

Assessment of Tourism Industry Impact: the Perception of Local Community in Gjirokastrë, Albania

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Abstract: - This paper addresses the community perception of tourism benefits by analyzing the factors that influence this perception: social, economic, infrastructural and institutional factors in the Gjirokastrë region. Data were collected through questionnaires. The data were analyzed through SPSS software version 21. To evaluate the influence of independent variables on community perception of benefits from tourism, we used Bivariate Correlation to analyze the relations between variables and a Multivariate Linear Regression model to relate the independent variables to the dependent variable. At the end of the paper, it was found that Pearson correlation analysis indicates that all four dimensions of the tourism industry social, economic, infrastructural, and institutional- are positively correlated and statistically significant. The final regression model suggests that while the factors incorporated are significant, additional external variables not captured in the model may also play a role in shaping the dependent variable.

Key-Words: - benefits from tourism, social, economic, infrastructural, and institutional factors, Bivariate Correlation, Multivariate Linear Regression

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1 Introduction

Tourism has become a significant industry that plays a vital role in developing many destinations. Its benefits are unquestionable; it can bring economic, environmental, and social benefits to the host communities. Tourism development generates an enormous job market, can enhance the quality of life, improve the infrastructure of a destination, and develop more facilities [1], [2].

Scholars have explored tourism's effects on quality of life, social impacts, destination social responsibility, and well-being [3], [4], [5], [6].

The impact of tourism on economic sectors of an area is divided into multiplying and stimulation effects in the production, income, and employment [7], [8]. The impacts of tourism can be classified into the following categories: economic, environmental, social and cultural, overcrowding and concentration, services, taxes, and community attitudes [5], [6], [7].

According to the World Travel & Tourism Council, tourism should and can contribute positively to the communities upon which it depends while protecting cultural and natural heritage. Destination stewardship is an approach that balances and meets the needs of a destination and its community. It requires active engagement from both public and private sectors with the local community [9].

In 2024, Travel & Tourism was the fastest-growing sector globally. The sector's GDP contribution grew 8.5% to reach \$10.9 trillion, surpassing 2019 levels by 6%. Travel providers created 20.7 million jobs, bringing the total to 357 million worldwide [10].

Tourism not only generates financial benefits but also exerts significant impacts on the environment and society, the other two pillars of sustainability, similar to any major economic activity. From a sociological standpoint, several groups of individuals may be impacted by tourism-related activities [3].

In Albania, tourism represents one of the most dynamically growing sectors of the economy. In 2025, the number of foreign visitors increased by 6.58% compared to 2024 and 65.24% compared to 2022 [11]. No doubt, as numbers and statistics clearly show, the tourism industry has already become one of the most important branches of the Albanian economy.

The study area is the Gjirokaštër region, located in southern Albania. It represents a rich tourist destination, characterized by a diverse range of natural and cultural attractions within a relatively small geographical area, and is easily accessible to European tourist markets. [12], [13], [14]. In recent years, this region has been ranked as one of the main tourist destinations in Albania and has experienced a huge boom in tourism development. The tourism sector has transformed into one of the most important drivers of local economic development. The economic and social impact has begun to be felt, as nearly all indicators in tourism components show growth. Until November 2024, in Gjirokaštër, the number of visitors increased by 23% compared to 2023 [15].

In order to truly assess this process and especially the benefits that the development of the tourism industry is bringing to the Albanian society, we need to look beyond simple numbers and statistics of those who enter the country. The main challenge now is setting priorities for the sustainable development of the region. Hence, the study of social processes and behavior, as well as the preparation of appropriate strategies that support their development, is crucial. Yet, equally important is the material condition and quality of life of the local inhabitants. It is important to remember that tourism is a social activity and much of its impact is on people [16]. To achieve this, tourism development must be carefully planned, with a focus on environmental preservation and improving the quality of life for residents [17].

If measurement is important to either improve trust or to fuel evidence-based decision-making, then the methods of measurement need to be accepted as rigorous and validated by appropriate scientific bodies. Hence, the proliferation of papers on indicators and the search for the perfect measurement system [16].

