this research project.

4.4 The Compilation of the Corpus

A number of steps are required in order to conduct corpus-assisted analysis. First and foremost, the corpus itself must be compiled, cleaned and analysed through a dedicated computer software. In this research project a specialised corpus on the English used in Albanian tourist guides was compiled with the assistance of a publishing company based in Tirana, Albania. It may be useful to offer an account of how I came into contact with the travel company "Travel to Albania & Balkans", the firm which provided me with the English guidebooks. After many

attempts, I got in touch quite accidentally with a publisher of tourist issues. A friend of mine, the owner of a hotel in Himara, had invited this publishing company for the promotion of their own hotel. I later checked their website; it seemed interesting and therefore I resolved to contact them. Mrs. Flora Xhemani Baba, the coordinator in the publishing company Blue Editions answered my e-mail quite promptly and expressed her willingness to provide me with guidebooks. She subsequently sent me a series of thirteen English-language guidebooks published in different periods, which I then converted into text file format. All of the texts were language-based tourist promotional material and my goal in collecting them was to investigate the discourse of tourism produced in Albania, using the English language. The texts are an interesting source to carry out discourse analysis, because they have an advertising purpose that is explicitly intended to persuade potential tourists to visit Albania.

As was mentioned above, the analysis of the corpus was carried out using the computer program WordSmith Tools 6.0 (see Figure 1.25), as it is one of the most widely used software to carry out corpus analysis. It contains three programmes, namely, Concord, KeyWords and WordList that can perform different operations on the corpus to collect quantitative data, such as analyse concordances, calculate type token ratio, analyse collocations, identify keywords in texts, and generate word frequency lists (Jones, 2018, 97).

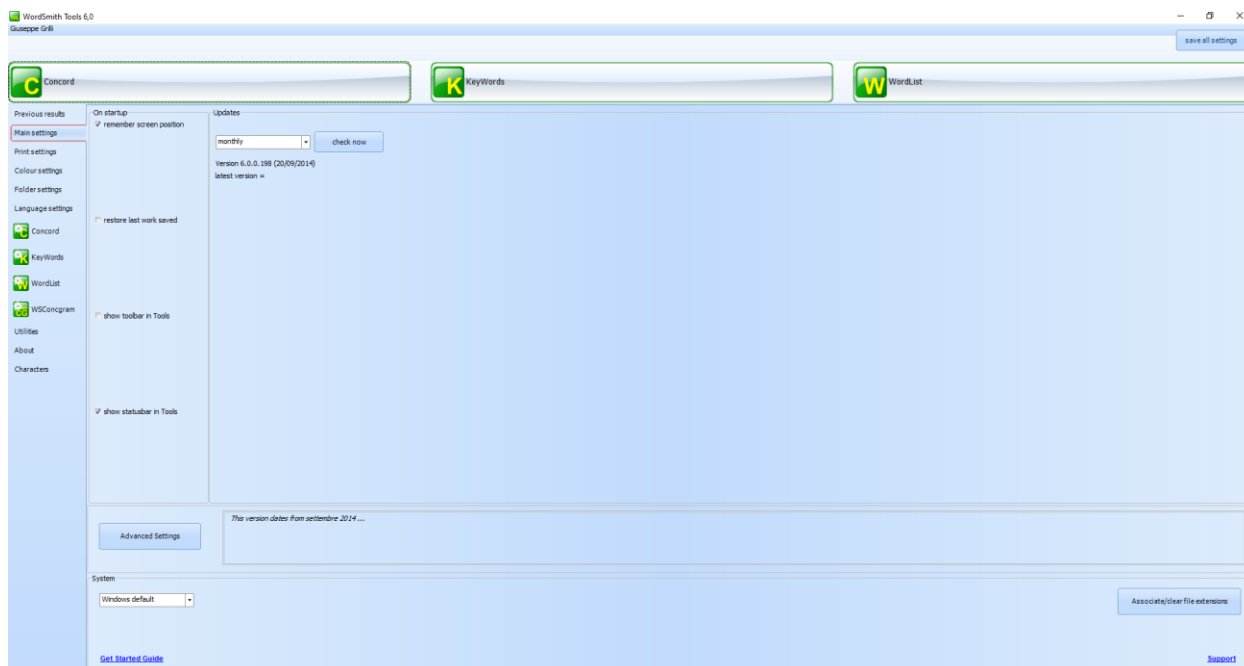


Figure 1.25 Screenshot of Wordsmith Tools 6.0 (Author, 2021)

As the primary intention of this study is to carry out a qualitative analysis of the specialized corpus through CADS (see Section 5.2, page 72), the quality of the compiled texts takes equal or higher precedence over the quantity. Therefore, notwithstanding the corpus contains 1,068,981 words and is relatively small if compared to general corpora (e.g., the BNC contains 100 million words). We have to say that BNC project stopped in 1994 and was not financed anymore. So, we have to bear in mind that it is outdated in some way. Its extent is adequate and to the point. As Baker (2006, 29) observes, the more specific the use of language, the less need there is to collate millions of words of data.

4.5 Tools for Analysing Corpora

4.5.1 Frequency: wordlists

Frequency lists, also known as wordlists, provide the list of words in a corpus, both in order of higher occurrence or in alphabetical order. This tool allows researchers to identify words the frequency of which is particularly significant. Words in frequency lists can also be sorted

according to their rank (the ranking of a word is based on the frequency of its occurrence. The higher the ranking of the word, the more frequently it occurs).

This type of analysis can indicate not only the words having a higher or lower number of occurrences, but also the frequency percentage of each word in the corpus (Jones, 2018, 97). In this study, this tool was used to collect quantitative data regarding the intentional use of a number of frequent lexical words that are supposed to be typical of tourist discourse. As Paul Baker (2006, 47) stated, “language is not a random affair”. Words tend to occur in relation to other words, and in doing so they form patterns of meanings. Even though a word list is simply a list of all of the tokens in a corpus, ordered by frequency, it can also provide the researcher with useful indications about what words that deserve further investigation in order to develop a coherent qualitative analysis of data.

4.5.2 Concordance

Another tool for analysing corpora is Concord, a software that extracts specific examples of words from the corpus:

“usually known as the search word and arranges them in a concordance, that is, a list of unconnected lines of text that have been summoned by the concordance program from a computer corpus, with the search-item located at the centre of each line.” (Partington, Duguid & Taylor, 2013, 17)

The rest of the line contains the context to the immediate left and right of the search word or utterance. This process of concordance allows us to explore the presence of co-occurrences of words and their patterns and find out whether these co-occurrences are common in the use of English, or rather if their tendency to co-occur is typical of a particular type of discourse. In this study, for instance, the study of collocations and concordances was useful to identify words and

expressions that characterize tourist discourse in the English of Albanian guidebooks. The concordance lines below help us identify this type of discourse through the use of such patterns as *source of tourism, visit Albania, high season, and access to Albania typical of the language of guidebooks and the tourist discourse.*

a distinguished brand of tourism in Velipoja Among the Pin
 is. Recently a new kind of tourism has flourished; birdwatch
 tourism. This type of tourism is widely liked by foreig
 rises a powerful source of tourism, in different fields as
 shape in this section of tourism. Sports & adventure Walki
 9 km borderline. Access to Albania is made through these
 why you should visit Albania is also its wealth of the
 beaches Best time to visit Albania High season: July – August

(TGDB1)

4.5.3 Collocation

The Cambridge Dictionary defines collocation as:

“a word or phrase that is often used with another word or phrase, in a way that sounds correct to people who have spoken the language all their lives, but might not be expected from the meaning.” (Cambridge, n.d.-a)

It refers to the tendency of particular words to be appear next to some other word or to occur together. Many words can acquire either positive or negative connotations depending on the other words with which they appear. Baker (2006, 96) cites Firth’s dictum that: “You shall know a lot about a word from the company it keeps”; for example, the word *boom* can be associated with both negative words (negative semantic prosody) and positive words (positive

semantic prosody), but when used in the collocation *tourism boom*, it acquires a positive meaning referring to the increase in tourism.

By processing my specialized corpus with Concord, it was possible to elicit relevant lexical features of tourist discourse in Albanian guidebooks.

4.5.4 Key words

Through KeyWords, WordSmith Tools 6.0 can determine not only which words occur with greater frequency in a corpus, but more importantly those that show a high degree of keyness. The keyword list is of particular importance in suggesting lexical items which could be the source for a better-informed examination. In other words, while word lists provide only information on the frequency of use, the keyword list allows the researcher to assess the value and importance of a set of words in a corpus. Keywords in tourist discourse play a crucial role because authors publishing these guides in English and promoting tourism in Albania are trying to attract foreigners and sell products on an international level. Maci, Sala and Viçi (2008) cite Cappelli, who claims that: “the importance of keywords is one of the most interesting phenomena for linguists and translators”. In this research, for example, the words *Albania*, *tourism*, and *hotel* were obviously at the top of the keyword list produced for the purposes of this study (see Table 1.6). They were useful for orientating the research on the lexical contexts related to them.

4.5.5 Semantic prosody

The three tools provided by WordSmith Tools 6.0 are interconnected. For example, a concordance analysis can be used to determine semantic preference in specific collocations. Paul Baker (2006, 86) cites Stubbs’s argument that semantic preference refers “to the relation not between individual words, but between a word form or a set of semantically related words”.

Semantic preference is therefore related to the concept of collocation but focuses on a lexical set of semantic categories rather than on a single word or a related set of grammatical words.

The term prosody is borrowed from phonology and is used to describe a language phenomenon that takes place over more than a single linguistic unit. Berber Sardinha (2000, 95) cites Hunston and Francis, who pointed out that “a word may be said to have a particular semantic prosody if it can be shown to co-occur typically with other words that belong to a particular semantic set”.

Another definition of semantic prosody comes from Partington (2004, 150), who cites Sinclair and Stubbs:

“Semantic prosodies are evaluative or attitudinal and are used to express the speaker’s approval (good prosody) or disapproval (bad prosody) of whatever topic is momentarily the object of discourse ... the whole point of an utterance may be to express the speaker’s attitude, evaluation and point of view ... and this ‘whole point’ is thus encoded in the prosody.”

Evaluative language expresses an attitude towards a person, situation or other entity and is both subjective and located within a societal value-system (Hunston, 2010, 1). Thus, the information transmitted to the reader through a text is entirely subjective. The study of evaluative language is important for a number of reasons. The act of indicating an attitude towards something is crucial in socially significant speech acts such as persuasion and argumentation. The simplest kind of semantic prosody can be seen in collocational relations. A writer who wishes to describe something as *amazing* may describe his/her reaction as being *amazed by* rather than *stunned by* since *amazed* typically collocates with positive words (Partington, Duguid & Taylor, 2013, 58). Lexical items can be found with both negative and positive meanings, and

this becomes significant when the semantic prosody and the structure in which it is expressed are considered. Thus, corpus study is an invaluable tool in bringing to light “non-obvious” meanings of this type by examining the semantic prosody in lexical items with either a dominant good or bad evaluative function, which would not otherwise be apparent (Partington, Duguid & Taylor, 2013, 52). As several authors, including Louw, Stubbs, Hunston and Morley (cited by Partington, Duguid & Taylor, 2013, 60) have noted, semantic prosodies can change depending on the syntax and discourse type and also on whether or not the structure is being employed metaphorically or non-metaphorically. For instance, a writer who wishes to describe a situation as *dangerous* may describe it as *fraught with danger* rather than say *brimming with danger*, a term which normally co-occurs with positive items. While *fraught with* is typically found in combination with negative items, and thus displays a semantic preference for items from the field of “danger” (Partington, Duguid & Taylor, 2013, 58).

The meaning of semantic prosody can be described as the overall meaning of a particular phrase in the context within which it is used and by the subsequent words with which it is accompanied. Context colours the message which the phrases are intended to transmit. Semantic prosody creates a relationship between the reader and the writer, with the writer preparing the reader for what to expect or what not to expect. It shapes the reader’s expectations beforehand. The use of prosodic analysis also draws attention to the negative connotations within discourse. On this basis, collocation and semantic prosody are extremely interesting realms for discourse analysis and for our specialized corpus of travel guidebooks since they offer the possibility to gain a deeper understanding of the ways in which Albania is promoted to international tourists.

Through the exploration and interpretation of collocations and lexical patternings, it has been possible to shed light on the semantic prosody that characterize tourist discourse. The

collocations such as *wild dishes or green tourism* are only a few examples found in the corpus and which have been further analysed in Section 5.7 (*TGDB7*).

4.5.6 Frequency counts

The corpus consists of twelve corpora of tourist guidebooks with an overall size of 1,068,981 words. The text files have been labelled as *TGDB*, which stands for tourism guidebook. Table 1.3 presents more detailed statistical information on the total number of words and the type/token ratio, which represents the number of types divided by the number of tokens expressed as a percentage. In the final column, further information is provided concerning the date of the corpus.

Table 4.4 Corpus Data

N	Text file	File size	Tokens in text	Type/token ratio (TTR)	Year published
1	Overall	1068981	179549	7.72	
2	TGDB1.txt	286607	47926	13.59	2019
3	TGDB10.txt	67117	11447	20.73	2016
4	TGDB11.txt	52180	8232	28.41	2017
5	TGDB12.txt	51429	8905	23.23	2017
6	TGDB2.txt	9928	1590	42.68	2018
7	TGDB3.txt	62997	10787	23.51	2018
8	TGDB4.txt	64853	11228	23.40	2019
9	TGDB5.txt	130263	21948	18.64	2018
10	TGDB6.txt	90913	15615	22.54	2016
11	TGDB7.txt	145570	24452	18.15	2015

12	TGDB8.txt	53550	8871	26.14	2019
13	TGDB9.txt	53574	8548	27.91	2019

This corpus has a type/token ratio of 7.72, which indicates that the corpus contains an extensive use of word repetitions. The type/token ratio value is useful because it offers an overview of the linguistic complexity or specificity of the corpus. A low type/token ratio indicates the likelihood that a relatively narrow range of subjects is being discussed, which can sometimes suggest that the language being used within this kind of discourse is relatively simplistic. However, as the size of a corpus grows, the type/token ratio will almost invariably shrink, because high frequency grammatical words such as *the* tend to be repeated frequently, regardless of the size of the corpus, a feature which is of particular relevance in our study given the relatively large size of the corpus. WordSmith Tools 6.0 also calculates a standardized type/token ratio, which in our corpus was given as 44.32. In the wordlist of this corpus, the definite article *the* occurs 14,898 times, accounting for 8.30% of the overall corpus. It belongs to the group of frequent grammar words, such as pronouns, determiners, conjunctions and prepositions. Since we do not intend to draw any comparisons between corpora here, we will only refer to the raw frequencies of words in this specialized corpus.

Table 1.5 gives us a much better overview of the true nature of the corpus. The list of the 100 most frequently occurring lexical words includes those used to describe places, like the following modifiers: *famous, rich, unique, cultural, traditional, beautiful* and *natural*; or nouns referred to other tourist attractions: *beach, sea, castle, park* and *museum*; or nouns of places where tourists are accommodated, like *hotel*, and *Albania*. It is important to note that the word

Albania appears at the top of the list with a frequency of 923 words, while other frequently occurring words such as *city* and *visit* appear 766 times and 360 times, respectively.

The way in which these words are ranked according to frequency give us an idea of the main focus of the corpus; primarily the promotion of Albania and its attractions through this type of tourist discourse. The data provided in this table allow reinforce the fact that the corpus is not a general but a specialized one, due to the particular discourse being used in order to describe and promote Albania in the English language.

Table 5.5 The 100 Most Frequently Appearing Words in the Corpus

N	Word	Freq		Text	
		.	%	s	%
1	ALBANIA	922	1	12	100.00
2	BY	918	1	12	100.00
3	ON	772	3	12	100.00
4	CITY	766	3	11	91.67
5	WAS	748	2	12	100.00
6	HAS	734	1	12	100.00
7	AT	702	9	11	91.67
8	WHICH	655	7	12	100.00

N	Word	Freq	%	Text	%
9	CAN	590	3	12	100.00
10	AN	581	2	12	100.00
11	HAVE	570	2	12	100.00
12	ALBANIAN	555	1	12	100.00
13	ITS	537	0	12	100.00
14	MOST	533	0	12	100.00
15	WE	531	0	10	83.33
16	AREA	525	9	11	91.67
17	ONE	504	8	12	100.00
18	BE	481	7	12	100.00
19	ALSO	470	6	12	100.00
20	BUT	470	6	12	100.00

N	Word	Freq	%	Text	%
21	OR	459	6	12	100.00
22	ALL	419	3	12	100.00
23	NOT	411	3	12	100.00
24	WILL	402	2	12	100.00
25	CASTLE	383	1	12	100.00
26	MANY	383	1	12	100.00
27	WHERE	372	1	12	100.00
28	THERE	368	1	11	91.67
29	VISIT	360	0	11	91.67
30	TIRANA	358	0	11	91.67
31	VILLAGE	349	9	12	100.00
32	HOTEL	342	9	9	75.00

N	Word	Freq	%	Text	%
33	OTHER	340	9	12	100.00
34	KM	331	8	11	91.67
35	LOCATED	321	8	11	91.67
36	CENTURY	309	7	11	91.67
37	NATIONAL	308	7	12	100.00
38	PARK	308	7	12	100.00
39	SEA	296	6	12	100.00
40	TOURISM	296	6	12	100.00
41	LAKE	293	6	11	91.67
42	DURING	282	6	12	100.00
43	TIME	276	5	12	100.00
44	MUSEUM	275	5	11	91.67

N	Word	Freq	%	Text	%
45	TRADITIONAL	274	5	12	100.00
46	BEEN	266	5	12	100.00
47	WHO	264	5	12	100.00
48	ONLY	262	5	12	100.00
49	THEIR	259	4	12	100.00
50	BEAUTIFUL	258	4	12	100.00
51	FIRST	248	4	12	100.00
52	OLD	244	4	12	100.00
53	THEY	238	3	12	100.00
54	ABOUT	237	3	12	100.00
55	CHURCH	236	3	12	100.00
56	THROUGH	231	3	12	100.00

N	Word	Freq	%	Text	%
57	YEARS	230	3	12	100.00
58	MOUNTAIN	227	3	12	100.00
59	PLACE	224	2	10	83.33
60	CULTURAL	222	2	12	100.00
61	TWO	222	2	12	100.00
62	COUNTRY	220	2	12	100.00
63	KNOWN	219	2	12	100.00
64	NATURAL	216	2	11	91.67
65	WELL	216	2	12	100.00
66	PART	214	2	12	100.00
67	AFTER	210	2	11	91.67
68	YOUR	209	2	12	100.00

N	Word	Freq	%	Text	%
69	HISTORY	208	2	12	100.00
70	BUILT	207	2	9	75.00
71	DAY	207	2	12	100.00
72	OFFERS	207	2	12	100.00
73	OUR	206	1	11	91.67
74	SOME	206	1	12	100.00
75	BEACH	205	1	11	91.67
76	ANCIENT	203	1	11	91.67
77	CENTER	202	1	11	91.67
78	MORE	197	1	12	100.00
79	LIKE	193	1	12	100.00
80	NATURE	193	1	11	91.67

N	Word	Freq	%	Text	%
81	TOUR	193	1	10	83.33
82	WORLD	193	1	12	100.00
83	ENJOY	192	1	12	100.00
84	TOURIST	192	1	12	100.00
85	WATER	190	1	11	91.67
86	VERY	189	1	12	100.00
87	SMALL	188	0	12	100.00
88	LOCAL	182	0	12	100.00
89	PEOPLE	182	0	12	100.00
90	RIVER	178	0	11	91.67
91	SHKODRA	178	0	11	91.67
92	SUCH	178	0	11	91.67

N	Word	Freq	%	Texts	%
93	TOURISTS	176	0.1	11	91.67
94	AROUND	175	0.1	11	91.67
95	CULTURE	175	0.1	12	100.00
96	WERE	175	0.1	12	100.00
97	NEW	171	0.1	11	91.67
98	UP	169	0.0	11	91.67
99	IMPORTANT	167	0.0	12	100.00
100	FOOD	163	0.0	12	100.00

However, this table can only offer a wordlist of the most frequently occurring words generated by the corpus. This piece of information is essentially superficial and provides only a general overview of the focus of the texts that have been selected for this study. From this overview, however, the most frequent lexical words in the corpus confirm the hypotheses regarding the type of discourse or genre in the texts that form the corpus. WordSmith Tools 6.0 can be used to compare the user-generated wordlists with other lists. For the purpose of our study, the frequency wordlist was compared with a general reference corpus (the British National

Corpus)²² in order to determine which words occur statistically more often. The words which were identified as occurring with a frequency greater than expected could then be compiled into another list, called keyword list. A reference corpus acts as a suitable benchmark of what is typical within a language, providing a reference against which individual research corpora can be compared. The BNC reference corpus was used to explore a hypothesis about language that had emerged from an examination of how words were used in the specialized corpus of this study. For instance, it can be hypothesized that a certain word occurs in a text to achieve a certain effect. The keyword list which was obtained through this comparison is a very useful tool to analyse discourse. Table 1.6 lists the one hundred most frequently occurring keywords, their frequency, their percentage value in the corpus and keyness value.