In this paper, our focus is to analyze the impact of social, economic, infrastructural, and institutional factors on community perception of tourism benefits in the Gjirokaštër region. To measure this impact, we use the Bivariate Correlation and the Multivariate Linear Regression model to relate the independent variables to the dependent variable. The study, in turn, will contribute to a better orientation of further research.

2 Literature Review

The success of the tourism industry depends on the attractions at the destination and the hospitality of residents in the region [18], [19]. Many local communities acknowledge that tourism can stimulate changes across social, cultural, environmental, and economic dimensions, given the close connection between tourism activities and local communities. Assessing and understanding these impacts is crucial to maintaining sustainability and ensuring the long-term success of the tourism industry [20], [21]. Once a community becomes a tourism destination, the quality of life of local residents is inevitably affected by the consequences of this development. These include population growth, increased use of roads and infrastructure, as well as various economic and employment-related impacts [22]. Research on residents' attitudes toward tourism suggests that host populations are influenced by the perceived positive benefits of the industry. Tourism generates employment opportunities for local people, strengthens the local economy, contributes to income and living standards, attracts new businesses, and enhances investment opportunities [5], [23].

Researchers have created several proposals for measuring the impacts of tourism based on the Beyond GDP approach that focuses on looking beyond the economic effects. For the tourism sector, this approach offers measurement indicators that guide managers and public policies towards tourism growth that can sustain the well-being of residents in the short and long term [4]. Sustainable development for enhancing human and economic development while maintaining the functional integrity of ecological and social systems that support regional economies [24]. Indicators follow the concept of sustainability and its tools, and they involve a set of variables that provide information to understand the relationship between the impact of tourism on the cultural and natural resources on which tourism depends [23]. Sustainability indicators can be subjective or objective; both are useful in sustainable tourism planning and management [25].

Indicators operate in complex systems where continuous interactions between stakeholders affect the outcome of the policies [16]. The World Trade Organization has developed baseline, 'universal', tourism indicators that can be applied to all tourism destinations and has suggested indicators for specific destination areas [26]. Indicators help to make tangible the fuzzy concept of sustainable tourism through identifying key factors of change, their evolution, and potential threats [16].

Researchers continue to address growing concerns about the detrimental impacts of tourism with a

plethora of studies on sustainable tourist behavior and residents' support for sustainable tourism development [27], [28]. Several studies have established that the theoretical framework of the social exchange theory can be effectively used to examine residents' perceptions and their support for tourism development in a region [18]. The development of tourism cannot succeed if the locals' opinions are ignored and they do not engage in tourism [29]. The influence of tourism on the locals has been widely studied, and it is the most common phenomenon in tourism research. Yet despite the surfeit of studies on host community attitudes toward tourism, the studies hold disputed conclusions, and many studies provide contradictory results. The primary reason behind this depends on the uniqueness of all communities, the socio-cultural differences of the community, and the environmental issues of the community. However, community perceptions are not static, and these perceptions may change over time, depending on the individual location, societal standards, rules, and traditions. For that reason, community perception is always a key issue in tourism development due to the dynamism in the relationship between tourism and community people [30].

The significance of studying residents' perceptions of the impact of tourism is considerable when it comes to the fruitful development of tourism, in addition to the enhancement of local support for tourism development and the fulfillment of host communities [31]. Residents' reactions have been studied extensively in the literature. The results of such studies suggest that a host is influenced by the perceived impact of tourism in three basic categories of benefits and costs: economic, environmental, and social [22].

3 Paper Objectives

The aim of the study is to identify the extent and significance of the impact of social, economic, infrastructural, and institutional factors on community benefits through the tourism industry in the Gjirokastrë region. Accordingly, the research question related to this aim is: Do these factors influence community perception of their benefits from the development of the tourism industry in the region, and what is the extent and direction of this influence? Translated into statistical terminology, the research question takes the form of the statistical hypothesis:

H₀ : 'The four factors of the tourism industry: social, economic, infrastructural, and institutional do not influence community perception of tourism benefits.

Ha: 'The four factors of the tourism industry: social, economic, infrastructural, and institutional significantly influence community perception of tourism benefits.

4 Methodology

In this study, we analyze the impact of social, economic, infrastructural, and institutional factors on community perception of tourism benefits in the Gjirokastrë region, measured using the Likert scale (where 1 = benefit of little importance, up to 5 = benefit of great importance)

To collect data, a survey was conducted as the primary research method. In addition, secondary data were drawn from Albanian statistical bulletins. The main instrument employed was a structured questionnaire, designed to obtain the necessary information through questions addressed to the target research groups [32]. The effectiveness of a questionnaire is maximized when its questions are standardized, thereby guaranteeing uniform interpretation across respondents [33].

Prior to launching the questionnaire, 20 pilot surveys were tested. This procedure aimed to identify potential errors, evaluate the clarity of the questions and concepts employed, and minimize possible difficulties in making alternative choices. All remarks, suggestions, and opinions were reflected in the final version of the questionnaire. The study population was various stakeholders: businessmen operating in the tourism industry, permanent and temporary employees, farmers, food producers, service providers, etc. Based on INSTAT data for the Gjirokastrë region, there are 2591 enterprises, of which 384 offer goods and 2207 provide services [34] and 25276 farms [35]. Due to the lack of detailed division of enterprises according to specific activity and due to insufficient information to determine the exact number of active farms, the sample size volume was determined based on the total number of farms and businesses. According to an estimate by Slovin's formula, the sample size number turns out to be 394 subjects with a margin of error of 5%, but taking into consideration the informality of the sector, 530 questionnaires were conducted. A probability sampling technique was employed. To ensure a more representative selection, the sample was distributed across all municipalities of the region (Gjirokastrë, Libohovë, Dropull, Tepelenë, Memaliaj, Përmet, Këlcyrë) in urban and rural areas. After processing the data, 500 questionnaires were valid, and the margin of error changed to 4.43%. SPSS software, version 21, was used for data processing.

The internal consistency (Cronbach's alpha) of the database for the questions assessing community perception of tourism benefits through Likert scales is 0.931, a value that is appropriate for scientific studies of the confirmatory type, applied research, or scientific testing. The variables considered in this study are Perception of tourism benefits (Table 1), Social factors, Economic factors, Infrastructural factors, and Institutional factors (Table 2).

Table 1. Perception of Tourism Benefits

Direct income from tourism
Creation of new jobs
Employment of youth
Employment of women
Sustainability of local businesses
Encouragement of investments
Improvement of infrastructure
Preservation of cultural traditions
Improvement of quality of life
Environmental protection

Source: Authors 2026

The values of these variables are the arithmetic means of their representative indicators, which are direct questions in the questionnaire measured using a Likert scale.

Table 2. Indicators

	No	Indicators
Social factors	1	The culture and lifestyle of the community have not changed with the development of tourism
	2	The local community is aware of and takes care of cultural heritage
	3	The local community is aware of and takes care of natural heritage
	4	The number of tourist activities (recreational and entertaining) organized by local governance has increased
	5	The development of tourism will bring back population to the area
	6	Improved safety of life
Economic factors	7	Income and living standards have risen with tourism development
	8	Tourist numbers have increased compared to other districts
	9	Growth in tourism-related services (accommodation, restaurants, etc.)
	10	Businesses sell more products/services
	11	Local governance activities positively impact income growth
Infrastructural factors	12	Public investments in tourism infrastructure (roads, signage, etc.) have increased
	13	Mobile and internet networks have improved
	14	Drinking water supply network has improved
Institutional factors	15	Local community has access to tourism management information (strategies, laws, rights)
	16	Local community is involved in destination planning and management