Table 6.6 The 100 Highest Key Word Values in the Corpus

N	Key word	Freq.	%	Texts	RC. Freq.	RC. %	Keyness
1	ALBANIA	923	0.51	12	413		10018.58
2	ALBANIAN	555	0.31	12	314		5879.88
3	TIRANA	358	0.20	11	96		4056.99
4	CITY	766	0.43	11	21634	0.02	3084.59
5	SHKODRA	178	0.10	11	0		2249.71
6	KM	331	0.18	11	2124		2249.67
7	TOURISM	296	0.16	12	1461		2153.12
8	LOCATED	321	0.18	11	2500		2066.99
9	CASTLE	383	0.21	12	5324		2051.29
10	VLORA	146	0.08	11	0		1845.24
11	CENTER	202	0.11	11	503		1710.28
12	LAKE	293	0.16	11	3844		1601.00

²² The British National Corpus (BNC) consists of one hundred million words and is commonly used as a reference corpus in order to identify keywords.

N	Key word	Freq.	%	Texts	RC. Freq.	RC. %	Keyness
13	SARANDA	124	0.07	10	1		1555.53
14	KORCA	120	0.07	9	0		1516.62
15	KRUJA	114	0.06	9	0		1440.79
16	ILLYRIAN	120	0.07	9	22		1394.25
17	DURRES	110	0.06	9	0		1390.23
18	THE	14898	8.30	12	6055105	6.09	1383.39
19	VILLAGE	349	0.19	12	10964	0.01	1335.55
20	VISIT	360	0.20	11	12329	0.01	1320.12
21	HOTEL	344	0.19	9	10911	0.01	1310.29
22	AREA	525	0.29	11	34697	0.03	1302.74
23	MUSEUM	275	0.15	11	6384		1207.51
24	BERAT	93	0.05	9	2		1155.97
25	GJIROKASTRA	91	0.05	11	0		1150.09
26	TOURIST	192	0.11	12	1986		1134.66
27	MOUNTAIN	227	0.13	12	3866		1128.83
28	TOURISTS	176	0.10	11	1459		1112.78
29	PARK	308	0.17	12	11224	0.01	1094.07
30	PUKA	82	0.05	4	1		1025.52
31	PERMET	80	0.04	9	0		1011.06
32	BEACH	205	0.11	11	3719		995.03
33	TRADITIONAL	274	0.15	12	9721		986.78
34	BEAUTIFUL	258	0.14	12	8397		970.27
36	SEA	296	0.16	12	12600	0.01	967.12
37	OF	7906	4.40	12	3049564	3.07	952.82
38	LEZHA	75	0.04	8	0		947.87
39	POGRADEC	72	0.04	10	2		891.57

N	Key word	Freq.	%	Texts	RC. Freq.	RC. %	Keyness
40	CULTURAL	222	0.12	12	6462		880.88
41	ANCIENT	203	0.11	11	4909		875.76
42	BUTRINT	69	0.04	10	0		872.04
43	WINERY	77	0.04	3	23		865.37
44	DESTINATION	134	0.07	12	1103		848.96
45	ELBASAN	68	0.04	10	2		841.24
46	OFFERS	207	0.12	12	5844		833.13
47	CENTURY	309	0.17	11	19428	0.02	793.48
48	ADRIATIC	85	0.05	11	150		767.23
49	METERS	88	0.05	11	224		741.78
50	TOURS	119	0.07	10	1053		737.90
51	TOUR	193	0.11	10	6382		720.09
52	IS	2985	1.66	12	974293	0.98	712.55
53	ENJOY	192	0.11	12	6439		711.35
54	CUISINE	95	0.05	10	482		686.21
55	VJOSA	54	0.03	10	0		682.46
56	HIMARA	54	0.03	9	0		682.46
57	TEPELENA	53	0.03	7	0		669.82
58	BEACHES	105	0.06	9	959		644.89
59	VISITORS	161	0.09	12	4748		634.88
60	SITUATED	123	0.07	11	1951		628.05
61	BALKANS	75	0.04	12	200		626.32
62	BYZANTINE	86	0.05	9	424		625.65
63	HOSPITALITY	99	0.06	11	891		610.75
64	VALBONA	47	0.03	9	0		593.99
65	RESTAURANT	138	0.08	8	3410		589.72

N	Key word	Freq.	%	Texts	RC. Freq.	RC. %	Keyness
66	HERITAGE	117	0.07	12	1948		586.74
67	RESTAURANTS	109	0.06	10	1576		575.56
68	IONIAN	61	0.03	10	85		572.80
69	MOSQUE	74	0.04	8	294		566.89
70	APOLLONIA	47	0.03	9	4		565.96
71	ADRIATIK	44	0.02	5	0		556.08
72	DISHES	102	0.06	8	1380		551.34
73	TOURISTIC	47	0.03	7	8		548.40
74	ARCHAEOLOGICAL	90	0.05	12	873		542.64
75	OTTOMAN	73	0.04	10	332		541.66
76	NATURAL	216	0.12	11	14082	0.01	540.85
77	BUILT	207	0.12	9	12686	0.01	540.79
78	ROOMS	150	0.08	7	5347		538.81
79	CULTURE	175	0.10	12	8481		530.49
80	ALBANIANS	65	0.04	9	196		529.20
81	RIVER	178	0.10	11	9059		523.90
82	ETHNOGRAPHIC	64	0.04	8	202		516.03
83	ALER	41	0.02	5	1		508.71
84	KOSOVO	69	0.04	8	334		504.25
85	BAZAAR	63	0.04	7	214		499.94
86	FAMOUS	151	0.08	11	6400		494.45
87	BALKAN	57	0.03	10	130		490.88
88	CHURCH	236	0.13	12	19776	0.02	489.08
89	HIKING	52	0.03	9	72		488.78
90	MEDITERRANEAN	89	0.05	10	1263		473.07
91	MONASTERY	74	0.04	9	606		469.51

N	Key word	Freq.	%	Texts	RC. Freq.	RC. %	Keyness
92	RUINS	77	0.04	11	724		468.73
93	MOST	533	0.30	12	98159	0.10	461.78
94	ALPS	68	0.04	10	464		454.39
95	WINE	140	0.08	10	6057		453.17
96	NATIONAL	308	0.17	12	37592	0.04	450.31
97	MONUMENT	73	0.04	10	707		440.35
98	RAKI	37	0.02	10	5		436.96
99	FAFA	34	0.02	4	0		429.69
100	UNIQUE	120	0.07	12	4309		429.41

This keyword list is more useful in suggesting lexical items that deserve further investigation. A keyword list provides an overview of the importance of individual words while a simple wordlist only indicates frequency percentage. In this table, the first column (N) simply lists the keywords in terms of keyword strength. The second column (Word) lists each individual keyword. The third column (Freq.) provides the frequencies of each keyword as they occur within the corpus of tourist guidebooks, with the fourth column showing this figure as a percentage of the entire corpus. The fifth column assigns a keyness value to each word; the higher the score, the stronger the keyness of that word.

4.7 Keywords Analysis

The above quantitative data in Table 1.4 were expected since this is a specialized corpus on tourism and they are in line with the topic under investigation in this study which is the examination of tourism discourse as employed in the corpus of guidebooks.

However, the focus of this study will be to explore and analyse the context of these words and the way in which they are presented in the text, so as to identify lexical patterns that can

provide more insight about the corpus. Therefore, it is necessary to examine individual keywords in more detail, by isolating their concordances and analysing their collocates.

The comparison of the specialized corpus with the British National Corpus has produced a list of the 100 top keywords, based on high keyness values. These words, primarily lexical words like proper nouns, adjectives, abstract nouns and verbs, can be considered representative of the kind discourse under analysis. The following step in the analysis of key words consisted in their classification according to similarity in meanings. Thus, the words that ranked at the top of the list are geographical names, most of which refer to Albanian cities and possess a high keyness value (see Table 1.7).

Table 7.7 Geographical Names

City in Albania	Keyness	City in Albania	Keyness
Albania	10018.58	Durres	1390.23
Tirana	4056.99	Berat	1155.97
Shkodra	2249.71	Gjirokastra	1150.09
Vlora	1845.24	Puka	1025.52
Saranda	1555.53	Permet	1011.06
Korca	1516.62	Lezha	947.87
Kruja	1440.79	Pogradec	891.57
Himara	682.46	Tepelena	669.82
Adriatic	767.23	Balkans	626.32

The word *Albania* is ranked at the top. This shows that the corpus of guidebooks is focused on both the country of Albania as a whole and on its individual cities and locations,

which can fulfil the potential needs of individual visitors. The presence of many different Albanian cities in the list of keywords suggests that there is no single place which is known as a tourist destination but that it is rather the whole country from North to South that serves as an attractive destination. For example, the list includes *Tirana*, the modern capital city of Albania, *Shkodra*, a city in the north of Albania which has undergone considerable development especially in its hinterland, *Vlora*, a seaside city which has been totally transformed in recent years, and the summer holiday destinations of *Saranda* and *Himara*. In this list there are also the historical cities of *Korca* and *Kruja*, the birthplace of the Albanian folk hero Skanderberg. These words are clearly semantically related and are therefore grouped together, but a collocational analysis of these words will offer a better understanding of what they refer to. They also show whether they carry positive, negative or neutral connotations, i.e. what is referred to as semantic prosody.

Table 1.8 shows a collocational analysis of the geographical names found in the keyword list with the words categorized in terms of function, such as adjectives, verbs and adverbials.

Table 8.8 Collocates of the Geographical Names Appearing in the Keyword List

N	Word	With	Relation	Texts	Total	Total Left	Total Right
1	IS	tirana	0.00	9	56	9	47
2	HAS	tirana	0.00	6	14	0	14
3	NATIONAL	tirana	0.00	6	13	10	3
4	CASTLE	lezha	0.00	4	12	5	7
5	SOUTH	tirana	0.00	4	10	8	2
6	PHONE	tirana	0.00	2	10	0	10
7	WESTERN	balkans	0.00	5	10	10	0
8	LOCATED	tirana	0.00	6	7	3	4
9	FESTIVAL	gjirokastra	0.00	3	7	5	2
10	BEER	puka	0.00	3	6	2	4
11	NEAR	tirana	0.00	5	6	4	2
12	IDEAL	durres	0.00	2	6	2	4
13	WINERY	tirana	0.00	2	6	4	2
14	LEK	tirana	0.00	1	6	6	0
15	CENTER	tirana	0.00	4	6	4	2
16	SOUTHEAST	tirana	0.00	2	6	4	2
17	LUXURY	durres	0.00	2	6	5	1
18	AREA	tirana	0.00	5	6	2	4
19	TRADITIONAL	gjirokastra	0.00	3	5	2	3
20	FIRST	tepelena	0.00	3	5	4	1
21	VISIT	tirana	0.00	4	5	4	1
22	TOPTANIA	tirana	0.00	2	5	3	2
23	TRAVEL	tirana	0.00	1	5	5	0
24	TOURIST	tirana	0.00	3	5	3	2

N	Word	With	Relation	Texts	Total	Total Left	Total Right
25	LARGEST	tirana	0.00	4	5	0	5
26	NORTH	tirana	0.00	2	5	5	0
27	LIES	lezha	0.00	3	5	2	3
28	INTERNATIONAL	tirana	0.00	3	5	1	4
29	SQUARE	tirana	0.00	4	5	4	1
31	TOUR	tirana	0.00	3	4	2	2
32	PROVIDES	berat	0.00	2	4	0	4
33	ORIGINATES	tirana	0.00	2	4	4	0
34	TOMORRIT	berat	0.00	3	4	1	3
35	FOLK	gjirokastra	0.00	2	4	2	2
36	SOUTHERN	gjirokastra	0.00	3	4	2	2
37	LAKE	tirana	0.00	3	4	1	3
38	HOTEL	gjirokastra	0.00	1	4	2	2
39	EXPERIENCE	balkans	0.00	1	4	4	0
40	MAKES	tirana	0.00	2	4	0	4
41	FAMILY	tirana	0.00	2	4	0	4
42	LIKE	tirana	0.00	3	4	3	1
43	FAMOUS	puka	0.00	2	4	2	2
44	BE	tepelena	0.00	3	4	1	3
45	COLORFUL	balkans	0.00	1	4	2	2
46	COASTAL	durres	0.00	2	4	2	2
47	DIFFERENT	tirana	0.00	4	4	0	4
48	CAN	tirana	0.00	4	4	1	3
49	DEEPEST	balkans	0.00	4	4	4	0

The results listed in the table show that there is a predominance of adjectives and verbs collocating with geographical names of Albanian cities. The adjectives identified in the collocational analysis are as follows: *national*, *western*, *ideal*, *luxury*, *traditional*, *largest*, *international*, *famous*, *colorful*, *coastal*, *different* and *deepest*. The selection has been made by taking into consideration the higher tendency of these geographical names to collocate with adjectives in the specialised corpus.

This analysis sheds further light on the ways in which Albania is promoted for international tourists, which is the focal point of this study. Albania enjoys a mixture of international and traditional characteristics. The word *international* collocates five times and the word *different* four times with geographical names in Albania, indicating that the author is referring to the present state of Albania, more specifically the new infrastructures and facilities, the provision of services adopted from foreign markets and the increased international dimension of the country. In addition, these adjectives reinforce the fact that Albania has been transformed and is now very different than it was in the past. The use of the adjective *different* implies something unlike in nature, form or quality, in comparison to the preceding situation. The author is trying to promote his or her products to foreigners by convincing them that Albania has opened a new chapter, which is worth experiencing, and that the country is moving closer to the standards and facilities available in western European destinations. Simultaneously, however, the author is interested in promoting Albania as a nation with its own unique values, customs and traditions which still survive, and which can be accessed by tourists through different means, for example those of cultural sites, cuisine or lifestyles. The idea is strengthened by the use of the adjective *national* which displays thirteen collocates, a relatively high number, and the adjective *traditional* with five collocates.

On the other hand, Albania is also presented through the adjectives *beautiful*, *famous* and *colorful*. Another distinctive feature in tourist discourse is the use of adjectives shown in the table below (Table 1.8) with their semantic reference. These adjectives are intended to evoke some kind of appreciation and evaluation of Albania among readers, indicative of significance and distinctiveness. As can be seen through their high keyness values, we could say that modifiers having a positive semantic prosody are a typical feature of the specialized corpus to advertise tourism in Albania. The use of the word *beautiful* suggests the possession of some attractive quality of the country, which provides pleasure to those who experience it, as it evokes the idea of aesthetic pleasure. The adjective *famous* refers to the level of knowledge which is generally held about the location and indicates the increased level of recognition which Albania enjoys today within the international community.

In the BNC, the adjective *famous* collocates with words such as *most*, *names*, *internationally*, *rich*, *writer*, *actor* and its semantic prosody is generally positive.

Figure 1.26 Collocations of the word famous in the BNC (taken from <https://www.english-corpora.org/bnc/>)

HELP	?		FREQ	ALL	%	MI
1	<input type="checkbox"/>	MOST	894	96938	0.92	4.14
2	<input type="checkbox"/>	NAMES	104	7424	1.40	4.74
3	<input type="checkbox"/>	RICH	99	6613	1.50	4.84
4	<input type="checkbox"/>	BECAME	98	21552	0.45	3.12
5	<input type="checkbox"/>	VICTORY	42	5404	0.78	3.89
6	<input type="checkbox"/>	PHRASE	27	2998	0.90	4.11
7	<input type="checkbox"/>	INTERNATIONALLY	24	684	3.51	6.07
8	<input type="checkbox"/>	GROUSE	22	198	11.11	7.73
9	<input type="checkbox"/>	ACTOR	22	1963	1.12	4.42
10	<input type="checkbox"/>	WRITER	21	3633	0.58	3.47
11	<input type="checkbox"/>	PASSAGE	20	3887	0.51	3.30
12	<input type="checkbox"/>	PAINTINGS	19	3220	0.59	3.50
13	<input type="checkbox"/>	SONS	19	3372	0.56	3.43
14	<input type="checkbox"/>	GARDENS	19	3575	0.53	3.35
15	<input type="checkbox"/>	JUSTLY	18	196	9.18	7.46
16	<input type="checkbox"/>	SONG	18	3745	0.48	3.20
17	<input type="checkbox"/>	ARTISTS	18	3808	0.47	3.18
18	<input type="checkbox"/>	ESSAY	16	1542	1.04	4.31
19	<input type="checkbox"/>	SINGER	16	1623	0.99	4.24
20	<input type="checkbox"/>	LANDMARK	15	423	3.55	6.08
21	<input type="checkbox"/>	INFAMOUS	14	310	4.52	6.43
22	<input type="checkbox"/>	ACTRESS	14	1028	1.36	4.70
23	<input type="checkbox"/>	PAINTER	14	1195	1.17	4.49
24	<input type="checkbox"/>	CATHEDRAL	14	2294	0.61	3.54
25	<input type="checkbox"/>	POEM	14	2393	0.59	3.48
26	<input type="checkbox"/>	POET	13	2056	0.63	3.60

Albania is portrayed as having received international recognition thanks to the changes it has undergone over the last 5 years, placing the country on the lists of the top tourist destinations in the world. The use of the adjective *ideal* is also interesting in this context, as this modifier regularly collocates with the names of cities in the corpus. The Online Cambridge Dictionary (n.d.-e) defines the adjective *ideal* as “a conception of something in its absolute perfection”, and in our case the author of the tourist guide is telling the reader that Albania can offer everything to fulfil the international tourists’ needs and expectations. The use of the word *ideal* is intended to arouse interest in exploring the country, more specifically the hidden aspects or features which are not widely known and which can only be found by visiting the country. Albania is proud of its coastline and this is apparent in the collocations featuring the adjective *coastal* to indicate that locations are located by the sea. As the previous chapters of this study have shown, Summer is the peak season for tourism in Albania, with the vast majority of tourists choosing to spend their

holidays by the sea. This is also reflected in the analysis of the corpus. With its shores lapped by both the Adriatic and Ionian Sea, Albania attracts tourists with its crystal-clear waters and spectacular views. The adjectives *beautiful*, *famous*, *ideal* and *colorful* show a positive semantic prosody, which, as we have already noticed, is used to persuade readers to choose a tourist location by the sea, in Albania. If the geographical names of the keyword list (e.g., *Tirana*, *Durres*, *Korca*, *Berat* or *Saranda*) are considered in isolation, they carry no meaningful denotation and remain neutral words. The only denotational meaning they convey is that they are the names of Albanian cities. Therefore, a more detailed collocational analysis allows a fuller examination of the semantic prosody which these names acquire when collated with premodifiers in noun phrases.