Source: Authors 2026

In this study, hierarchical linear regression was employed to examine the theoretical model of relationships among four factors of tourism development: social, economic, infrastructural, and institutional. and to evaluate the incremental contribution of each block of predictors in explaining the dependent variable. Given that the study follows an observational (cross-sectional) design, the findings are interpreted as evidence of predictive statistical influence. The empirical approach is developed in two steps: (i) Exploratory analysis through Pearson's bivariate correlation; (ii) Explanatory analysis through the linear regression model. This approach is consolidated in modern econometric literature, where correlation analysis is used to identify initial relationships, while regression is employed to test statistical influence [36], [37]. The Pearson correlation coefficient is used to measure the strength and direction of the bivariate linear relationship between two variables. Statistical significance is assessed through the p-value test [38]. Within the framework of influence analysis, correlation serves as a necessary but not sufficient condition, as it does not determine the marginal effects of independent variables [39]. Multivariate linear regression (MLR) model is used to explain and predict the behavior or level of a variable or phenomenon, when one or

several other variables, thought to be related or proven to be related or proven to influence it, change to a certain extent and direction, [32]. MLR was used to measure the influence of independent variables on the Perception of tourism benefits, which is the dependent variable of the study (Table 3). The independent variables are the Social_factors, Economic_factors, Infrastructural_factors, and Institutional_factors. Hierarchical regression was constructed through the gradual entry of variable blocks according to a theoretically predetermined order, with the aim of assessing the unique contribution of each group of variables in explaining the variance of the dependent variable [40].

Table 3. Variables of the study

No	Variables	Type of variable	Indicators
1	Perception of tourism benefits	Dependent	1-10
2	Social_factors	Independent	1-6
3	Economic_factors	Independent	7-11
4	Infrastructural_factors	Independent	12-14
5	Institutional_factors	Independent	15-16

Source: Authors 2026

The purpose of MLR is to model the linear relationship between the explanatory (independent) variables and the response (dependent) variables.

The model that was used in the regression analysis is presented below:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon \dots (1)$$

Where:

Y= Dependent variable: Perception of tourism benefits

β_0 : Constant,

X_1 = Social_factors,

X_2 = Economic_factors,

X_3 = Infrastructural_factors,

X_4 = Institutional_factors.

$\beta_1, \beta_2, \beta_3, \beta_4$ = represent the regression coefficients of the four independent variables, which helped to determine the level of influence of the independent variables on the dependent variable; ε_i is the error term. Regression coefficients are interpreted as partial effects, holding other variables in the model constant. The significance of the coefficients is assessed through the t-test and p-value; the null hypothesis (H_0) is rejected when $\beta_j \neq 0$ and $p < 0.05$. The quality of the model is measured through R^2 (variance explained) and Adjusted R^2 (correction for the number of independent variables). To support influence interpretation, two main conditions were fulfilled: (i) statistical association (verified through correlation and regression), and (ii) non-spuriousness (control of other factors through regression) [41], [42]. To ensure the validity of the model, the

following tests were conducted: (i) Multicollinearity ($VIF < 10$); (ii) Heteroskedasticity (Breusch–Pagan test); (iii) Normality of residuals (Jarque–Bera test); and (iv) Autocorrelation (Durbin–Watson). These tests are essential to guarantee that the results are unbiased and reliable [30].

5 Data Analysis

The analysis of Pearson correlation coefficients shows that all four dimensions of the tourism industry: Social, Economic, Infrastructural, and Institutional factors are positively and statistically significantly related. All correlations are positive, suggesting a complementary structure of the tourism sector. Most correlations are significant at the $p < 0.01$ level, which increases statistical reliability. The sample size ($N = 500$) ensures high statistical power. Overall, we can conclude that the tourism sector appears as an integrated ecosystem, where development in one dimension is accompanied by development in the other dimensions. The detailed analysis of Pearson correlation coefficients (table 4) concludes that the strongest correlation is between Economic factors and Infrastructural factors ($r = 0.773, p < 0.01$), suggesting a strong dependence of economic performance on infrastructure and a key role of public and capital investments. The high coefficient ($r = 0.773$) demonstrates structural interdependence, confirming that infrastructure is a critical determinant of productivity and competitiveness in tourism. The relationship between Social factors and Economic factors ($r = 0.566, p < 0.01$) confirms a moderate-to-high correlation, indicating a positive interaction between social well-being and economic development, and highlighting the impact of social capital on tourism performance. Such a relationship supports the assumption that social cohesion and community involvement are factors that drive economic development in the tourism sector. The relationship between Social factors and Infrastructural factors ($r = 0.503, p < 0.01$) is moderate but sufficient to suggest the influence of infrastructure on quality of life and social experience, concluding that infrastructure improves not only economic efficiency but also the social dimensions of tourism development. The relationship between Social factors and Institutional factors ($r = 0.444, p < 0.01$) is moderate and reflects the role of institutions in social structures, meaning that functional institutions contribute to social stability and the building of social capital in tourism destinations.