Nonetheless, it would be worthwhile to provide some examples of collocations from the specialised corpus. The adjective *luxury* collocates seven times with the name Durres. The definition of *luxury* provided by the Online Cambridge Dictionary (n.d.-f) is “great comfort, especially as provided by expensive and beautiful things”, a term which clearly carries a positive semantic prosody. The city of Durres in Albania is clearly presented to highlight the beauty of this summer resort and the comfort of accommodation. A search for relevant concordances has confirmed that the adjective *luxury* is used in reference to holiday apartments located in the city of Durres. Let us consider the following examples:

Aler **Luxury Apartment** Durres 4 are apartments which lie on the coastline of Durres, only 40 km from the capital of Albania, Tirana and are located only 25 km from the airport of Rinas.

Luxurious modern building with facilities. Apartments have free Wi-Fi, parking and exchange.

They include 17 apartments of 68 square meters each. Each apartment is composed of a private balcony, air conditioner, TV, towels while the bathroom has a hairdryer, shower and hygiene products for washing, sitting room consists of an armchair, TV with satellite channels, dining table with chairs, kitchen equipped with all the utensils and a washing machine. While bedrooms are made out of the closet and 1 double bed (160-200 cm). Cleaning service is done once in 2 days while bed linens are changed 1 time in 4 days. The apartments are located very near from the sea on the second line at a distance of about 70 meters, public beach, and. Sunbeds and umbrellas are free for tourists. The apartments have balconies and a terrace where tourists can have their breakfast or at the restaurant that is located on the roof, also have some drinks in the hotel bar for charge. (TGDB3)

The name *Durres* also collocates four times with the adjective *coastal*. Durres is a coastal city, and the author is clearly connecting Durres to the summer by suggesting that the location is a suitable choice for tourists, since it is linked to typical activities that tourists are expected to do: relax, swim, sail, dive etc.

Another geographical name which features in the keyword list is the name *Gjirokastra* which collocates 27 times with the verb *is*, 5 times with the adjective *traditional*, 4 times with *multicultural*, 4 times with *southern* and 4 times with *visit*. The use of the adjective *traditional* demonstrates that the author is expressing an attitude by holding an aesthetic view of the city as an object (Hunston, 2011, 20). The city is to be appreciated through the series of customs and traditions that have been passed down from one generation to the next, and also through the values that remained embedded and unchanged within these traditions.

Source text: The museum building was constructed in 1966 after the original house was destroyed by fire. The reconstruction was designed as a model of **traditional**

Gjirokastra houses with many classic traditional features known. (TGDB1)

The city of Gjirokastra is located in the south of Albania and is well known for the National Festival of Folk Instruments where singers from all around Albania gather to play music with their instruments. The author is presenting Gjirokastra to potential tourists as a multicultural site, since travellers can enjoy performances which bring together Albania's various musical traditions in one event.

Source text:

National Festival of Folk Instruments- Gjirokastra. This multicultural festival is held in Gjirokastra and features both folk music and the musical instruments used to accompany folk singers. (TGDB11& TGDB1)

Finally, *Gjirokastra* collocates with the verb *visit*, which implies that the place is worth visiting by foreign travelers. This indicates that it is worth spending some time over there. Thus, it is obvious that this city is portrayed with a positive semantic prosody since visiting the destination would evoke good feelings.

Another Albanian city that is present in the keyword list is *Puka*, with a high keyness value of 1025.52. The collocation analysis reveals that the adjective *famous* collocates with the name of this city. The word *famous* refers to "known to or recognized by many people; renowned" (Cambridge, n.d.-b). Consequently, the collocation of this premodifier within the noun phrase *Puka* indicates that the author is telling potential tourists that the city is famous for its caves and offers a positive description of the city.

Source text:

tourism, Mayor Gjonaj said that roads to the 85 **famous** Puka caves will be improved so that the caves will become more accessible. Only 138 km from the capital, on a partially new road, Puka has so much to offer. (TGDB 7)

The city is also famous for the locally produced beer, another feature which attracts gastronomic tourists; the name of the city collocates 6 times with the word *beer*.

Source text:

that have begun to be popular, about the **famous** Puka **beer**, which can be tasted even in Tirana. Indeed, Puka has undergone a complete facelift. (TGDB7)

Source text:

For example, **enjoy a glass of Puka fresh beer** without preservatives, straight from the brewery in the city. **Beer Puka** is the subject of numerous festivals throughout the year in Puka, during the opening of the tourist season, various popular holidays, activities, festivals etc. (TGDB3)

Beer refers to an alcoholic drink which can cause drunkenness and, in extreme cases, may lead to a loss of consciousness. This word can therefore take on a negative connotation.

However, the use of this word in the corpus emphasises that the famous beer which is brewed in Puka is merely a refreshing drink for tourists, which is also celebrated with a popular festival in the city. In this case we may assume that the tourist guide is addressed to beer lovers, to persuade them to visit the city (Hunston, 2011, 51).

Tirana collocates 56 times with the copular verb *is*, 21 times with *capital*, 13 times with *national*, 14 times with *has*, and 5 times with *international*. The copular verb *is* falls into the semantic category of verbs indicating a *state of being*. Therefore, it does not refer to any specific activity or action, but rather specifies the existence of someone or something. In contrast, the

lexical verb *has* indicates *possession* in the present tense. Tirana's status as the capital city of Albania is shown even in quantitative terms, as it collates 21 times with the word *capital*. The majority of collocates show a positive semantic prosody of the city of *Tirana*, with the tourist guide promoting the city as the capital of Albania and describing its present state. The analysis of concordances of the word *Tirana* clearly shows that Tirana is presented as a genuine tourist destination, with the tourist guides informing the readers that it is the largest city in Albania and the home of several ethnographic museums, as can be seen in the following extracts:

Source text:

Most of the larger cities in Albania have a soccer stadium, and **Tirana has** no less than three! Enthusiasts come to matches by the thousands to socialize and cheer on their team.

(TGDB9)

Source text:

Because **Tirana has magical hidden corners** to offer not only relaxation but thousand other services that as much as one thousand desires you would like to meet, always include a lot. (TGDB7)

Source text:

As a capital Tirana has the country's finest museums, theatres and galleries representing the national arts. (TGDB12)

Source text:

Tirana is the capital (since 1920) and the largest city with 800,000 inhabitants.

(TGDB1)

Source text:

Tirana is the capital of Albania and also the main economic and cultural center of the country. (TGDB8)

The word *Tirana* was not found to possess any negative semantic prosody in the analysis of collocations. The data suggests that the city is a major centre for economic, national and international affairs.

The name of *Berat*, another prominent Albanian city, collates 10 times with the copular verb *are*, 4 times the word *provides*, and 4 times with the name of mount *Tomorr*. Tomorr is a sacred mountain located in Berat, which is a popular place of pilgrimage. The reference to this place in the corpus is connected to religious tourism.

Source text:

The city of Berat is a good starting point to explore Mount Tomorr also called the Albanian Olympus, 3040 km away from the city. Mount Tomorri is famous for its mystical appearance; it looks like a giant lion lying behind the city. This is one of the highest mountains in Albania, reaching 2,416 m above sea level. (TGDB 12)

The analysis of collocations also reveals that the adjective *western* collocates 13 times with the geographical name *Balkans*, indicating the fact that Albania is part of the Balkan region, more specifically of the Western Balkans. This is a mere geographical fact and therefore its meaning in our corpus may be considered neutral. In this case the tourist guide is only locating the country geographically. In terms of verb-noun collocations, the analysis of the corpus has found the following lexical verbs collocating with the names of Albanian cities: *phone*, *visit*, *travel*, *lies*, *provides*, *originates* and *makes*.

It is interesting to note here that all these verbs are used in the present indicative tense, more specifically the present simple. The present simple is normally used to refer to the present

state or the current existence of a subject and it is a typical feature of the language of tourism.

The present simple is a tense which describes general facts and states in the present. Therefore, it is a suitable means for tourist discourse in which the presentation of the country is necessarily referred to the present time, with the aim of alluring tourists with descriptions of the sights and experiences that are currently available to them in Albania.

Another word which is of interest is the verb *visit* with a keyness of 1320.12, a value that is higher than those of the other verbs mentioned above. An examination of the concordance of the verb *visit* should provide a greater understanding of how it is used and how it is related to the specialized corpus of tourist guides. The Online Cambridge Dictionary defines the verb *visit* as “to go to a place in order to look at it, or to a person in order to spend time with them”. As regards the concordances of this verb, WordSmith Tools 6.0 shows that it is primarily used in the imperative mood. As can be seen in the concordance list in Table 1.10, the uses of *visit* from lines 1 to 15 correspond to instructions to travel to several different sites in Albania. This imperative mood is also relatively common in tourist language, while promoting or advertising a destination, but it could also represent a case of social practice through which the author of a tourist guide tends to persuade, and therefore influence the tourists’ decisions. The concordance analysis shows that in most cases the verb *visit* is found next to names of tourist sites and attractions in Albania, e.g., Diber, Koman, Lezhe, Mirdite, Valbona Park, the Chrome mines, the cave of Kauri and Korabi mountain. The language used here makes the reader assume that Albania contains a wide range of sites which could be his/her interest. In lines 2, 3, 4, 5, 6 and 7 of Table 1.8, each of the Albanian cities is referred to in terms of being popular for their unique features. For instance, the city of Diber is connected with its history and museum, while Mirdite is associated in line 7 with its modern tower. Bulqize, a city in the north of Albania, has an older

tower, a 200-year-old structure which can be explored by tourists. Again, what we may say about the use of the verb *visit* in the specialised corpus is that the main purpose of Albanian tourist guides is to promote a new form of tourism, which, as was discussed in Chapter 3, is currently being widely promoted by the Albanian government. It can be suggested that the use of the imperative form of the verb *visit*, in connection with the use of the modal verbs *should* and *must*, indicates that a certain degree of obligation occurs as a means to persuade the readership. In line 25, the author uses the compound word *must-see* in connection with farms, a feature which is further evidence of the popularity and the emergence of farms in Albania as tourist attractions. These represent a new tourist attraction that was unimaginable in the past. Again, we may detect an element of necessity at the base of this kind of discourse, i.e., the implication that there is something important to be seen, that should not be missed.

Line 25: Source text

Here are the must-visit farms:

1. Sotira Farm, Leskovik, Kolonje
2. Uka Farm, Laknas, Tirane
3. Mrizi i Zanave Farm, Fishte, Lezhe.
4. Nano resort, Fikas Tirane.
5. Pema e Jetes, Shkallnur, Durres.
6. Agritourism Huqi, Rade, Durres.

Line 27 reveals additional data and information about these farms and their emergence as a new form of tourism that visitors may experience. Cooking, harvesting, horse-riding and animal feeding are all mentioned, thereby contributing to the suggestion that visitors can gain a feeling for and experience local life in some of the activities which they can practice when

visiting these farms. Agrotourism enterprises can offer innovative experiences not only in terms of sight-seeing but also through the “hands-on” approach which allows visitors a touch of local country lifestyle. Tourists can enjoy the traditional Albanian culture and have fun while cooking traditional local dishes.

Line 27: Source text

Well, you should visit the agrotouristic farms or even a simple village house. You can take part in preparing meals with the housekeepers, feed the animals, harvest vegetables in the garden, go for a horseback riding, celebrate like a local and live your best experience!

Table 9.9 Concordance of the word *visit*

N	Concordance
1	full of warmth people. Visit the monuments of the city
2	What to do in Diber: Visit the City Museum. 2. Become
3	should do once in Koman: Visit Koman Cemetery to discover
4	What to do in Kukes: Visit the Obelisk of Hospitality
5	What to do in Bulqiza: Visit the 200-year-old tower of
6	What to do in Lezha: Visit the pedestrian area, (the
7	a What to do in Mirdita: Visit the newest tower in Mirdite
8	tour to the fortress. Visit the Zadrime Artcraft Center
9	beer and its history. Visit the Migjeni Museum, the
10	end in the Valbona Park. Visit the Mic Sokoli Tower 4.
11	a tour at Chrome Mines. Visit the Lake Balgjaj.
12	in Korabi pastures. Visit Rabdishta, the most

N	Concordance
13	the Mic Sokoli Tower Visit the Cave of Bajram Curri.
14	from Dibra`s women. Visit the Lura Park, Kacnia Lake
15	Visit the Cave of Kauri. Visit Gojani, the village where
16	trade center of the A visit to the National North.
17	boat ride on the lake. A visit to the forts of Bicaj and
18	of Albania and its A visit to the Venetian mask
19	traditional lunch. A visit to the Shala River, to
20	thermal activities and visit many interesting places.
21	new places to see and visit, keeping the visitors, who
22	thermal waters and spa can visit the country all year long.
23	cities of Albania you can visit museums of various natures
24	tourists climb to Korab, visit Lura Natural Park,
25	Here are the must- visit farms: 1. Farma Sotira,
26	the reasons why you should visit Albania is also its wealth
27	tour hand? Well, you should visit the agrotouristic farms or
28	Guide 15 2 historical sites Visit the most important museums
29	special vegetation thrives. Visit the Cave of Kauri.
30	If you have decided to visit the above mentioned
31	beaches Best time to visit Albania High season: July
32	there, they enable you to visit the Chromium Gallery,
33	points. We suggest you to visit Dibra for its distinctive
34	Açiftelia etc.. What to visit. Kauri Cave, situated at

N	Concordance
35	that we recommend you to visit by bike and in which small
36	body, to feed him. What to visit One of the most attractive
37	vitriol and fuel of time to visit Albania is May minerals and

Moreover, the analysis of the verb *visit* reveals that it also collocates with the word *Albania* (lines 26, 31 and 37). CADS reveals that the specialized corpus represents Albania as part of the global community and also as a member of international organizations such as UNESCO, which is intended to engender the belief that Albania has grown in popularity due to such memberships besides its heritage and the traces of the past that visitors can appreciate during their stay in the country.

Line 26: source text

The reasons why you should visit Albania, is also its wealth of the world heritage fund. Along with archaeological parks, numerous museums and cultural monuments, Albania offers some UNESCO world heritage sites, making it one of the most attractive places in the Balkans.

Table 1.12 lists a second group of nouns, which refer to time and age in terms of their semantic meaning. The Table was generated using English Semantic Tagger, a system which performs an automatic semantic analysis of text. References to these words, all of which display high values of keyness in our corpus, are intended to evoke a sense of the past and history among readers, engendering the idea among potential visitors that Albania is a country rich in history and antiquity. Once more, this confirms that the Albanians constitute one of the oldest populations in the Balkans, a society in which different religious faiths can coexist peacefully.

Table 10.10 A Classification of Nouns Referring to Time and Age

Sights	Keyness
museum	1207.51
century	793.48
archaeological	542.64
Byzantine	625.65
Illyrian	1394.25
ancient	875.76
Ottoman	541.66
heritage	586.74

The collocational analysis of the words in Table 1.10 reveals that the word *national* collocates 61 times with the word *museum*; the word *ethnographic* collocates 48 times with *museum*; the word *historical* collocates 24 times with *museum*; *archaeological* and *medieval* collocate 14 times with the word *museum*; the verb *visit* collocates 21 times with *museum*; and *Kruja* collocates 14 times with *museum*. Similarly, the word *cultural* collocates 45 times with *heritage*; the term *UNESCO* collocates 23 times with the word *heritage*; and the word *world* collocates 28 times with the word *heritage*. In contrast, the word *ancient* collocates 41 times with the word *city*; the term *14th* collocates 15 times with the word *century*; and the term *6th* collocates 14 times with the word *century*. The collocation *Roman Illyrian* occurred 11 times; *Illyrian castle* 11 times; *Byzantine churches* 11 times; and *Ottoman Empire* 9 times. These quantitative data provide useful information to carry out the qualitative analysis of the specialized corpus.

The results show clearly that Albania has long been subject to occupation and wars, the traces of which are now displayed in museums. This impression is strengthened by the use of the adjectives like *archaeological, medieval, ethnographic, national, Ottoman* and *Byzantine*. It is interesting to note the example of the name *Kruja*, a city which is best known as the birthplace of the Albanian national hero Skanderbeg. The name of this city collocates 14 times with *museum*. The city's museum is considered one of the most prominent in the country. Albania is rich in ancient history. The Online Cambridge Dictionary (n.d.-d) defines the word heritage as: “features belonging to the culture of a particular society, such as traditions, languages, or buildings that were created in the past and still have historical importance”. Albania's heritage is now protected by UNESCO. As was discussed in the first chapter of this study, Albania is one of the oldest counties in the Balkans and its significant historical values can be traced back over the centuries. The undoubted antiquity of the country is attested by the wealth of historical sites, with the many castles, ancient settlements or examples of medieval architecture that deserve the attention of international visitors. Therefore, the promotion of history in travel guides plays a crucial role in the promotion of tourism in Albania, since relax can be combined with an encounter with the country's historical past.

Table 1.11 shows another set of keywords relating to geographical terms associated with relax.

Table 11.11 A Classification of Nouns Referring to Geographical Terms

Place	Keyness
Beach	995.03
Lake	1601.00
River	523.90

Sea	967.12
Mountain	1128.83

The words in this list evoke various leisure activities, sports or hobbies such as fishing in the river or swimming in the sea. These keywords indicate that travel guides tell the readers that there is more to Albania than the sea, and that there are also other natural beauties. For example, Table 1.11 contains the words *lake*, with a keyness of 1601.00, and *mountain*, which is associated with activities such as hiking, skiing or hunting. Similarly, the many villages of Albania can also be visited by foreign visitors to experience the lifestyle of local farmers, (e.g., observing local wildlife, and getting involved in feeding animals).

The collocational analysis conducted for these geographical terms reveals that the most common collocates are the words *Adriatic*, which collocates 41 times with *Sea*; *Ionian*, which collocates 29 times with *Sea*; *Vjosa*, which collocates 31 times with *River*; *Shkodra*, which collocates 24 times with *Lake*; *Prespa*, which collocates 24 times with *Lake*. Other words refer to activities such as *climbing*, which collocates 20 times with *mountain*; *mountain* collocating 4 and 9 times with *trekking* and *hiking*, respectively; *mountain* collocates 10 times with *tourism*; *mountain* collocates 7 times with *skiing*; and *beach* collocates 5 times with *swimming*; *Koman* collocates 9 times with *lake*; *panoramic* collocates 4 times with *lake*; and *rafting* collocates 3 times with *River*. The adjective *beautiful* also collocates 10 times with the word *beach*; the verb *lies* collocates 6 times with *lake*; and the superlatives adjective *deepest* collocates 8 times with *lake*; *highest* collocates 6 times with *mountain*, *great*, *fresh*, *amazing* and *wonderful* collocate 4 and 5 times with the word *sea*, respectively. The adjectives *great*, *fresh*, *amazing* and *beautiful* are all intended to evoke some kind of appreciation and evaluation of

Albania among readers, with the use of *beautiful* in front of nouns that possess some attractive qualities. These provide pleasure to those who experience it and create a sense of aesthetic pleasure. The semantic meaning of the construct ADJECTIVE + NOUN has a positive semantic prosody, while the structure NOUN + NOUN reveals neutral evaluations, since it usually refers to proper nouns belonging to geographical features of the country.

Table 1.12 shows another set of words which refer to food and drinks, a typical element of tourist discourse, since they are considered of paramount interest for tourists.