The relationship between Economic factors and Institutional factors ($r = 0.213, p < 0.01$) is weak but statistically significant, indicating that institutional

influence on economic performance is indirect or mediated, suggesting that institutions exert their impact through other factors (e.g., infrastructure). Meanwhile, the relationship between Infrastructural factors and Institutional factors ($r = 0.110$, $p < 0.05$) is

the weakest in this model, which, although statistically significant, suggests a relative separation between institutional policies and the actual development of infrastructure, possibly due to implementation delays or governance issues

Table 4. Pearson's bivariate correlation coefficients

		Correlations			
		Social_ factors	Economic_ factors	Infrastructural_ factors	Institutional- factors
Social_ factors	Pearson	1	.566**	.503**	.444**
	Sig. (2-tailed)		.000	.000	.000
	N	500	500	500	500
Economic_ factors	Pearson	.566**	1	.773**	.213**
	Sig. (2-tailed)	.000		.000	.000
	N	500	500	500	500
Infrastructural_ factors	Pearson	.503**	.773**	1	.110*
	Sig. (2-tailed)	.000	.000		.014
	N	500	500	500	500
Institutional- factors	Pearson	.444**	.213**	.110*	1
	Sig. (2-tailed)	.000	.000	.014	
	N	500	500	500	500
**. Correlation is significant at the 0.01 level (2-tailed).					
*. Correlation is significant at the 0.05 level (2-tailed).					

Source: Authors from SPSS statistical software v21

To analyze the marginal impact of tourism industry factors on community perception of tourism benefits, a stepwise linear regression model was employed, where variables were progressively included based on their statistical significance. The dependent variable in this analysis is Perception of tourism benefits, while the independent variables are Social factors, Economic factors, Infrastructural factors, and Institutional factors.

The R^2 and Adjusted R^2 parameters (Table 5) show that in Model 1, which includes only Economic factors ($R^2 = 0.258$, Adjusted $R^2 = 0.256$), 25.6% of the variability in the perception of tourism benefits is explained by economic factors. In Model 2, where Social factors are added alongside Economic factors ($R^2 = 0.273$, Adjusted $R^2 = 0.270$), it is observed that 27% of the variability in Perception of tourism benefits is explained by these two independent variables, meaning that the inclusion of social factors increases explanatory power by 1.7%. In the final model (Model 3), which includes three independent variables—Economic factors, Social factors, and Institutional factors ($R^2 = 0.301$, Adjusted $R^2 = 0.296$)—the model explains 29.6% of the variability in Perception of tourism benefits, increasing explanatory power by 2.6% compared to Model 2 and

Linear regression with the dependent variable

4.3% compared to Model 1. The results show a progressive improvement in the explanatory power of the model with the addition of variables, as the increases in R^2 are statistically significant at each step ($p < 0.01$). The variable Infrastructural factors does not provide sufficient statistical significance to be included in the multivariate linear regression model. In summary, the final model explains approximately 30% of the variability in Perception of tourism benefits, indicating that the included factors are important, but that there may also be other factors outside this model influencing the dependent variable Perception of tourism benefits.

All models have very high F-statistics and $p < 0.001$, indicating that the models are significant and that the dependent variable, Perception of tourism benefits, is statistically significantly related to the independent variables, meaning that at least one of the independent variables explains the benefits in a meaningful way (Table 6). The VIF values for all factors are below 2 (1.476 for Economic factors, 1.756 for Social factors, and 1.249 for Institutional factors), showing that multicollinearity is not problematic (Table 7).