Table 12.12 A Classification of Nouns Referring to Food and Drinks

Place	Keyness
Winery	865.37
Restaurants	575.56
Dishes	551.34
Cuisine	686.21
Wine	453.17
Raki	436.96

The most frequently occurring collocates in the specialized corpus are: *traditional dishes, Albanian cuisine, European cuisine, unique cuisine, tasting wine, Kokomani winery, Merlot wine, Kabernet wine, delicious dishes, enjoy dishes, offers, drink raki, taste wine, Italian dishes, rich cuisine, Albanian raki, fish restaurants, organic dishes and different restaurants*. In general, when tourists visit a particular country or place, they are very interested in local cuisine. An examination of the concordance of food-related terms in the specialized corpus offers a better idea of how dishes are presented or the words with which they are patterned. Cuisine is a key

part of a culture and is also intrinsically connected with the concept of hospitality. The authorial intention in the travel guides of the corpus involve characteristic features of Albania that allow the reader to construct a set of beliefs about Albania and the Albanians. Readers are somehow made to feel at home and welcomed once they arrive in Albania. *Raki* is a typical Albanian alcoholic drink that is used in tourist discourse to appeal to those who appreciate traditional distilled spirits. As was mentioned above the word *dishes* is a key word in our list. As the series of concordances with this word listed in Figure 1.28 shows, the word *dishes* collocate with *traditional, delicious, Italian, organic* and *Albanian*, implying that food is a highly important aspect in the Albanian lifestyle. *Dishes* are also described with the noun *gem*, in line 20. In English, the word *gem* is defined as “a jewel (precious stone), especially when cut into a particular regular shape or someone or something that is very good, pleasing, or useful” (Cambridge, n.d.-c). In the specialised corpus the word *dishes* is used metaphorically to refer to the exceptional quality of Albanian national dishes.

Line 20: Source Text

Our imagination tells us that these gem dishes were cooked in the lodgings and barns along this ancient road. The throngs of caravans embarked travellers and merchants and the menu satisfied their hunger after battles fought between the east and west. (TGDB5)

This extract reveals a very interesting piece of information about the use of the word *gem* in this context. The reader is taken to the past, to make him/her feel part of history through food. The central role of food in Albanian culture has been preserved in such a way that it is almost possible to taste history when eating. Traditional dishes are depicted as incomparable with any other.

Dishes are also characterized in the corpus as *Mediterranean*, an inclusive term which is relatively broad. Albania is a Mediterranean country meaning that the cuisines of all those countries which surround the Mediterranean are welcomed to taste Albanian food. The text is constructed in such a way as to suggest that anyone's desires can be fulfilled by Albanian cuisine. Thus, a choice is available for all; no-one is excluded even if they are less keen on experimenting with traditional Albanian food.

Line 30: Source text

To enjoy Mediterranean dishes at the seaside restaurant table, with fresh produce and quality wine, this is one of the best things you can enjoy on the Durrës shores in top-rate hotels and restaurants. (TGDB4)

Line 29: Source text

Mediterranean dishes are as tasteful as the traditional cooking of the cuisine of the zone of Himara. The pizzas baked in wood, are beyond the usual taste. Admiring the amazing panorama of Himara Bay, every dish will be more tasteful! (TGDB1)

Himara, a seaside city in the south of Albania, is highlighted as one of the centres of Mediterranean cuisine. As can be seen in lines 64 and 71 of the concordances in Figure 1.28, dishes are also presented as *organic* or *vegetarian*. Potential tourists can thus be reassured that choices are available and that dining options in Albania are not limited; tourists should not be concerned that they will be denied the possibility of enjoying their own eating habits.

Concordance										
N	Set	Tag	Word #	Sort #	Sort Pos.	Pair #	Pair Pos.	Head #	Head Pos.	%
1			1,947	10	52	0	4%			4%
2			43,747	2,3	22	0	93			93%
3			1,524	11	16	0	7%			7%
4			14,472	65	73	0	66			67%
5			39,868	2,1	10	0	85			85%
6			14,052	78	44	0	30			30%
7			42,670	2,3	82	0	90			91%
8			9,594	45	94	0	44			44%
9			9,514	45	8%	0	44			44%
10			21,628	1,1	76	0	46			46%
11			36,910	1,9	19	0	78			78%
12			10,262	48	4%	0	47			47%
13			11,243	62	26	0	24			24%
14			37,682	2,0	21	0	80			80%
15			4,754	21	14	0	43			43%
16			16,723	94	10	0	35			36%
17			25,216	1,3	21	0	53			54%
18			21,292	1,1	24	0	45			45%
19			1,189	51	10	0	11			11%
20			5,047	22	10	0	45			46%
21			14,136	63	91	0	65			65%
22			10,918	50	76	0	50			51%
23			14,317	64	60	0	66			66%
24			14,362	64	19	0	66			66%
25			13,664	75	54	0	29			29%
26			10,554	51	73	0	99			99%
27			7,504	34	28	0	70			70%
28			39,779	2,1	19	0	84			84%
29			9,362	54	70	0	20			20%
30			10,903	50	60	0	50			50%

Figure 1.27 Concordances of the word *dishes*

Another unusual collocation in this search for concordances is *wild dishes* which could be considered a lexical feature of Albanian English. The word *wild* typically collocates with *animals* or *plants* or with verbs such as *go*, *look* or *run*. The collocation “wild dishes” is not found in the COCA (the Corpus of American English) and BNC (British National Corpus) and in English one can say wild food and wild meat. Therefore, *wild dishes* is typical of Albanian English referring to the edible fresh food which could be fresh mushrooms, plants, vegetables or meat from animals which grow or graze in waste land. Albanians are known for wild game or hunting animals, such as rabbits, hares and wildfowl providing unique identification and function in themselves and for alluring tourists through such cuisine.

Line 72 Source text

in, spinach etc); wild dishes (rabbit, fowl etc). (TGDB7)

However, the concept of *wild game* could be perceived by some as a sign of disrespect and cruelty towards animals. Tourist guides do not take this into consideration, but it should be understood that they try to convey the idea that tourists are offered a wide range of dishes, and that the opportunity exists to taste all the different dishes of the national cuisine.

Table 1.13 provides a further classification of the words into a set of lemmas. The lemmas in the table below denote movement or travelling from one place to another for leisure possess high keyness values. This is a significant finding in our CADS, which means that the main focus in the specialized corpus is on the promotion of Albania as a tourist destination.

Table 13.13 Words Denoting Movement or Travel

Abstract noun	Keyness
Tourism	2153.12
Tour/tours	1457.99
Tourist / tourists	2247.44
Touristic	548.40

The most common collocations of the above lemmas are *Albanian tourism*, with 32 occurrences; *foreign tourists*, with 23 occurrences; *adventure tourism* and *agro-tourism*, with 18 occurrences; *tourists* collocates 14 times with *many*; *tourism* collocates 18 times with *cultural*; *tours* collocates with *take*; *tourism* collocates 10 times with *mountain*, *natural* and *culinary*, *tourism* collocates 9 times with *green*; *tours* collocates 9 times with *food*; and *tour* collocates 8 times with *special*.

A closer analysis of these collocates reveals that the concept of tourism in the corpus is not only limited to a particular type of leisure activities, for instance summer holidays or stays at

sea resorts. Instead, the use of quantifying adjectives emphasises the fact that tourism in Albania is offered in various different forms. A wide range of options are available to visitors such as *natural, green, cultural, culinary, agro* and *adventure tourism*. The reference to *adventure tourism* implies that foreigners can experience an exciting adrenaline-filled adventure, as is shown in line 27 of Figure 1.28.

adventure tourism. This type of tourism **is widely liked** by foreigners

Those who love nature could go green, which means they can explore nature. As is shown in line 18 of Figure 1.29. Nature lovers are also encouraged to visit Albania through a reference to green tourism. The following lines also confirm that tourism in Albania has increased and developed, and is now being promoted and advertised by international popular media:

all year long. Currently, **tourism** in Albania is up and centers

and Japan. Foreign media and **tourism** industry giants such as Lonely

Source text:

Albania a constant attraction for an increasing number of visitors from a multitude of countries around the world such as, America, China and Japan. Foreign media and tourism industry giants such as Lonely Planet, Thomas Cook, the New York Times, and National Geographic have already ranked Albania on the top list of world destinations that are worth visiting. (TGDB1)

N	Concordance	Set	Tag	Word #	Sent	Sent	Para	Para	Hea	Hea	Secl	Secl	File	Date	%
1	tourism is the mountain and adventure tourism, because of the hilly relief, and			14,62	81:54'	0	31'				0	31'	TGDB1.txt	2021/Mar/16	31%
2	of the green and adventure tourism. This type of tourism is widely			1,643	82:10'	0	3%				0	3%	TGDB1.txt	2021/Mar/16	4%
3	tourism, white tourism, and adventures tourism. The coastline. The best			4,799	27:10'	0	10'				0	10'	TGDB1.txt	2021/Mar/16	11%
4	, China and Japan. Foreign media and tourism industry giants such as Lonely			3,097	17:14'	0	7%				0	7%	TGDB1.txt	2021/Mar/16	7%
5	serves also for transport, fishing and tourism. Sarda Tours company enables			9,453	55:10'	0	20'				0	20'	TGDB1.txt	2021/Mar/16	21%
6	the customs and traditions of this area. Tourism. The most important type of			14,611	81:10'	0	31'				0	31'	TGDB1.txt	2021/Mar/16	31%
7	: Albanian Sport & Tourism AST www.ast-tourism al Via Egnatia Trail Via			2,603	14:63'	0	6%				0	6%	TGDB1.txt	2021/Mar/16	6%
8	of tourism activities, including coastal tourism, green tourism, white tourism,			4,792	27:83'	0	10'				0	10'	TGDB1.txt	2021/Mar/16	11%
9	curative effects September. Coastal tourism is developed in the cities of			5,361	30:20'	0	11'				0	11'	TGDB1.txt	2021/Mar/16	12%
10	of the town of Bajram Curri. Cultural Tourism. Because of Health Tourism.			5,265	30:10'	0	11'				0	11'	TGDB1.txt	2021/Mar/16	12%
11	visit the country all year long. Currently, tourism in Albania is up and centers			5,299	30:14'	0	11'				0	11'	TGDB1.txt	2021/Mar/16	12%
12	park of Shtama Pass etc. Dental Tourism is a new term for us, but in			5,548	31:13'	0	12'				0	12'	TGDB1.txt	2021/Mar/16	12%
13	which are a valuable natural object for eco-tourism like birdwatching. This			4,882	27:89'	0	10'				0	10'	TGDB1.txt	2021/Mar/16	11%
14	started massively to develop the family tourism and provide local guidance for			11,001	61:85'	0	23'				0	23'	TGDB1.txt	2021/Mar/16	24%
15	position, its promising potentials for tourism. climate and natural beauty,			5,279	30:38'	0	11'				0	11'	TGDB1.txt	2021/Mar/16	12%
16	coastline has a high potential for tourism activities (Sun & Sea). In the			4,754	26:69'	0	10'				0	10'	TGDB1.txt	2021/Mar/16	11%
17	past, Kukës offers opportunities for tourism of all kinds, but where it			12,371	69:74'	0	26'				0	26'	TGDB1.txt	2021/Mar/16	27%
18	, including coastal tourism, green tourism, white tourism, and adventures			4,794	27:88'	0	10'				0	10'	TGDB1.txt	2021/Mar/16	11%
19	. Cultural Tourism. Because of Health Tourism. This presents Albania's			5,269	30:10'	0	11'				0	11'	TGDB1.txt	2021/Mar/16	12%
20	of Bajram Curri as a tribute to his hero. Tourism. Maësia e Gjakovës			13,541	75:10'	0	29'				0	29'	TGDB1.txt	2021/Mar/16	29%
21	an interesting destination for historical tourism. The beautiful city of Saranda			5,415	31:10'	0	11'				0	11'	TGDB1.txt	2021/Mar/16	12%
22	to enjoy every detail of the mountain tourism, winter and summer. You can			14,651	81:86'	0	31'				0	31'	TGDB1.txt	2021/Mar/16	32%
23	Valley is located 25-30 km northwest Tourism sources of the town of Bajram			5,256	29:65'	0	11'				0	11'	TGDB1.txt	2021/Mar/16	12%
24	one comprises a powerful source of tourism, in different fields as walking,			11,561	64:59'	0	25'				0	25'	TGDB1.txt	2021/Mar/16	25%
25	. Tourism. The most important type of tourism is the mountain and adventure			14,621	81:29'	0	31'				0	31'	TGDB1.txt	2021/Mar/16	31%
26	values by putting them in the service of tourism through hospitality and			13,011	72:49'	0	28'				0	28'	TGDB1.txt	2021/Mar/16	28%
27	and adventure tourism. This type of tourism is widely liked by foreign			1,647	83:19'	0	3%				0	3%	TGDB1.txt	2021/Mar/16	4%

Figure 1.28 Concordances of the word *tourism*

The wide variety of types of tourism identified in the specialized corpus suggest that tourist guides are addressed to visitors of all ages, and with a broad range of personal interests. Travel guides emphasize the fact that Albania offers something for everyone and that Albania is an all-year-round destination, not only a summer hot spot. Moreover, *tours* are projected as *special* in the text, in the sense that they are unusual or extra-ordinary, an approach aimed at attracting tourists based on various preferences. One example is the noun phrase *food tours*. Food is connected to taste, enjoyment and satisfaction. Thus, this collocate carries a positive semantic prosody when patterned with the word *tours*.

Another group of keywords denoting location and places with high keyness values are listed in Table 1.14. These words were analysed through their collocations.

Table 14.14 Words Denoting Location or Place

Word	Keyness
located	2066.99
center	1710.28
situated	628.05
destination	848.96
village	1335.55
area	1302.74
park	1094.07

The most frequent collocates identified in the corpus were *situated*, appearing 51 times; *center*, collocating 34 times with *city*; *park* collocating 26 times with *has*, *destination* collocating 24 times with *tourist*; *park* collocating 18 times with *natural*, *park* collocating 15 times with *Butrint* and *archeological*, as well as with *Llogara park*, *Valbona park*, *great park*. Moreover, *centre* collocates 15 times with *cultural* and *town*, *village* collocates 15 times with *beautiful*, and with *typical*. The collocation *city center* appears relatively frequently in the corpus and its use implies that tourists are strongly recommended to visit or go to the centre of a particular city, a location often known as the heart of the city. However, the meaning is categorically neutral, referring solely to location. This is also the case for the word *park* which mostly collocates with proper nouns and thus carries an evaluation which is neither negative nor positive. The same happens with other proper nouns in the list, such as *Llogara*, *Valbona* and *Butrint*. In contrast, however, when the word *park* collocates with adjectives like *great*, *natural* or *archeological* it acquires a positive denotation. Two verbs in the past participle were identified in the specialised corpus, namely *is situated/located*, both of which denote location or position. Moreover, we

observe that the word *village* collocates with the adjectives *beautiful* and *great* to acquire a positive semantic prosody. It implies that tourists' expectations will be met.

4.8 The Pragmatic Use of Language in Albanian Tourist Guidebooks

Roman Jakobson mentions six functions of language (Jakobson, R., 1960, pp. 350-377): 1) the 'referential' function, which refers to the dissemination of information; 2) the 'emotive' or 'expressive' function that is aimed at communicating the author's attitude in relation to his or her message; 3) the 'conative' function, which refers to those aspects of language that aim to create a certain response from the interlocutor; 4) the 'phatic' function, which helps interlocutors establish contact. It also refers to the channel of communication. This is the function that envisages communication as an end in itself (e.g. when someone says 'hello' on the telephone; 5) - the 'metalinguistic' function, which is aimed at verifying that the sender and the receiver understand one another, i.e. that they are using the same code; 6) and finally, the 'poetic' function. Language here is considered from the aesthetic point of view. This includes the use of alliterations, assonances, repetitions, and echo or rhythm effects. These are features of discourse that we may find in advertising and tourism. The first, second and third functions mentioned by Jakobson, apply to the specialised corpus that was compiled for this study, since it is evident that these texts provide information on Albania and what this country may offer to potential tourists but also tend to stimulate their emotional response and try to persuade them to visit Albania.

The following text extracted from the corpus shows its essentially referential function. It provides information about an ancient city, once known as Antigonea. Prospective tourists get informed about the site, its location and features.

Source text:

Antigonea is nowadays an archeological park situated in the Lunxhëri area, east of Gjirokastra, close to the village of Saraqinisht. Antigonea is an ancient city of the second century B.C. It is thought that the city was founded by King Pyrrhus of Epirus who named the city after his wife Antigonea. The city was 35 hectares in size; its ruins are located on a hill at 600 m above sea level. (Albanian Tourism Guide, The Itineraries all over Albania).

The second function mentioned by Jakobson, the conative one, is also employed by the authors of the Albanian tourist guidebooks that are included in my specialised corpus. Language is not accidental, that is to say, language is predominantly used to influence and affect the receivers' behaviour. The choice of words by the authors is made to evoke an emotional response in the reader. This kind of language often aims to persuade the reader or listener to share the writer or speaker's point of view, using language to stimulate an emotional reaction. The following example extracted from the corpus illustrate this concept.

Source text:

The most interesting sights in Vlora include the Independence Museum (in the headquarters building of the first government), the History Museum, and the Ethnographic Museum. Among the religious objects in Vlora, one of the most important is the Mosque of Muradie, built in 1542 by the chief architect of the Ottoman Empire, Mimar Sinani, who was originally from the region. Also, a prominent hill above the city is home to the Bektashi tekke of Kuzum Babai. The site offers an amazing wide view of the city of Vlora, the peninsula of Karaburun, the island of Sazan and the lagoon of Narta. There are also several interesting clubs and restaurants. (TGDB1)

Moreover, the following extract shows the usage of emotive language. Modifiers such as *extraordinary*, *overwhelming*, *rich*, *unspoiled*, and *important*, when referred to nouns like

sceneries, habitats, destination, aim at attracting the prospective tourists` attention and bring them to Albania for tourism.

Source text:

Albania's southern coast [the Riviera and the hinterland] stands for extraordinary nature combined with cultural heritage and overwhelming sceneries of the Ionian Sea. The wonderful landscapes, also due to differences in altitudes of over 1500 meters, combined with the rich variety of habitats and the archaeological heritage from Illyrian, Greek, Roman and Ottoman rules make the southern coast – this recently discovered and yet unspoiled destination -an important region for the national economy. (TGDB10)

The analysis of the specialised corpus has revealed that the use of modal verbs strengthens the dominance of the conative function. (See Table 1.9). The situation with modality is rather different, because there is no simple, clearly definable, semantic category, such as time and enumeration. However, one definition is that modality is concerned with the “opinion and attitude” of the speaker (Palmer, 2).

The concordance of the verb ‘visit’ shows that it collocates with modal verbs like ‘can’, ‘should’, ‘must’. On the most likely interpretation ‘must’ influences the action of the targeted readership, by imposing them an obligation to do so. Thus contributing to the conative function mentioned above. In our case “must” expresses subjectivity in the sense that the necessity emanates from the speaker (Huddleston & Pullum 2002). This use of the modal is distinguished as 'deontic' concerned with influencing actions, states or events (Palmer, 6). By using a deontic modal verb, a speaker may actually give permission (may, can), lay an obligation (must) or make a promise or threat (shall) (Palmer, 69). Can is often used not simply to say what one can do or what is possible, but actually to suggest, by implication, that what is possible will, or should, be implemented.

In the corpus ‘can’ is almost always used in the affirmative form. The verb ‘visit’ is mainly followed by nouns like ‘country’ ‘places’, ‘museum’, ‘park’, ‘farms’. In this case, ‘can’ refers to the high possibility of seeing and enjoying Albanian attractions. “Should” is clearly a necessity modal in that, like “must” it is concerned with obligations, duty etc., but, in some sense, it is rather weaker than “must”. Using “should” the necessity must be weaker; it must be potential or tentative (Palmer 2013, 125).

The modal ‘should’ is used in two instances: Line 26 & 27 of the concordance table (See Table 1.9) triggering some duty to the readership in our case tourists interested in travelling to Albania to come and visit it. Therefore, influencing the behavior of potential future tourists.

26 the reasons why you should visit Albania is also its wealth

27 tour hand? Well, you should visit the agrotouristic farms or

Must has some implication of authority on which the author relies, or at least the implication that he can impose his authority. By contrast can merely make very confident, sarcastic suggestions (Palmer 2013, 72).

What we also observe is the use of the Imperative Mood in the texts contained in the selected Albanian tourist guides. The imperative structure implies that the services or products offered here are presented as a form of command. As exemplified in the following sentences from the specialized corpus:

Visit Koman Cemetery to discover.....

Visit the Obelisk of Hospitality.....

Visit the 200-year-old tower of.....

Visit the pedestrian area, (the.....

Visit the newest tower in Mirdite.....

Visit the Zadrime Artcraft Center.....

Visit is used as a predicator while the nouns following this verb as complement.

Visit the Migjeni Museum, the.....

The imperative mood in this case indicates that the author wants the action to be performed. In some way giving commands or orders to the potential travelers to visit Albania. What appears from the results of the analysis of tourist discourse based on data from the specialized corpus is a type of promotion mainly based on ‘demand’ rather than on ‘offer’. Potential tourists are informed about activities and products they could enjoy, however the message they receive is rather mandatory and leaves little space to personal choice. Moreover, Jakobson’s “conative” function is also present in the following extract the author is making use of figurative language by using the idiom ‘*in an eye’s blink*’ referring to something made quick or fast. The metaphorical use of idioms is also an example of the “conative” function

Source text:

Admittedly, this is a country-spread issue, and cannot be solved in an eye’s blink. (Travel magazine 2019, no.28)

The second extract also shows a conative function of language, as its aim is to attract tourists worldwide. In this case, the author uses the following simile: “*ask to be treated as a real pasha*”.²³ Portraying someone as a Pasha, in our case the potential tourist, leads to the belief that the place they will be enjoying or visiting will make them feel like an emperor.

Source text:

²³ Pasha was a higher rank in the Ottoman political and military system, typically granted to governors, generals, dignitaries, and others. As an honorary title, Pasha, in one of its various ranks, is similar to a British peerage or knighthood, and was also one of the highest titles in the 20th-century Kingdom of Egypt. (<https://en.wikipedia.org/wiki/Pasha>)]

For your body and mind. An elevated experience with remarkable results that will make you feel pampered. High quality of services and friendly staff in one-stop shop for all your beauty needs. Absolutely lovable and deserved, after a long day of stress and hard work. You will feel pampered at the first moment you enter, from the sweet voice of the girls who host you in the reception area and from the special environment that surrounds you. When you then throw a robbery arm and immerse into every room and choose the service you want, from simple massages, saunas, harmless rays to tone and beautify your skin, to last room, the greatest one, to the jewel that rarely can be found in Tirana, Hamam or Turkish bath, with a magical ambience and abundant space that will let you breathe deeply and then immerse yourself in its mystical atmosphere that you can enjoy alone or according to your wish, ask to be treated as a real pasha, to try hot stones massage, running water baths, or just stay calm and do nothing. At the end of this magical obsession, you can seek a light or deep aesthetic treatment.....

Other metaphorical expressions include immerse yourself into something, implying to get totally involved into the atmosphere or the room giving the feeling of peacefulness and distractedness from everyday life issues. Two more collocations extracted from the specialized corpus are magical obsession, and breathe deeply, which trigger the readers' mind to think and imagine how the experience of visiting Albania could be like. The whole experience would be stress free and visitors would be delighted and amazed by the magic created by the surrounding environment. (TGDB11)

4.9 Persuasive Strategies of Tourism Discourse

Human communication is essentially goal-oriented. When interacting with others, we consciously or subconsciously try to make them talk to us, take part in what we do, share our opinion or preferences, believe what we say or support our projects and actions. This implies that

communication can always be regarded as inevitably persuasive (Olga Dontcheva-Navratilova, Martin Adam, Renata Povolná, Radek Vogel, 2020, 1). Recognizing the persuasive intent of a speaker or writer, however, may not always be easy, as persuasion may be conveyed explicitly or implicitly via an array of strategies and audio-visual and language means which vary across different situational and cultural contexts.

Rhetoric is considered to be the art of persuasion and Aristotle²⁴ defines it as “the faculty of observing in any given case the available means of persuasion”. The study of persuasive rhetoric is essentially anchored in the Classical Rhetoric model proposed by Aristotle in the fourth century BC (Perloff, 2010, p. 27). The Aristotelian model comprises three persuasive appeals, which Kinneavy (1971) associates with the key components of the act of communication—the speaker, the message and the audience (cf. Killingsworth, 2005, p. 26). Within this model, the persuasive intention is seen as conveyed by a combination of three closely interwoven rhetorical appeals—ethos, pathos and logos and logos. Anyone seeking to persuade an audience should compose his/her message with facts (logos), the appeal to emotions (pathos), and presenting his/her apparent moral stance (ethos). The author, in order to persuade the readership has to be involved not only in an interpersonal interactional process with it but has also to incorporate two or three of the persuasive elements in his or her discourse.

Our analysis reveals that the above-mentioned modes of persuasion ethos, pathos, logos are employed in the texts of tourism discourse. As for pathos it is the emotional appeal to the feelings, attitudes and values of the audience (Olga Dontcheva-Navratilova, Martin Adam, Renata Povolná, Radek Vogel, 2020, p. 3). In this element the prospective tourists are enticed with words that portray excitement, fascination, perfect and refreshing. See figure n. 1.30

²⁴ A useful resource of Aristotle's rhetoric can be found at <http://rhetoric.eserver.org/aristotle/>.



Figure 1.30 The front cover of the Brochure

Apparently, the words *virgin nature*, *unique sense of place*, *red fields of spring poppies*, *warm summer beach holiday*, *rich cultural traditions*, *warm hospitality*, *wonderful land* indirectly signify the values mentioned above, which are excitement, fascination, perfect and refreshing landscapes. The words *virgin nature* and *wonderful land* can cause excitement in readers or prospective tourists. Readers are thought to be fascinated by the cultural image portrayed through traditions and heritage. The holidays both summer and winter will definitely be the perfect ones since there are various activities for the tourist, for example trekking, skiing, or swimming. It is crystal clear that words are carefully selected since this has an important implication for the success of the advertisement in creating an excitement feeling. In other words, tourist discourse has the potential to create a high impact on the readership that will in turn result into actions. Goodwin and Spittle (2002, 229) state that “discourse is a mode of action as well as a mode of representation”. Logos, the second element explored in our specialized corpus, refers to the logical appeal to the rationality of the readership, based on evidence and

reference to the real world (Olga Dontcheva-Navratilova, Martin Adam, Renata Povolná, Radek VogelIn, 2020, p. 3). With reference to the specialised corpus, it is notable that tourists are given information on where and what to eat. Knowing that the information on restaurants is crucial in tourist guides, TGB3 includes the dining section in which information on meals and dishes is provided. See figure n. 1.31.

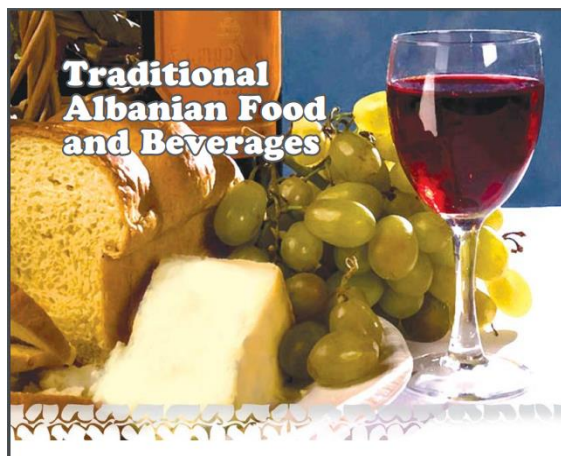


Figure 1.31 Image Promoting Albanian Food in English

Source text:

The Turkish, the Balkan and the European cuisine mostly influenced the Albanian **kitchen**. The latter is known for its high nutritional values of food and the very good taste. Almost every province offers its *particular specialties*. The cookery of the *grilled meat, especially lamb and preparation of various pies* is widespread across the country. The middle and the southern Albania are well known for using a *large-scale of vegetables, the olive oil, various spices and lemon*. The fish dishes are especially popular in the town of Shkoder, the Carp Dish (Tava e Krapit), in Pogradec *the Koran with walnuts*, as well as many other fish dishes in the coastal zone of the Ionian and Adriatic etc. (TGDB9)

The main reason for having various types of food is to accommodate tourists of different needs which in return is part of the persuasive strategies used by Albanian advertising brochures

to attract tourists to Albania. Another interesting observation in the above extract from the original text is the use of the word *kitchen* in the Albanian translation instead of *cuisine* in English. This indicates the phenomenon of lexical transfer from one language to another, in our case from Albanian to English. Lexical transfer is defined as “the influence of word knowledge in one language on a person’s knowledge or use of words in another language” (Jarvis and Pavlenko 2008, 72). This semantic transfer is typical of multilingualism and bilingualism. It carries importance as an observation as it explains the nature of foreign language learners’ errors, while using the English language.

Another element present in our corpus is *ethos*, which refers to the ethical appeal related to credibility and attractiveness of the speaker’s character mediated by the voice of the persuader (Olga Dontcheva-Navratilova, Martin Adam, Renata Povolná, Radek VogelIn, 2020, p. 3).

It was found that the same goes to the entertainment section, in which different types of events are displayed as a means of persuading tourists to visit Albania.

Figure 1.32, for example, highlights several scheduled activities that contribute to reinforce the author’s reliability.

Interestingly, there are exciting choices of entertainment made available, for example, concerts, festivals, cultural performances and recreational activities.

March 14 "The Summer Day" (various activities and concerts)	November 29 "The White Night" (music and different festive activities)
May: "Tirana's Jazz Festival" "Top Fest"	November: The International Book Fair
June 21 "The International Day of Music" (musical bands playing music everywhere and different activities)	December: Tirana Film Festival (the most important cinematographic event) The Albanian Song Festival (transmitted by the National Radio Television) "The Magical song" (music festival)
September 16 Peza's event (different activities)	These events are organized annually with no specified opening day.
September The Biennale of Tirana (every two years) "Poeteka"	The International Photography Competition "Marubi"
November 2 "The Tirana's autumn" (concerts with chamber music)	The International Visual Arts Competition "Onufri"
	International Music Festival "Marie Kraja"

Figure 1.32 Screenshot Highlighting Different Entertainment Events

Interestingly, there are exciting choices of entertainment made available, for example, concerts, festivals, cultural performances and recreational activities.

The findings unfold the persuasive strategies used by the Governmental Tourism Agencies in promoting Albania. These strategies are very useful for the tourism industry to attract potential tourists. Moreover, the findings highlight the language styles and choice of words which are specifically used in tourism discourse.

4.8 Hapaxes and Rare Occurrences

The technical term *hapax legomenon* (or *hapax* for short) ("Hapax Legomenon", 2021) is used in corpus linguistics to refer to examples of words which appear only once within a specialized corpus. While the low frequency of such words might suggest that they are of little importance, they can in fact reveal the intention to avoid certain topics. In terms of our CADS on the language of tourism and the ways in which Albania is presented at an international level, findings demonstrate that almost all of the words used and analysed display positive connotations with no reference to Albania's highly controversial past, where the issues of emigration and poverty were a matter of public debate and the image of the country was not one

which would attract tourists from abroad. The corpus analysis reveals that the word *tragedy* occurs only once in the entire corpus, and it is interesting to determine whether it is used in reference to some event or some cultural background in Albanian history. The word *tragedy* obviously carries a negative semantic prosody, as it refers to: “a very sad event or situation, especially one involving death or suffering” according to the Online Cambridge Dictionary (n.d.-h). In the specialized corpus this word was used in connection with the Old Bazaar in the city of Gjirokastra, which was destroyed by fire during the 19th century and subsequently rebuilt.

Source text:

At the end of the 19th century, a destructive fire collapsed the entire bazaar. After this tragedy, the bazaar was rebuilt again according to contemporary architectural standards. Changes were made to the original urban plan to reconstruct the bazaar with fragmented blocks and steps, due to the rugged terrain. (TGDB10)

Another hapax in the specialized corpus is the word *terrible*, which carries a negative connotation. The concordance analysis shows that the word is used to refer to the poor infrastructure which plagued Albania in the past, more specifically the road leading to Qafeshtama National Park, which was largely inaccessible by vehicles due to its terrible conditions.



Figure 1.33 Qafeshtama Road (DestiMap.com, 2020)

Source text:

Can you remember the **terrible** road that led to Qafeshtama? Now it's all in the past! A story that left in the shadows one of the most beautiful national parks in Albania. But today, the reconstructed road leads right in to the heart of the park, and we can say a lot of beautiful and cheerful things, especially for tourist frequentation. (TGDB5)

As has been pointed out in this study, Albania has undergone radical changes in its infrastructures, due to the various initiatives and projects implemented by the Albanian government. The single use of the word *terrible* implies that the travel guides to avoid talking about the problems of the past. For the same reason, any words which carry negative connotations and which could have a detrimental impact on the reader's impressions are missing. The image which these promotional materials aim to present is that of a beautiful and hospitable country, which offers modern infrastructures. This is an approach that is ultimately intended to achieve the main objective of attracting as many tourists as possible.

Refugees is another hapax in the specialised corpus. It refers to people who have been forced to abandon their homes due to war, conflict or persecution, often involving the crossing of borders. As such, the word *refugees* often carries a negative prosodic value. The word appears in the corpus in connection with the context of the Kosovo war, in 1998. At that time, many Kosovan refugees fled to Albania, primarily to the northern Albanian city of Kukes, nowadays considered one of the main attractions of northern Albania due to its beautiful nature.

Source text:

Kukes was briefly on the world stage during the Kosovo conflict when many hundreds of thousands (500.000) of Kosova refugees crossed the frontier and were housed in camps in and around Kukes. (TGDB1)

Another interesting hapax found in the corpus is the adjective *severe* which, according to the Online Cambridge Dictionary (n.d.-g), carries the meaning of “causing very great pain, difficulty, worry or damage”. In the specialised corpus it collocates with the word *decline* and is used to refer to the period of Ottoman rule in Albania, from 1479 to 1912, and to its negative impact on the city of Berat, a location that today is better known as a Museum City, and is protected by UNESCO as part of the country`s historical and cultural heritage.

Source text:

During the early period of Ottoman rule, Berat fell into severe decline. (TGDB1)

The term *ZIS* is another hapax which was identified in the specialized corpus. It is worth exploring since at first sight it does not appear to denote anything other than a type of vehicle, more specifically a Soviet-era truck.



Figure 1.34 Soviet ZIS Truck (“ZIS 150”, 2021)

During the Communist period, Albania had close economic relations with the Soviet Union and this vehicle is often seen as a representation of those times. The Soviet Union often offered ZIS trucks as gifts to foreign communist leaders such as the Chinese leader Mao Zedong, the North Korean premier Kim Il-Sung and the Albanian communist leader Enver Hoxha (“ZIS

150”, 2021). Zis trucks are rarely seen on Albanian roads nowadays but they are present in pictures in museums where people can get acquainted with the history of Albania.

4.9 Summary

This chapter is focused on CADS, the research approach that was used to analyse the specialised corpus that was compiled for this study. The linguistic analysis regards a corpus of twelve Albanian travel guidebooks written in English. Through a dedicated software called WordSmith Tools 6.0 it was possible to collect quantitative and qualitative data concerning the promotion of Albania as a tourist destination for international travellers. The main goal of this corpus-based research was to elicit the main features of tourist discourse, in order to understand how this country is presented. The analysis of keywords, their collocations, and their categorization in terms of semantic prosody has made it possible to conclude that the texts contained in the specialized corpus are essentially advertising Albania as an ideal destination for holiday makers.

The study has also highlighted several hapaxes and rare occurrences, which are relevant as long as they reveal what aspects of Albania’s recent history tend to be disregarded.

The next chapter will discuss the results of this CADS and outline some recommendations arising from the study for further developments of this research.

Chapter 5: Discussion and Recommendations

5.1 Introduction

The tourism industry is intrinsically linked to the English language in Albania, since it facilitates communication between visitors and service providers. Secondly, English is used as the primary language in promoting and advertising Albania abroad, with the aim of attracting international tourists to the country. The number of visitors travelling to Albania has increased over the last 7 years, and the immediate consequence of this phenomenon has been a substantial increase of the country's economy. As for the growing spread of English as the main *lingua franca* (ELF) in Albania, one typical example is represented by the use of information materials written in English in tourist information offices, and the signs of shop windows. Restaurant menus are also available in English, while those who have a good command of English can also try to sell souvenirs or local products to foreign travellers in the typical *lingua franca* of the tourist industry. It is important to bear in mind that one third of the world is regularly exposed to English, and the Albanian society is no exception. International travelling is not only restricted to holiday makers, but also includes business trips, visits to academic conferences, international conventions and sporting events, in which English acts as a contact language to carry out mediation for delivering services. Albania also hosts international tourists, official events and occasions, and international conferences and symposiums. This represents a radical change compared to the isolation from which the country suffered during its communist past. Albania will soon acquire the status of official candidate for integration in the European Union and to this end it has passed many legal and constitutional reforms in order to fulfil the European Commission's requirements to join the EU. The general progress made in recent years has had a direct impact on the country's economy in which tourism plays a key role, generating

considerable income for the state. The Albanian government has taken considerable steps to improve the image and international recognition of the country. Numerous projects have already been implemented, focusing mainly on infrastructure, while many more are planned to be completed in the near future, including changes of the laws on tourism concerning foreign investments, the establishment of tourist information centres and the promotion of agrotourism in rural Albania. These initiatives have already transformed Albania's image for the rest of the world, with the country often being presented in international magazines, brochures, travel guides, television shows and websites (e.g., "the next big destination").

In this study, twelve English language travel guides produced in Albania were gathered and compiled into a specialised corpus containing 1,068,981 words. The quantitative and qualitative data contained in this corpus were analysed in order to assess the specific linguistic features used to describe and publicize Albania internationally. Access to the travel guides was enabled by the Blue Editions company, and its manager Mrs. Flora Xhemani. The travel guides were all converted into txt versions and the corpus was analysed using the software WordSmith Tools 0.6. The linguistic approach of corpus linguistics was used to identify embedded meanings in tourist discourse that are not immediately apparent at first glance. By selecting high frequency words, and investigating key words and their collocations, the quantitative and qualitative analysis that is presented in this section allows us to achieve one of the primary aims of this research project, i.e. to explore and identify typical linguistic features in the use of English in Albanian tourism discourse.

5.2 Tentative Answers to Research Questions

5.2.1 Research question 1

Research question 1 was about the Albanian governmental measures and initiatives which have been major and diverse as regards tourism. These measures entail that tourism is an important economic resource. However, one of the issues this research intended to study is how governmental measures have contributed to the growth of tourism in Albania.

Having taken in consideration the analysis of the interviews, the interviewees' claims and the diverse projects implemented by the Albanian government as demonstrated in Chapter 2 of this thesis, we may conclude that these governmental measures and initiatives have undoubtedly contributed to the increase of tourism in Albania. Tourism has been evaluated as a strategic, high priority sector of the economy, and the Albanian government has created favourable legal, economic and structural conditions for its development. The awareness campaign "we clean, rehabilitate, green Albania we want" and the implementation of associated regulations have contributed to the development and implementation of the new vision of the government to guarantee sustainable economic growth. The governmental approach to tourism has generated employment, incentives for small and large enterprises, increased income and a greater standard of living for Albanian citizens. Tourism is already an economic sector with a great impact that is meeting the demands of Albanian citizens and foreign tourists for cultural visits, leisure, health and sports activities, accommodation, and food and entertainment, bringing about positive changes to the economic structure, creating new jobs and substantial income, as well as contributing to the social and economic development of the country. Figure 1.31 below demonstrates the increase of tourism from 2013 to 2021.