Table 5. Summary of the multivariate linear regression model

Model Summary ^d									
Model I	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.508 ^a	.258	.256	.60575	.258	172.838	1	498	.000
2	.523 ^b	.273	.270	.59992	.016	10.732	1	497	.001
3	.548 ^c	.301	.296	.58910	.027	19.414	1	496	.000
a. Predictors: (Constant), Economic_factors									
b. Predictors: (Constant), Economic_factors, Social_factors									
c. Predictors: (Constant), Economic_factors, Social_factors, Institutional_factors									
d. Dependent Variable: Perception of tourism benefits									

Source: Authors from SPSS statistical software v21

Table 6. ANOVA of the multivariate linear regression model

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	Sig.
1	Regression	63.420	1	63.420	.000 ^b
	Residual	182.733	498	.367	
	Total	246.153	499		
2	Regression	67.283	2	33.641	.000 ^c
	Residual	178.871	497	.360	
	Total	246.153	499		
3	Regression	74.020	3	24.673	.000 ^d
	Residual	172.133	496	.347	
	Total	246.153	499		
a. Dependent Variable: Perception of tourism benefits					
b. Predictors: (Constant), Economic_factors					
c. Predictors: (Constant), Economic_factors, Social_factors					
d. Predictors: (Constant), Economic_factors, Social_factors, Institutional_factors					

Source: Authors from SPSS statistical software v21

In the residual analysis, the Histogram (Figure 1) and P-P Plot (Figure 2) indicated that residuals are approximately normally distributed, fulfilling one of the key assumptions of linear regression.

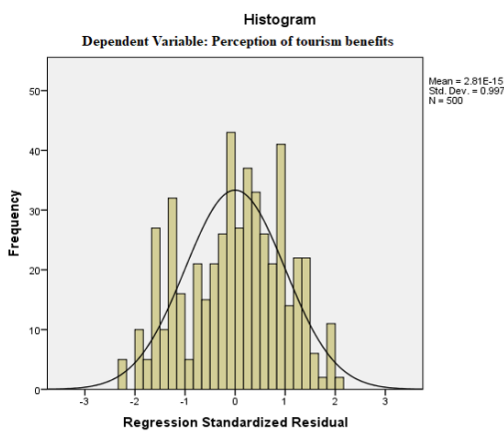


Fig. 1: Histogram

Source: Authors from SPSS statistical software v21

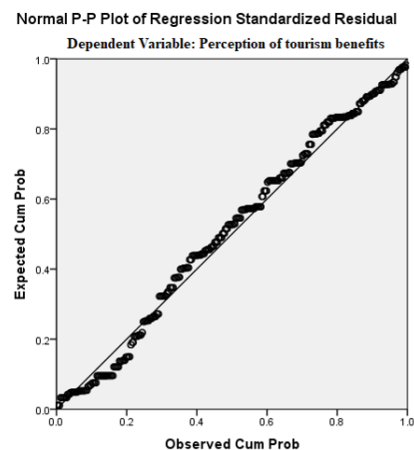


Fig. 2: Normal P-P Plot

Source: Authors from SPSS statistical software v21

Table 7. Coefficients of the multivariate linear regression and qualitative parameters of the model

Coefficients ^a											
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics		
							Lower Bound	Upper Bound	Tolerance	VIF	
Model		B	Std. Error	Beta							
1	(Constant)	2.484		.133	18.691	.000	2.223	2.745			
	Economic_factors	.456		.035	.508	13.147	.000	.388	.524	1.000	1.000
2	(Constant)	2.254		.149	15.111	.000	1.961	2.547			
	Economic_factors	.379		.042	.421	9.084	.000	.297	.461	.679	1.472
	Social_factors	.160		.049	.152	3.276	.001	.064	.257	.679	1.472
3	(Constant)	2.270		.147	15.495	.000	1.982	2.558			
	Economic_factors	.369		.041	.411	9.008	.000	.289	.450	.677	1.476
	Social_factors	.253		.053	.240	4.825	.000	.150	.357	.569	1.756
	Institutional_factors	-.123		.028	-.185	-4.406	.000	-.177	-.068	.800	1.249