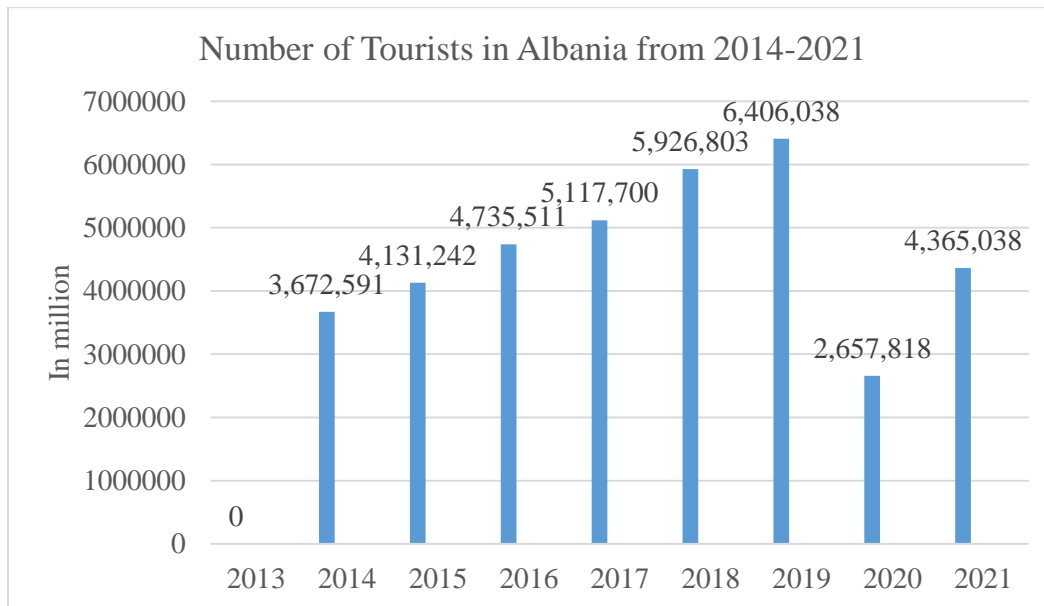


Figure 1.35 Number of tourists in Albania 2013-2021 (INSTAT, 2020a)

The Albanian government continues to undertake future projects which would further increase the numbers of foreign travellers coming to Albania. Kukës International Airport Zayed opened on April 18, 2021 and was due to commence regular flights by the end of June 2021. Focusing on low-cost air travel, it is primarily intended for passengers from Germany, Italy and Switzerland. Similarly, the airport in Vlorë is due to start construction in 2021, the third international airport in the country after Tirana International airport and Kukës International Airport (Office of the Prime Minister, 2021). The interviews conducted with members of the Albanian government and the professor of history quite clearly reflect the current state of the tourist industry in Albania, providing details about the development of tourism in terms of infrastructure, services and historical development. Once again, the findings of this study confirm that Albania has already become a regular destination on the tourist maps, both within Europe and all over the world. Numerous recently completed projects in the field of tourism and

others still in progress have radically changed the image of Albania among tourists, making the country even more attractive to foreign visitors. As a result, the Albanian economy has experienced vast economic growth, with tourism considered one of the most profitable sectors. Another contribution of the undertaken reforms and the approved laws concerns the qualification of tourism programs, as well as the professional courses and trainings that have formalised and licenced the tour guide profession and the centres for the provision of tourist services.

The study has also highlighted the fact that the language of contact between foreigners and locals is English, a language that already dominates in the Albanian learning environment, which is ranked as a key qualification to become a professional of guide or to be employed in the field of accommodation and leisure complexes. Many tourist publications, such as guides, brochures, advertisements and information boards, are provided in foreign languages, mainly English, a language which dominates and facilitates communication with foreigners. In this respect, the Albanian society is actively involved in creating a tourist-friendly image as a Mediterranean and European destination. Indeed, guides, leaflets and tourist maps of the country and cities, as well as tourist regions openly demonstrate the country's great potential as a tourist destination. All of these constructions and reforms at multiple levels, including infrastructural developments, improvements in services and the broader range of accommodation and food offers, have directly affected the new tourist vision and its future. The tourist industry in Albania is creating a new culture by carefully examining what is developing on other Mediterranean coasts. Tourist hotels, tourist villages, holiday homes, treatment centres, the promotion of mountain and maritime tourism as well as archaeological and historical centres that have been adapted and reconstructed in the service of tourism have already drawn many tourists, a trend that suggests that numbers will continue to grow in the future.

However, many challenges remain. The lack of a rail infrastructure is expected to be realized in the future and is a priority of the Albanian government. A secure supply of drinking water throughout the country is another challenge that the Albanian government is facing, a fact which was also mentioned in the interview conducted with the mayor of the city of Vlorë. This is a problem that the Albanian people have been facing for years, but rural areas are the most affected by the issue. In response to this problem, the Albanian Government has drafted and is implementing the Administrative-Territorial Reform, a series of regulations which mark an important step in the management of water supply services and wastewater disposal.

A further problem is the increased environmental and coastal pollution which has been brought about by more intensive tourism. Many of the beaches in the south of Albania were largely untouched in the past, with their crystal-clear waters enchanting every visitor or holidaymaker. However, it is unclear whether they can remain as such in the future. Another worrying fact is that this natural beauty requires immediate attention and preservation as the increase in the number of tourists is even now leading to the destruction and pollution of the environment. One useful recommendation is that the State take measures and raise the citizens' awareness of in order to better protect tourist attractions, as they form a major part of the values, history and culture of Albania.

5.2.2 Research question 2

Research question 2 was about the investigation of the current position of English in Albania compared to the past. Since the end of World War II, English has gradually become the most widely spread international language. However, its use has been comparatively scarce in Albania, for Russian tended to play a dominant role as a lingua franca, in the Soviet era.

Nevertheless, this study intended to explore the ways in which English has been recently adopted and used in Albania as a significant means of international communication.

According to Jamuna Kachru and Larry E. Smith (2008, 1), “English is everywhere... It is by no means a universal language. The spread, status, and functions of English around the world are impressive indeed. In recorded human history no other language has had such a position.” Every day we can hear English being spoken, whether at the workplace, on holiday, watching television at home, surfing the Internet or even during our leisure time if we encounter tourists or foreigners. English is the language of trade, science, diplomatic relations, tourism, etc. A passion for foreign languages has always been a feature of the Albanian people but the fall of communism led the society into new socio-cultural dimension, and the need for learning English has increased. Albanians are eager to learn this language, since the previous regime had prioritised Russian. Very few people had the opportunity to learn English in the past. English has finally achieved the status of an international language and is indeed the most popular choice among language learners, who leave other competing languages behind, such as Russian or German.

However, with the accelerating processes of Europeanization and globalization in modern Albanian life, the social, economic or academic relations and encounters between Albanians and foreign citizens are becoming more frequent. Hence, the need for a common means of communication has arisen. The interviews with governmental officials conducted for the purpose of this study confirm the reality of this phenomenon and clearly reveal the primary role of English as a lingua franca in Albania. This trend is also mirrored by the flood of foreign borrowings, which are going to replace Albanian terms. The impact of ELF is penetrating so deeply into Albanian life that the English names of children, bars, restaurants and shops have

increased considerably, over the last decade. While this trend facilitates communication with tourists, many are concerned that the Albanian language is *afflicted* by bombastic foreign words, or long and redundant phrases which violate Albanian grammar and spelling. Many eminent Albanian linguists suggest that these adoptions are undermining the Albanian mother tongue, leading to the use of improper words, both in writing and in speech.

English has also received considerable attention from the Albanian government, with the language becoming a compulsory subject at school, starting from the third grade. Plans are afoot to introduce English lessons at first grade, as the Minister of Education, Youth and Sport Evis Kushi stated on March 19, 2021: “English will be a novelty and we have made the decision after the relevant consultations, but parents also wanted this so we considered introducing that language from first grade” (Agjencia Telegrafike Shqiptare. 2021a). The promotion and spread of English in the Albanian society has continued to be a focus of the government through the enactment of various initiatives and laws creating a bridge that allows communication between Albanians and foreigners. This can also bring Albania closer to international standards. English is also taught at university level in each field of study, with an English for Specific Purposes course being offered to the students to meet their academic needs. Such specializations include legal English, maritime English, English for tourism, English for nursing, and English for engineering.

Furthermore, the results of a study presented by the present author at an international conference entitled *The English Language as a Commodity in the Tourism Sector: A case study in the City of Vlora, Albania* (Skendo, 2021) confirmed the fact that English is indispensable in the tourist sector since it is the language which tourists use to communicate with hotel service providers. Therefore, English is increasingly used to allow people from all over the world to

interact and converse. Tourism in Albania is no exception to this trend. English is the chief contact language, consequently the demand for English education has risen. More and more people are learning English to fulfil their career requirements as a grasp of English is now widely considered as a prerequisite of working in the tourist industry. As the results of this study suggest, nations around the world use English for various purposes and in various contexts. In the Albanian tourism context, English plays a crucial role, with English becoming an unavoidable part of our daily lives. A high competence in English is deemed a valuable asset in today's Albanian society.

5.2.3 Research question 3

Research question 3 concerned the promotion of tourism in Albania to international tourists, and the manner it is being advertised. Concretely, one of the purposes of this research was to find out how English is used pragmatically in order to promote tourism or sell holiday packages to international tourists. The analysis of quantitative and qualitative data collected through the compilation of a specialised corpus of tourist Albanian English was expected to define today's public image of Albania.

In this research a specialise corpus of English language travel guides promoting Albania to an international audience has been analysed. The study suggests that the texts promote different images of the national identity and of tourism in Albania. The object of corpus analysis in this study was tourism discourse, the main aim of which is to attract as many tourists as possible through the use of alluring vocabulary to describe beautiful landscapes, or to describe modern accommodation facilities, and finally to hint at experiences of the unknown. Albania was isolated from the rest of the world for many years due to the communist regime. As a result, it was almost unknown to most of people outside the country, while those who were aware of this

small Balkan nation associated it with banditry, smuggling or poverty. In contrast, Albania is now advertised and promoted in international travel magazines and is often ranked among the top international tourist destinations. Albanians themselves might be amused at such a development, but there is little doubt that there is a growing sense of pride and appreciation as they see their country advancing and growing.

The analysis of the specialised corpus has revealed the extremely high frequency of geographical names in the keyword list, a finding connected to the fact that the texts are prefaced with the names of Albanian cities. As was demonstrated in the qualitative analysis (see p. 137), Albania is presented as a beautiful, ancient, historical and cultural destination. The guide books emphasise that there is everything for everyone, implying that the needs and desires of each individual tourist could be catered for. Albania is not only advertised for sun-loving tourists, but also for those who are interested in winter sports, hiking and nature tours, or cultural tourists. Albania is described as an ancient Balkan country, rich in the traces of the past, cultural values and with a unique language. Each city is shown to offer unique features that are usually appreciated by tourists. The northern part of the country has been completely transformed in terms of infrastructure, accommodation and catering facilities. This is a remarkable change, considering that in the past Albania was seen as a terra incognita, where no one could travel due to poor or inexistent transport connections. Another important element which is evident in the corpus is that of cuisine. Albanian dishes, prepared with naturally grown products, have become increasingly popular and are widely described by guidebooks in order to allure tourists, since good food is an essential element of every tourist trip. Albanian restaurants are shown as offering traditional food but also Mediterranean and Italian cuisine, particularly those in the city of Vlorë. This city is easily accessible from Italy by ferry and thus it has become a popular destination for

Italian tourists. The famous Albanian drink “raki” is used as a promotional element in travel guides representing the country’s traditions, since grapes growers make this alcoholic drink, which is particularly popular among tourists. Albania is also gaining a reputation for the production of quality wine and the analysis of quantitative data from the corpus has revealed the high frequency of the word “winery”. Here, the travel guides aim to promote holidays in Albania by combining the unique history and culture of the country with its delicious culinary traditions.

Rich in history, culture, traditions, customs, food, Albania also features unique elements or sites that are considered national treasures. This aims at stimulating the tourists’ curiosity and their interest in visiting Albania thanks to its hospitality and warmth. However, it is also noteworthy that in the corpus there is an absence of terms with a negative prosodic connotation related to Albania. The hapaxes found in the corpus analysis such as *destroyed*, *refugees* or *ZIS* revealed that there is almost no or little reference to the more recent past of Albania, the darker communist period, and there are few references to the previous impressions commonly held about the country, which people associated with fear, crime and insecurity, more than 20 years ago. Tourist guides seem to have deliberately neglected those aspects of Albanian history with the aim of focusing on modern-day Albania. They emphasise the country’s security, modern infrastructures and lifestyle and, in particular, the wonderful coastline. Their intention is to orientate tourists towards these aspects, without mentioning the more problematic past. Holidays are, quite naturally, associated with relaxation and enjoyment, and the choice of words employed while advertising or describing Albania’s resorts is crucially important, since it plays a key role in convincing tourists to choose a specific destination for their tours. In this context, thoughts about the negative or unhappy events of the past are largely unwelcome. People in general have the tendency to move forward, leave aside upsetting periods, and focus on the present and the

future. The images of Albania presented in Chapter Two focus on the present situation, and on the way the country looks nowadays. For this reason, high frequency words are modifiers like: *marvellous, beautiful, unique or special*.

From the pragmatic point of view, the tourist discourse used in the tourist guides used in this research triggers the desire for travelling implying that a remote place like Albania is perceived as home. Natural beauties become special attractions, people are presented as friendly hosts; local identities and routines turn into popular values. Indeed, the authors of the tourist guides intentionally tend to highlight is the fact that today's Albania is different from the past, an almost new, reconstructed and revitalized country, which should be the destination of future visitors. It is not only its ancient history which deserves attention but its beauties, its climate, its cuisine which is still based on biological products. Tourism here should not only be referred to summer holidays, as the analysis of the specialised corpus has revealed. Here we have found references to other types of tourism, such as winter holidays, dental tourism or adventurous tourism. The language used in the tourist guides is strongly promotional. Albania is portrayed as a country which is worth visiting all year round. This is also one of the missions of the Ministry of Tourism in Albania, that is trying to make Albania a top tourist destination.

5.2.4 Research question 4

Research question 4 dealt with the development of sustainable tourism in Albania since it is a priority of the governmental bodies ensuring that they provide the proper state infrastructure and pass the laws that boost tourism in the future. Therefore, this study aimed to propose some socio-political recommendations for the future development of tourism based on the outcomes of the qualitative analysis of the specialised corpus and relevant information collected through the

interviews conducted with the mayor of Vlore, Mr. Dritan Leli, a Member of the Albanian Parliament, Mrs. Vilma Bello, and an Albanian Professor of history, Mr. Clirim Duro.

In order to ensure the sustainable development of tourism in Albania it is important to create a full framework of laws and regulations. Moreover, a coordinated and planned process has to be implemented to protect and improve the local environment and social infrastructures. The tourist sector is goes parallel with the economic sector that can be financially profitable for the country²⁵. However, the negative environmental effects of tourism such as coastal pollution, damage to local natural resources through tourist activities, waste issues such as litter or leftover food, and land erosion which can lead to the destruction of footpaths, are be taken into consideration. Their protection is paramount if a state aims to foster sustainability in its tourist industry. Another worrying phenomenon that should be highlighted is the destruction of natural habitats caused by the construction of hotels or resorts. While the progress of the country is absolutely necessary in order to meet modern standards, there is also a need to study the location and potential impact of innovations. In recent years there has been an increasing tendency by investors or private entrepreneurs to build tourist resorts in empty spaces or sometimes even in public areas intended for recreation. The bad consequences of these unplanned initiatives could be long-term and irreparable. Natural habitats could be destroyed and some species could be in danger of extinction. People in Albania are more and more concerned about the fate of public spaces for enjoyment such as parks and green areas. The Albanian government has the ultimate responsibility for ensuring the protection of the territory. They are supposed to take measures to protect the country. As this research has shown, the Albanian government has been active in taking initiatives to increase tourism, but on the other hand such efforts should be conducted in parallel with

²⁵ Ministry of Tourism and Environment in Albania. Website source: <https://turizmi.gov.al/strategjite-e-sekt-nderl/>

protective measures and the implementation of laws by relevant institutions for the maintenance of natural habitats, historical sites, ruins, sea waters, rivers and lakes.

It should also be noted that in recent years Albania has seen a boom in luxury hotels, restaurants, pubs, bars or night clubs and casinos. (Scan Magazine, 2018, July 22). While this trend helps the development of the country, authorities should also take steps to identify the origin of the capitals that are invested in the country. Local authorities should ensure legality in business and have the power to prevent and/or take legal actions against criminal activities and transactions. A strong approach on this issue would help the country's image in its global fight against money laundering. This, in turn, would promote more tourism in the future.

One recommendation would be the regulation of all economic operators in the field of tourism such as agencies, tour operators, guides and hospitality structures. It is also crucial that tour operators should be in touch with the communities that are the first to come into contact with tourists. This could contribute to reveal problems, or deficiencies that could be the source of some hindrance to the growth of tourism. Moreover, standardized quality levels and regular checks on accommodation facilities are paramount for ensuring sustainable tourism and maintaining a competitive level with other tourist destinations.

Moreover, the role of the community and the private sector could be the key to managing Albanian tourism and transform the country into a year-round tourist destination. Even though year 2020 was a difficult year due to the pandemic of Covid-19, the construction of new resorts in Albania has continued apace. This is mainly connected to the demand of foreign tourist agencies asking for more accommodation capacity to fulfil their customers' needs. In 2021 the first charter plane landed on May 25th, with tourists from Poland, Czech Republic and Ukraine arriving at Mother Teresa International Airport.

Another issue that requires immediate intervention is that of litter in cities. The increasing number of tourists visiting the country has intensified the issue of litter management, and therefore not only the local government but also the Albanian state should take measures to cope with the increase in waste in the country and manage the situation more effectively. Moreover, raising public awareness is another way of coping with the environmental pollution caused by littering. A recent case was that involving tourists from Poland in Durrës who were shocked by the piles of garbage on the street, which they described as a “massacre”. So, they took the initiative to collect the garbage themselves (Albanian Profile, 2021).



Figure 1.36 Uncollected rubbish in Durrës (Albanian Profile, 2021)

If this situation continues in the future, then there will be serious consequences for the environment, like air and sea pollution. This could have terrible consequences on tourism in Albania. The existence of Law No. 9010 *On Environmental Management of Solid Waste* as amended, passed in 2013, aims to protect the environment and health from pollution through their environmental management, including the creation, collection, separation, storage, transport, recycling, processing, and disposal. The implementation of this law leads to the reduction of their dangerous and harmful impacts, but the issue still remains serious, and the

implementation of this law has had little effect. The local government, which has contracts with various private waste management companies, should take measures to ensure that waste collection is carried out in accordance with the law and also punish contractors in case of any violations, such as delays or failures in the collection of garbage.

Furthermore, a very important element of tourism is that of safety on the beaches during the summer season. In 2021 there were several cases of tourists drowning at sea, a phenomenon which has caused social concern. Although Albania has approved a Decision of the Council of Ministers number 321, dated 28.05.2014 on *Safety at sea, beaches, inland waters in the depths of the territory and during the exercise of water sports*, this regulation has not yet been fully implemented and some public beaches in the country lack lifeguards in watchtowers who could give first aid in emergency situations.

Finally, when it comes to tourism the focus is often placed on coastal tourism, but special attention should also be given to mountain tourism by building appropriate infrastructures, like cycle paths, to allow the mountain areas to be accessible to nature explorers. Also, there is an almost total lack of yachting marinas from which vessels can depart for scuba diving or maritime tourism. These elements are closely related to each other as they further enhance the image of a safe and welcoming tourist destination, providing a consolidated tourist offer and genuine products.

5.3 Summary

This chapter has discussed the findings related to the promotion and description of Albania as a tourist destination through travel guides written in English, which are intended to attract international travellers. Governmental measures and initiatives undertaken to improve and

develop tourism in a sustainable manner have also been examined. Moreover, this chapter has considered some relevant recommendations, which would be helpful to ensure that the tourist sector can maintain its progress and image on a global scale. English is already an important language in Albania, especially in the tourist sector, where it facilitates international communication and helps building bridges for future cooperation. Tourism, as we have seen, is closely linked to the use of ELF, which serves as a contact language in Albania. The use of this language is not only virtual (e.g., on the Internet), and its pervasiveness has led to an unprecedented increase of Albanian speakers of English.

5.4 Limitations of the Study

As regards the limitations of this study, it is certainly the case that tourist discourse features a far more diverse set of promotional tourist materials than those identified here, which are especially focused on officially printed travel guides in English. Had the corpus been larger, more diverse results could have been obtained. The tourist advertising industry is so broad and sometimes unregulated that the total number of travel guides is impossible to know. A glance at google search might show someone extensive range of promotional materials but the number of officially printed travel guides is limited. Providing a scientific contribution in this area could be a starting point for further research. Hence, the results and recommendations at the end of this study may hopefully be used in the future.

In addition, it should be noted that the interviews conducted in this study might also be considered a potential limitation by some readers because there is no guarantee that respondents are being truthful or accurate in their recollections. However, the interviews were adopted essentially because these were the most practical methods available to the researcher in order to get a better and deeper insight into the socio-historical and political-economic situation in Albania.

The responses of the interviewees appear credible in that they reflect and resonate with what is happening in reality in the country and Albania`s current improvements and development.

The Albanian government is an influential body within the tourism sector through its provision and ratification of strategies such as the National Strategy of Tourism that can influence the tourist growth in Albania and beyond for international travellers. This means that laws, policies, strategies and initiatives within the tourist industry are considered crucial for the continuity and sustainability of tourism.

The CADS-based approach to the language of tourism was reviewed in Chapter Five. This method, which is not based on questioning people and processing their answers, but rather on using corpus assisted discourse analysis, might be considered more accurate or reliable than interviews which on the other hand are sometimes considered subjective based on whatever assumptions the interviewer has, his mood, position and attitude towards the subject. Finally, this study could be a starting point for further explorations into tourist discourse using this linguistic approach.

Conclusions

The qualitative and quantitative analysis of the Albanian travel guides that were compiled into a specialised corpus has shed light on the features of the use of English as a lingua franca in tourist discourse. As a form of advertising, the travel guides investigated in this study aim to persuade people to choose the tourist products and services being promoted in Albania. As a result, the language used in these guidebooks is highly selective, as they present only the positive and attractive sides of the touristic experiences on offer in Albania, while they generally ignore any negative aspects. Through the use of positive semantic prosody, the travel guides portray Albania as an interesting and attractive place to visit. In this sense travel guides are a successful marketing tool for tourism. This was made evident even in the analysis of the specialized corpus compiled for this study, where descriptive passages employing mostly positive modifiers (i.e. adjectives like beautiful, unique, wonderful) are accompanied by current attractive images of Albanian landscapes and cities. This strengthens the idea that Albania is a top tourist destination nowadays.

The key words obtained by means of the comparison of the specialised corpus with the British National Corpus consisted primarily in geographical names. The names of Albanian cities such as, Tirana, Shkodra, Vlora, Saranda, Korca, Kruja, Himara, and the Adriatic ranked first in the list. The most frequent collocations were *ethnographic museum*, *historical museum*, *archaeological* and *medieval museum*, *visit museum*, *ancient city*, *world* and *UNESCO heritage*, *Byzantine churches* and *Ottoman Empire* taking people's attention to the country's history, *antiquity* and *early civilizations*. A further group of collocates such as *Adriatic Sea*, *Ionian Sea*, *mountain climbing*, *hiking*, *trekking*, *mountain tourism*, *amazing* and *wonderful sea* are intended to attract the traveller's attention through the use of positive quantifying adjectives thereby offering

potential visitors not only sea-related activities but also recreation and sports in the mountains, emphasising that Albania is a destination suitable for all.

Cuisine, food and beverages are also a significant part of Albanian culture, as was outlined by the occurrence of collocates in the specialised corpus like *traditional dishes, Albanian cuisine, European cuisine, unique cuisine, tasting wine, Kokomani winery, Merlot wine, Kabernet wine, delicious dishes, enjoy dishes, drink raki, taste wine, rich cuisine, Albanian raki, fish restaurants, organic dishes* and *different restaurants*. Moreover, other frequent collocations in the specialised corpus describe Albania as a *tourist destination*, with *natural* or *great parks, typical* or *beautiful villages*. These collocates underline the uniqueness, typicality and beauty of Albania. We may observe that the concordance of modifiers and nouns within noun phrases in the specialised corpus tends to acquire a prevalently positive semantic prosody.

Moreover, a closer analysis of these collocates reveals that the concept of tourism in the specialised corpus is not referred to a particular type only, for instance summer holidays or stays at sea resorts. Instead, the use of quantifying adjectives emphasises the fact that tourism in Albania is offered in various different forms. A wide range of options are available to visitors, such as *natural, green, cultural, culinary, agro* and *adventure tourism*.

This study has also highlighted the occurrence of several hapaxes and rare words like *tragedy, terrible, refugees, severe* and *Zis*. These cases reveal some aspects of Albania's recent history, which nevertheless the author does not wish to make dominant or bring to the readers' attention, since the main intention of the tourist guides that were taken into consideration is rather to emphasise the concept of Albania as a top tourist destination to be chosen by international travellers.

As mentioned in the first chapter, few people knew about Albania in the past, for it was almost unknown to the world. Moreover, tourism was not an important economic sector yet. It was the post-communist Government which gave priority to this sector, by taking into consideration the natural resources and beauties of the country.

The interviews conducted for this study were carried out with a member of the Parliament, Mrs. Vilma Bello, the mayor of Vlore city, Mr. Dritan Leli, and a professor of history, Mr. Clirim Duro, who provided significant information on the current social, economic and political situation of Albania. The main aim of these interviews was to get an insight into the development of tourism in Albania now that it is considered a major economic sector, from several points of views. The interviewees claimed that the measures and initiative undertaken by the Albanian Government have had a great impact on the development of the country and consequently on the tourist sector. The main aim of laws on tourism, such as Law no. 93/2015, dated 27.07.2015 *On tourism*, Law 114/2017, *On Some Amendments to Law no. 93/2015 On Tourism*, tend to encourage investments for the construction of four-star and five-star hotels, and resorts in the primary areas of tourist development. Law no. 55/2015, *On Strategic Investments* is intended to increase investments in strategic sectors. Finally, they passed Law no. 43/2020, called *For maritime tourism activities*. According to the governmental officials' claims, Albania is considered to have a great tourist potential. Indeed, the growing interest of tourist operators in Albania is the implementation of several progressive measures that the Albanian Government has undertaken to improve tourism as one of the main economic sectors in the country.

Moreover, one of the weaknesses of Albania consists in the poor infrastructures inherited from the past, for which the quantitative analysis of the specialised corpus has revealed only one mention: "terrible". Thus, considering the growth of infrastructures a key factor for the tourist

industry, the Government has undertaken the implementation of various projects. For example, new infrastructures are important for commuting from one place to another or for accessing remote spots. Namely, projects such as “Community Works III” aim at the improvement and development of rural areas. Moreover, the “Community Works IV Program” was completed in 2020, covering the areas of the South Coast, the Albanian Alps, the five Counties (Vlore, Gjirokastra, Dibra, Kukes, Shkodra), and the six municipalities (Himara, Vlore, Gjirokastra, Mat, Puka, Tropoja). This provided sustainable socio-economic development in potentially high tourist areas.

The tourist sector has undergone the most consistent improvement, based on the increasing number of visitors, over the last ten years. The consequences of the high numbers of tourists are more job opportunities, more accommodation facilities, more educational English courses for Albanians. The analysis of the interviews reported in this research study has revealed that English is used as the main medium for communication between locals and foreign travelers, meaning that it has gained the status of *lingua franca* in Albania. This was confirmed by the interview with Mrs. Vilma Bello, when she was asked about the most commonly used foreign language between foreigners and Albanians. Thus, the rise of tourism means more demand for communicative competence in English, as this language acts as an international contact language, i.e. as a facilitator of intercultural communication.

Interesting data were also gathered from the work of Mr. Clirim Duro, the historian who confirmed the fact that tourism has considerably increased compared to the previous dark period of the communist era, when tourism only consisted in few travelers from the allied Soviet Union. An important aspect Mr. Duro particularly emphasized was cultural tourism, and religious tourist as the sector with less investments. According to him, more attention should be paid by the Government to the promotion of religious sites, since they reveal a lot about the country`s history

and old traditions. Albania is a country where many religious faiths are professed, including the Christian religion, the orthodox religion, the Muslim religion, and Roman Catholicism. Each religion is connected to some holy sites where tourists can get in touch with diverse religious values and traditions. Tourists from all around the world are welcomed in Albania. This implies that people belonging to different faiths have the opportunity to practice their own individual religious rites and even make a new experience related to their own religions.

As regards the development of Albanian learners' communicative competence in English, this research has shown that the growth of tourism has led to the demand for more licensed professionals. Thus, when they launch institutional training programmes for these figures, they should be able to make attendees develop appropriate language skills in the use of English as a lingua franca (e.g., accommodation), which are necessary to qualify in the different areas connected with tourism.

As mentioned throughout this study as well as confirmed by the governmental officials, English is considered a commodity and a language of preference in Albania. The study on accommodation conducted in 2019 (see section 3.3.2) showed that most interviewees were aware of their need to further develop their English skills in order to ensure effective communication with guests.

In conclusion, we may say that the development of the tourist industry in Albania has led to the concomitant spread of ELF. Hospitality, being one of the main economic sectors where contacts with international travelers is fundamental, requires a further development of operators' communicative skills, in order to avoid major problems in mutual understanding. Developing higher communicative competence in ELF is believed to enhance comprehension and facilitate the pragmatic effectiveness of communication. In this sense, accommodation appears to be the most

appropriate strategy that allows ELF speakers to adopt English and adapt it to variable contextual requirements.

References

Books and Articles

- Akademia Shqiptare a Shkencave. 2009. *Historia a Popullit Shqiptar IV* [History of the People of Albania Vol. IV]. Toena.
- Albania: The Essential Travel Guide to History, Culture, Archaeology, Nature, Attractions, Beaches* (5th Edition). (2019). Blue Editions.
- Albanian Center for Economic Research. (2019). *Përmbledhja e gjetjeve kryesore të vrojtimit të turistëve, grupeve të fokusuara dhe numërimit të turistëve 2019* [Summary of main findings of tourists, focus groups and tourist numbers 2019]. https://acer.org.al/wp-content/uploads/2020/12/ACER_ADF_ALB_Raport-final_2019.pdf
- Baker, P. (2006). *Using Corpora in Discourse Analysis*. Bloomsbury.
- Baker, W. (2011). Intercultural awareness: modelling an understanding of cultures in intercultural communication through English as a lingua franca. *Language and Intercultural Communication*, 11(3), 197–214.
<https://doi.org/10.1080/14708477.2011.577779>
- Baker, W. (2015). *Culture and Identity Through English as a Lingua Franca*. De Gruyter.
- Baku, P. (2011). *Illustrated Universal Encyclopedia*. Tirana: Bacchus Publishing House.
- Balfin Group. (2021). *Green Coast: Undiscovered Gem of Mediterranean* [Brochure].
<http://greencoast.al/wp-content/uploads/2021/04/brochure.pdf>
- Bank of Albania. (2008). *Sector Strategy on Tourism 2007-2013*. https://shtetiweb.org/wp-content/uploads/2014/05/strategy_of_tourism_2007_2013.pdf
- Bartl, P. (2017). *Shqiptarët: nga Mesjeta deri në ditët tona* [Albanians: from the Middle Ages to the Present Day]. IDK.

- Bednarek, M., Mahlberg, M., & Teubert, W. (2009). *Evaluation in Media Discourse*. Bloomsbury Academic.
- Bello, V. (2010). Terminologjia e Shqipes dhe shekulli i ri [Albanian terminology and the new century]. *Seminari Ndërkombëtar për Gjuhën, Letërsinë dhe Kulturën Shqiptare*, XXVIII, 253-256.
- British Council. (2003) *Baseline Study: English Language Education in Albania*. (n.p.).
- Brutt-Griffler, J. (2002). *World English: A Study of Its Development*. Multilingual Matters Limited.
- Buda, A. (2000). *Shkrime Historike* [Historical Writings]. Toena.
- Buda, A., & Lloshi, X. (1985) *Fjalori Enciklopedik Shqiptar I* [Albanian Encyclopedic Dictionary I]. Akademia e Shkencave e RPSSH.
- Cekrezi, K. A. (2012). *Shqipëria e Shkuara dhe e Tashmja* [Albania Past and Present]. Naimi.
- Cepani, A., & Cerpja, A. (2010). Shqipja dhe terminologjia kompjuterike [Albanian and computer terminology]. *Seminari Ndërkombëtar për Gjuhën, Letërsinë dhe Kulturën Shqiptare*, XXVIII, 275-282.
- Cheshire, J., & Moser, L. (1994). English as a cultural symbol: The case of advertisements in French-speaking Switzerland. *Journal of Multilingual and Multicultural Development*, 15(6), 451–469. <https://doi.org/10.1080/01434632.1994.9994584>
- Cogo, A., & Dewey, M. (2012). *Analysing English as a Lingua Franca: A Corpus-driven Investigation* (1st ed.). Continuum.
- Crystal, D. (2012). *English as a Global Language*. Cambridge University Press.
- D'Angelo, J.F. (2017). The status of ELF in Japan. In J. Jenkins, W. Baker & M. Dewey (Eds.), *The Routledge Handbook of English as a Lingua Franca* (pp. 167-178). Routledge.

- Dann, G. (1996). *The Language of Tourism: A Sociolinguistic Perspective*. CAB International.
- Demiraj, S. (1999). *Prejardhja e shqiptarëve në dritën e dëshmisë së gjuhës shqipe* [Origins of the Albanians (Linguistically Investigated)]. Shtëpia Botuese “Shkenca”.
- Dewey, Martin. 2011. Accommodative ELF talk and teacher knowledge. In Alasdair Archibald, Alessia Cogo & Jennifer Jenkins (eds.), *Latest trends in ELF research*, 205–227. Newcastle upon Tyne: Cambridge Scholars Publishing
- Dontcheva-Navratilova Olga, Martin Adam, Renata Povolná, Radek Vogel. (2020). *Persuasion in Specialised Discourses*”. Palgrave Macmillan.
- Durham, M. E. (1909). *High Albania*. London: Edward Arnold.
- Elezi, S. (2010). Ndikimi i anglishtes në shqipen nëpërmjet muzikës rep [The influence of English on Albanian through rap music). In *Seminari Ndërkombëtar për Gjuhën, Letërsinë dhe Kulturën Shqiptare*, 29/1, 437-442.
- Elsie, R. (2015). *Albania in a Nutshell: A Brief History and Chronology of Events*. Centre for Albanian Studies.
- European Bank for Reconstruction and Development. (2004). *Strategy for Albania*.
https://www.ebrd.com/downloads/about/policies/2004-04-06,_Strategy_for_Albania-_English_web.pdf
- European Council. (2002, March 16). *Presidency Conclusions. Barcelona European Council, 15 and 16 March 2002*.
https://www.consilium.europa.eu/ueDocs/cms_Data/docs/pressData/en/ec/71025.pdf
- European Education and Culture Executive Agency. (2017). *Capacity Building in the Field of Higher Education 2017*. https://www.eacea.ec.europa.eu/grants/2014-2020/erasmus/capacity-building-field-higher-education-2017_en

European Higher Education Area. (1999, June 19). *The Bologna Declaration*.

http://eha.info/Upload/document/ministerial_declarations/1999_Bologna_Declaration_English_553028.pdf

Eurostat. (2020, October). *Learning mobility statistics*. Eurostat - Statistics Explained.

https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Learning_mobility_statistics#Students_from_abroad

Fairclough, N. (2013). *Critical Discourse Analysis: The Critical Study of Language*. Routledge.

Fevziu, B. (2012). *100 Vjet: Një eskursion në politikën e Shtetit shqiptar nga 1912-2012* [100 Years: An Excursion on the Politics of the Albanian State 1912-2012]. UET Press.

Fischer, B. J. (1999). *Albania 1943–1945: A View Through Western Documents*. Createspace Independent Publishing Platform.

Fischer, B. J. (2014). *Albania at War, 1939–1945*. C. Hurst & Co.

Gace, B. (2007). *Turizmi Kulturor dhe Trashëgimia* [Cultural Tourism and Heritage]. Tirptik.

Gace, B. (2020). *Kerkim Albanologjik* [Albanological Research]. Tirana (n.p.).

Gee, J. P. (2014). *An Introduction to Discourse Analysis*. Routledge.

Gogaj, I. (1995). *The American Schools in Albania*, Eurorenaissance.

Gjinari, J., & Shkurtaj, G. (2000). *Dialektologjia* [Dialectology]. Shtëpia Botuese e Librit Universitar.

Hoey, M. (2012). *Lexical Priming: A New Theory of Words and Language*. Routledge.

Hoxha, S. (2010). Ndikimet bashkëkohore të Anglishtes në Shqipe [Contemporary influences of English on Albanian]. In *Seminari Ndërkombëtar për Gjuhën, Letërsinë dhe Kulturën Shqiptare*, 29/1, 415-420.

Hunston, S. (2002). *Corpora in Applied Linguistics*. Cambridge University Press.

- Hunston, S. (2007). Semantic Prosody Revisited. *International Journal of Corpus Linguistics*, 12(2), 249-268. <https://doi.org/10.1075/ijcl.12.2.09hun>
- Hunston, S. (2010). *Corpus Approaches to Evaluation: Phraseology and Evaluative Language*. Routledge.
- Hunston, S. (2013). *Corpus Approaches to Evaluation: Phraseology and Evaluative Language*. Routledge.
- Hunston, S., & Thompson, G. (2000). *Evaluation in Text*. Oxford University Press.
- INSTAT. (2018). *Turizmi në Shifra: Shqipëri 2018* [Tourism in Figures: Albania 2018]. <http://www.instat.gov.al/media/4169/turizmi-ne-shifra-2018.pdf>
- INSTAT. (2019). *Turizmi në Shifra: Shqipëri 2019* [Tourism in Figures: Albania 2019]. http://www.instat.gov.al/media/5529/turizmi-ne-shifra__.pdf
- INSTAT. (2020a). *Hyrjet e shtetasve të huaj sipas rajoneve, 2014-2020* [Arrivals of foreign citizens according to regions, 2014-2018] (PDF document). <http://www.instat.gov.al/media/7949/tab-1.xlsx>
- INSTAT. (2020b). *Shqipëria në Shifra 2019* [Albania in Figures 2019]. <http://instat.gov.al/media/7173/shqiperia-ne-shifra-2020.pdf>
- Islamaj, S. (2008). *Gjuha dhe identiteti* [Language and Identity]. Toena.
- Jarvis, Scott & Pavlenko, Aneta. (2007). *Crosslinguistic Influence in Language and Cognition*. Routledge.
- Jenkins, J. (2007). *English as a Lingua Franca: Attitude and Identity*. Oxford University Press.
- Jenkins, J. (2015). Repositioning English and multilingualism in English as a Lingua Franca. *Englishes in Practice*, 2(3), 49-85. <https://doi.org/10.1515/eip-2015-0003>

- Jenkins, J. (2017). The Future of English as a Lingua Franca? In J. Jenkins, W. Baker & M. Dewey (Eds.), *The Routledge Handbook of English as a Lingua Franca* (pp. 594-605). Routledge.
- Jenkins, J. (2021). Accommodation in ELF.
https://www.researchgate.net/publication/352410465_Accommodation_in_ELF/citation/download
- Jones, R. H. (2018). *Discourse Analysis: A Resource Book for Students*. Routledge.
- Kachru, Y., & Smith, L. E. (2008). *Cultures, Contexts and World Englishes*. Routledge.
- Lafe, E. (2009). *Fjalori Enciklopedik Shqiptar III* [Albanian Encyclopedic Dictionary III]. Akademia e Shkencave e RPSSH.
- Leung, C., & Lewkowicz. (2017). English language teaching: pedagogic reconnection with the social dimension. In J. Jenkins, W. Baker & M. Dewey (Eds.), *The Routledge Handbook of English as a Lingua Franca* (pp 61-73). Routledge
- Lloshi, X. (2005). Facing the globalization: the case of the Albanian language. In *Studia Albanica*, 29/2, 47-56. <http://akad.gov.al/ash/images/PDF/2005StudiaAlbanica2.pdf>
- Lloshi, X. (2011). "Cases of Borrowings from English", *Philological studies*, no. 1-2, 2011, p. 70.
- Lloshi, X. (1970). "Albanian – English dictionaries and English – Albanian and the English – Albanian Dictionary of Stuart Man", *The Academy of Sciences in Albania, Philological Studies*, no. 4, p. 23.
- Lodge, D. (2008). *Deaf Sentence*. Harvill Secker.