Source: Authors from SPSS statistical software v21

The final linear regression model can be expressed as equation (2):

$$\text{Perception of tourism benefits} = 2.270 + 0.369 (\text{Economic factors}) + 0.253 (\text{Social factors}) - 0.123* (\text{Institutional factors}) + \varepsilon (2)$$

This model represents the linear relationship between Perception of tourism benefits in the tourism sector and the three main dimensions of development: economic, social, and institutional. Analytical interpretation of the results in Table 7 shows that for Economic factors ($\beta = 0.369$, $p < 0.001$, 95% CI = [0.289, 0.450]), a one-unit increase is associated with an average increase of 0.369 units in community benefits, holding other factors constant. The confidence interval does not include zero, confirming a stable and statistically significant effect. For Social factors ($\beta = 0.253$, $p < 0.001$, 95% CI = [0.150, 0.357]), a one-unit improvement leads to an average increase of 0.253 units in tourism benefits. Again, the confidence interval excludes zero, confirming a stable and statistically significant effect. For Institutional factors ($\beta = -0.123$, $p < 0.001$, 95% CI = [-0.177, -0.068]), the analysis shows that a one-unit increase in perception of institutional influence is associated with a decrease in tourism benefits. The confidence interval also excludes zero, confirming a stable and statistically significant effect. Summarizing the direction and magnitude of effects (Standardized Beta), the standardized coefficients show that Economic factors ($\beta = 0.411$) exert the strongest positive influence, Social factors ($\beta = 0.240$) exert a moderate positive influence, while Institutional

factors ($\beta = -0.185$) exert a moderate negative influence. Thus, economic factors are dominant in explaining the variation in tourism benefits. Since the overall model is statistically significant and all included factors have meaningful statistical effects ($\beta_j \neq 0$ and $p < 0.05$), the null hypothesis (H_0) is rejected. Instead, the alternative hypothesis (H_a) is accepted: ‘The four factors of the tourism industry—social, economic, infrastructural, and institutional—significantly influence community perception of tourism benefits.

6 Conclusion

This paper has provided an analysis of the evaluation of the perception that the local community has regarding the development of tourism in Gjirokastrër county.

The results of Pearson’s bivariate correlations support a model in which infrastructure and the economy constitute the functional core of the tourism system. The social factor operates as a catalyst, while the institutional factor plays a weaker and more indirect role. This suggests a structure characterized by functional asymmetry, where not all factors contribute equally to the sector.

Although the regression model does not provide highly reliable predictions, it remains valuable for analysis and for partially understanding the relationships between variables in tourism. This sector is indeed complex, and different factors influence it: social, psychological, economic, and institutional. Therefore, this model is useful because it can provide information about the main trends and the main

factors that affect tourism. In this area, even a 30% explanation can have practical value for policymakers and destination managers.

In conclusion, the empirical results confirm that economic and social development related to tourism increases positive community perception, whereas institutional aspects can constitute obstacles that negatively affect this perception. These findings have important implications for policymaking and management of the tourism sector, both at the central and local levels. They highlight the need to improve the institutional framework and support economic and social factors. Local authorities can formulate strategies for participatory tourism and engage the host community in supporting tourism development [18]. Engaging communities in decision-making processes, capacity-building initiatives and benefit-sharing mechanisms can enhance the socio-economic benefits of tourism while fostering a sense of ownership and pride [43].

This study has some limitations. The first limitation concerns the data collection process, during which the authors encountered several challenges, particularly in accessing secondary data and due to the lack of empirical knowledge among the stakeholders. A second limitation lies in the fact that the model incorporates only four factors. Future research should aim to expand the scope by including additional variables, thereby providing a more comprehensive understanding of tourism development

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Contribution of Individual Authors to the Creation of a Scientific Article (Ghostwriting Policy)

Irena Boboli carried out the methodology, processing of questionnaire, data base statistical processing and the organization of the paper.

Rigels Halili carried out processing of questionnaire, the literature review and the collection of secondary data.

Drita Luzo carried out the collection of primary data.

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Conflict of Interest

The authors have no conflicts of interest to declare.

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