- Louw, B. (2000). Contextual Prosodic Theory: Bringing Semantic Prosodies to Life. In C. Heffener & H. Staunton (Eds.), *Words in Context* (pp. 48-94). Birmingham University Press.
- Maci, S., Sala, M., & Viči, Š. (2008). The language of tourism: An introduction to the topical issue. *Scripta Manent* 12, 1-5.
https://aisberg.unibg.it/retrieve/handle/10446/124310/256930/ScriptaManent_Volume12_No_1%282018%29_The%20Language%20Of%20Tourism.pdf
- Makoni, S., & Pennycook, A. (2012). Disinventing multilingualism: From monological multilingualism to multilingua franca. In M. Martin-Jones, A. Blackledge & A. Creese, *The Routledge Handbook of Multiculturalism* (pp. 439-453). Routledge.
- Mauranen, A. (2003). The corpus of English as a lingua franca in academic settings. *TESOL Quarterly*, 37(3), 513. <https://doi.org/10.2307/3588402>
- Mauranen, A. (2017). Conceptualising ELF. In J. Jenkins, W. Baker & M. Dewey (Eds.), *The Routledge Handbook of English as a Lingua Franca* (pp 7-24). Routledge.
<https://doi.org/10.4324/9781315717173-2>
- McArthur, T. (1998). *The English Languages*. Cambridge University Press.
- Mecaj, N. (1999). *Albania: The Gateway to the Adriatic Sea*. Gurra.
- Mesthrie, R., & Bhatt, R. M. (2008). *World Englishes: The Study of New Linguistic Varieties* (Illustrated ed.). Cambridge University Press.
- Milo, P. (2014). *Shqiptarët në Luftën e Dytë Botërore 1939-1943* [Albanians in the Second World War, 1939-1943]. Toena.

- Ministry of Tourism and Environment, Republic of Albania. (2018). *Turizmi në Shifra për 2018* [Tourism in Figures for 2018]. <https://turizmi.gov.al/wp-content/uploads/2019/04/STATISTIKA-TURIZMI-2018-1.pdf>
- Ministry of Tourism and Environment, Republic of Albania. (2019a). *Projekti Smile Albania* [Project Smile Albania]. Smile Albania. <https://smilealbania.gov.al/projekti-smile-albania/>
- Ministry of Tourism and Environment, Republic of Albania. (2019b). *100 Fshatrat/Agroturizmi* [100 Villages/Agroturism]. Smile Albania. <https://smilealbania.gov.al/100-fshatrat-agroturizmi/>
- Montanelli, I. (1939). *Albania una e mille* [Albania One and a Thousand]. Paravia.
- Muhammad Arfin Bin Salim, Noor Aireen Binti Ibrahim, Hanita Hassan, Language for Tourism: A Review of Literature, *Procedia - Social and Behavioral Sciences*, Volume 66, 2012, Pages 136-143, ISSN 1877-0428, (<https://www.sciencedirect.com/science/article/pii/S1877042812052408>)
- Murati, Q. (2001). Ta ruajme shpirtin e gjuhës shqipe nga cdo bastardim [Protect the Albanian language from any bastardisation]. In *Filologji*, 9, 233.
- Palmer, F. R. (2013). *Modality and the English Modals*, Routledge Publishing.
- Panajoti, A. (2019). Intercultural dialogue for internationalization at home: The case of Albanian Universities. *Redefining Community in Intercultural Context*, 8(1), 191-201.
- Partington, A. (2004). "Utterly content in each other's company." *International Journal of Corpus Linguistics*, 9(1), 131-156. <https://doi.org/10.1075/ijcl.9.1.07par>
- Partington, A., Duguid, A., & Taylor, C. (2013). *Patterns and Meanings in Discourse*. Van Haren Publishing.

- Partington, A., Duguid, A., & Taylor, C. (2013). *Patterns and Meanings in Discourse*. John Benjamins.
- Pennycook, A. (2010). The future of Englishes: One, many or none? In A. Kirkpatrick (ed.), *The Routledge Handbook of World Englishes* (pp. 673-687). Routledge.
- Phillipson, R. (1992). *Linguistic Imperialism*. Oxford University Press.
- Piller, I. (2007). English in Swiss tourism marketing. In C. Flores & O. Grossegesse (Eds.), *Wildern in luso-austro-deutschen Sprach- und Textgefilden: Festschrift zum 60. Geburtstag von Erwin Koller* [Roughing it in the linguistic and textual wilds of Portuguese, Austrian and German: Festschrift for Erwin Koller on the occasion of his 60th birthday] (pp. 57-73). CEHUM – Centro de Estudos Humanísticos.
- Pollo, G. (2010). *Frytet e Shqipërisë anglishtfolëse* [The fruits of English-speaking Albania]. InfoArkiva Shqiptare. <http://www.arkivalajmeve.com/Frytet-e-Shqiperise-anglishtfolese.47386/>
- Pollo, S. (Ed.). (1965). *Historia e Shqipërisë Vol. II* [History of Albania Vol. II]. Akademia e Shkencave e RPSS.
- Pollo, S. (Ed.). (1984). *Historia e Shqipërisë: 1912-1944 Vol. III* [History of Albania 1912-1944 Vol. III]. Akademia e Shkencave e RPSS.
- Prodromou, L. (2008). *English as a Lingua Franca: A Corpus-based Analysis*. Bloomsbury Academic.
- Qosja, R. (1983). *Nocione të reja albanologjike* [New Albanological Notions]. Instituti Albanologjik i Prishtinës.

- Quirk, R. (1988). The question of standards in the international use of English. In P.H. Lowenbourg (Ed.), *Language Spread and Language Policy: Issues, Implications and Case Studies* (229-241). Georgetown University Press.
- Rázusová, M. (2009). *The Language of Tourism* (unpublished article).
<https://www.pulib.sk/web/kniznica/elpub/dokument/Ferencik2/subor/27.pdf>
- Sardinha, T.B. (2000). Semantic prosodies in English and Portuguese: A contrastive study. *Cuadernos de Filologia Inglesa* 9(1), 93-109.
- Seidlhofer, B. (2001). Closing a conceptual gap: The case for a description of English as a lingua franca. *International Journal of Applied Linguistics*, 11(2), 133–158.
<https://doi.org/10.1111/1473-4192.00011>
- Seidlhofer, B. (2011). *Understanding English as a Lingua Franca*. Oxford University Press.
- Shehu, H. (2002). Rreth anglicizmave në mjetet e sotme të informimit masiv [On Anglicism in contemporary mass media]. In *Studime Filologjike*, 3(4), 91-100.
- Sherman, T. (2017). ELF and the EU/wider Europe. In J. Jenkins, W. Baker & M. Dewey (Eds.), *The Routledge Handbook of English as a Lingua Franca* (pp 115-125). Routledge.
- Shkurtaj, G. (2009a). *Sociolinguistikë e shqipes: Nga dialektologjia te etnografia e të folurit* [A Sociolinguistics of Albanian: From Dialectology to Ethnography of Speech]. Morava.
- Shkurtaj, G. (2009b). *Pesha e fjalës shqipe* [The Weight of the Albanian Word]. Shtëpia Botuese UFO Press.
- Skendo, I. (2021). The English language as a commodity in the tourism sector: a case study in the city of Vlora, Albania. *The Albanian Society for the Study of English (ASSE)* 11(2), 31-50.

- Smit, U. (2010). *English as a Lingua Franca in Higher Education: A Longitudinal Study of Classroom Discourse*. Walter de Gruyter.
- Smith, L. E. (1987). *Discourse Across Cultures: Strategies in World Englishes (English in International Context)* (1st ed.). Prentice Hall.
- Stevens, P. (1980). *Teaching English as an International Language: From Practice to Principle*. Pergamon.
- Stubbs, M. (1996). *Text and Corpus Analysis: Computer-Assisted Studies of Language and Culture*. Wiley-Blackwell.
- Widdowson, H.G. (2017). Historical perspectives on ELF. In J. Jenkins, W. Baker & M. Dewey (Eds.), *The Routledge Handbook of English as a Lingua Franca* (pp 101-112). Routledge.
- Zilja, G. (2009). *Skaner 1997* [Scanner 1997]. Gent Grafik Press.

Websites

- Agjencia Telegrafike Shqiptare. (2021a). *Anglishtja që në klasën e parë/ Kushi: Mandatin e ardhshëm do të ketë vëmendje më të madhe për arsimin* [English from first grade. Kushi: More attention on education in the next term]. Agjencia Telegrafike Shqiptare.
<http://ata.gov.al/2021/03/19/anglishtja-qe-ne-klasen-e-pare-kushi-mandatin-e-ardhshem-do-te-kete-vemendje-me-te-madhe-per-arsimin/>
- Agjencia Telegrafike Shqiptare. (2021b). *Zayed International Airport to welcome first passengers tomorrow/ Balluku: Kukës Airport to have a major impact on economy*.
<http://en.ata.gov.al/2021/04/17/zayed-international-airport-to-welcome-first-passengers-tomorrow-balluku-kukes-airport-to-have-a-major-impact-on-economy/>
- Albanian Civil War. (2021, October 2). In *Wikipedia*.
https://en.wikipedia.org/w/index.php?title=Albanian_Civil_War&oldid=1047723563

Albanian Development Fund. (2018a, July 23). *Programi “Përmirësimi i Rrugëve Dytësore dhe Lokale”* [“Improvement of Secondary and Local Roads” Program].

<https://www.albaniandf.org/en/projekte/projekte-ne-zbatim/programi-permiresimi-i-rugeve-dytesore-dhe-lokale/>

Albanian Development Fund. (2018b, August 14). *Projekti HERA* [HERA Project].

<https://www.albaniandf.org/en/project/projekti-hera/>

Albanian Development Fund. (2018c, August 14). *Projekti MONTEAL* [MONTEAL Project].

<https://www.albaniandf.org/en/project/projekti-montea/>

Albanian Development Fund. (2019, February 5). *Vija bregdetare e qytetit të Vlorës –*

Lungomare [Coastline of Vlora City-Waterfront Promenade (Lungomare)].

<https://www.albaniandf.org/en/project/vija-bregdetare-e-qytetit-te-vlores-lungomare-2015-2017/>

Albanian Development Fund. (2020a, July 10). *Rikonstruksioni i rrugës së Lumit të Vlorës*

[Reconstruction of Vlora River Road].

https://www.albaniandf.org/en/project/lumi_vlores/

Albanian Development Fund. (2020b, July 16). *Programi i Ujesjellësive Ruralë* [Rural Water Supply Program (RWSP)].

https://www.albaniandf.org/en/project/programi_ujesjellesave/

Albanian Development Fund. (2020c, July 16). *Programi për Zhvillim të Integruar Urban dhe*

Turizmin [Integrated Urban and Tourism Development Program].

<https://www.albaniandf.org/en/project/pzhiut/>

Albanian Development Fund. (2021, January 14). *Programi Punët në Komunitet IV* [Community

Works IV Program]. https://www.albaniandf.org/en/project/punet_komunitet_iv/

Albanian Profile. (2021, July 14). *Plehrat po shkatërrojnë turizmin, pushuesit vendas e të huaj ankohen për mbetjet në Durrës dhe Kavajë* [Garbage is destroying tourism, local and foreign holidaymakers complain about waste in Durrës and Kavaja].

<https://thealbanianprofile.com/plehrat-po-shkaterrojne-turizmin-pushuesit-vendas-e-te-huaj-ankohen-per-mbetjet-ne-durres-dhe-kavaje/>

Cambridge. (n.d.-a). Collocation. In *Cambridge English Dictionary*. Retrieved October 13, 2021, from <https://dictionary.cambridge.org/dictionary/english/collocation>

Cambridge. (n.d.-b). Famous. In *Cambridge English Dictionary*. Retrieved October 13, 2021, from <https://dictionary.cambridge.org/dictionary/english/famous>

Cambridge. (n.d.-c). Gem. In *Cambridge English Dictionary*. Retrieved October 13, 2021, from <https://dictionary.cambridge.org/dictionary/english/gem>

Cambridge. (n.d.-d). Heritage. In *Cambridge English Dictionary*. Retrieved October 13, 2021, from <https://dictionary.cambridge.org/dictionary/english/heritage>

Cambridge. (n.d.-e). Ideal. In *Cambridge English Dictionary*. Retrieved October 13, 2021, from <https://dictionary.cambridge.org/dictionary/english/ideal>

Cambridge. (n.d.-f). Luxury. In *Cambridge English Dictionary*. Retrieved October 13, 2021, from <https://dictionary.cambridge.org/dictionary/english/luxury>

Cambridge. (n.d.-g). Severe. In *Cambridge English Dictionary*. Retrieved October 13, 2021, from <https://dictionary.cambridge.org/dictionary/english/severe>

Cambridge. (n.d.-h). Tragedy. In *Cambridge English Dictionary*. Retrieved October 13, 2021, from <https://dictionary.cambridge.org/dictionary/english/tragedy>

Cambridge. (n.d.-i). Visit. In *Cambridge English Dictionary*. Retrieved October 13, 2021, from <https://dictionary.cambridge.org/dictionary/english/visit>

Demographics of Albania. (2021, October 8). In *Wikipedia*.

https://en.wikipedia.org/w/index.php?title=Demographics_of_Albania&oldid=10489051

77

DestiMap.com. (2020). *Parku Kombetar i Qafe Shtames, Kruje* [Qafe Shtama National Park, Kruje]. DestiMap. Retrieved October 24, 2021, from

<https://www.destimap.com/index.php?act=attraction&a=Parku-Kombetar-i-Qafe-Shtames%2C-Kruje%2C-Albania>

Hapax legomenon. (2021, September 15). In *Wikipedia*.

https://en.wikipedia.org/w/index.php?title=Hapax_legomenon&oldid=1044414369

History of English. (2021, September 17). In *Wikipedia*.

https://en.wikipedia.org/w/index.php?title=History_of_English&oldid=1044915960

List of languages by total number of speakers. (2021, October 1). In *Wikipedia*.

https://en.wikipedia.org/w/index.php?title=List_of_languages_by_total_number_of_speakers

Marinelamalka. (2018, May 13). *Historiku* [History] (Blog). Turizmi në Shqipëri. Retrieved October 29, 2021, from <https://marinelamalka.wordpress.com/category/historiku/>

Office of the Prime Minister of Albania. (2017, November 28). *Tourist revival in the Highlands of Kelmend*. Qeveria Shqiptare Keshilli i Ministrave.

<https://kryeministria.al/en/newsroom/rilindje-turistike-malesise-se-kelmendit/>

Office of the Prime Minister of Albania. (2021, March 8). *New Vlore international airport*.

Qeveria Shqiptare Keshilli i Ministrave. <https://kryeministria.al/en/newsroom/aeroporti-i-ri-nderkombetar-i-vlores/>

Open Data Albania. (2012, May 8). *Tourism Development in Albania*.

<https://ndiqparate.al/?p=8757&lang=en>

Top Ten Internet Languages in The World - Internet Statistics. (2021, March). Internet World

Stats. Retrieved October 23, 2021, from <https://www.internetworldstats.com/stats7.htm>

Voice of America. (2010, February 27). *Anglishtja, gjuhë e detyruar në të gjitha nivelet e arsimit*

shqiptar [English, a compulsory language at all levels of Albanian education]. Zeri

Amerikes. [https://www.zeriamerikes.com/a/a-30-2007-04-01-voa1-](https://www.zeriamerikes.com/a/a-30-2007-04-01-voa1-85739527/442252.html)

[85739527/442252.html](https://www.zeriamerikes.com/a/a-30-2007-04-01-voa1-85739527/442252.html)

WorldAtlas. (2021, February 24). *Albania Maps & Facts*.

<https://www.worldatlas.com/maps/albania>

Xhafa, D. (2018, August 6). *Eksodi 1991, anija "Vlora" kthehet në Portin e Barit, tani një*

skulpturë [Exodus 1991, the ship "Vlora" returns to the Port of Bari, now a sculpture].

Shekulli. [http://shekulli.com.al/eksodi-1991-anija-vlora-kthehet-ne-portin-e-barit-tani-](http://shekulli.com.al/eksodi-1991-anija-vlora-kthehet-ne-portin-e-barit-tani-nje-skulpture/)

[nje-skulpture/](http://shekulli.com.al/eksodi-1991-anija-vlora-kthehet-ne-portin-e-barit-tani-nje-skulpture/)

ZIS-150. (2021, September 21). In *Wikipedia*. [https://en.wikipedia.org/w/index.php?title=ZIS-](https://en.wikipedia.org/w/index.php?title=ZIS-150&oldid=1045622305)

[150&oldid=1045622305](https://en.wikipedia.org/w/index.php?title=ZIS-150&oldid=1045622305)

Films

Amelio, G. (Director). (1994). *Lamerica* [Film]. Alia Films.

Kinostudio Shqiperia a Re. (1958). *Vizitoni Shqiperine* [Visit Albania]. (Documentary film).

Central State Film Archive of Albania. [http://www.aqshf.gov.al/arkiva-15-](http://www.aqshf.gov.al/arkiva-15-2.html?movie=296)

[2.html?movie=296](http://www.aqshf.gov.al/arkiva-15-2.html?movie=296)

Kinostudio Shqiperia a Re. (1961). *Miq te shquar nga Kina* [Outstanding Friends from China].

(Documentary film). Central State Film Archive of Albania.

<http://www.aqshf.gov.al/arkiva-22-2.html?movie=1291>

Kinostudio Shqiperia a Re. (1990). *Miresevini ne Shqiperi* [Welcome to Albania]. (Documentary film). Central State Film Archive of Albania. [http://www.aqshf.gov.al/arkiva-217-](http://www.aqshf.gov.al/arkiva-217-2.html?movie=634)

[2.html?movie=634](http://www.aqshf.gov.al/arkiva-217-2.html?movie=634)

RTV Klan Arkiv. (2019a, April 9). *Opinion - Turizmi Shqiptar IV 1990–2000 (korrik 2010)*

[Opinion - Tourism in Albania IV 1990-2000 (July 2010)] [Video]. YouTube.

<https://www.youtube.com/watch?v=w0tsVCrJPjE>

RTV Klan Arkiv. (2019b, April 11). *Opinion - Turizmi ne Shqiperi I - Shqiperia ne vitet '30 (21 qershor 2011)* [Opinion - Tourism in Albania I - Albania in the '30s (June 21, 2011)]

[Video]. YouTube. <https://www.youtube.com/watch?v=1B88BQ45ePk>