

**OVERVIEW ON TOURISM AND ECOTOURISM POTENTIAL
TO KARABURUN – SAZAN MARINE COASTAL PROTECTED AREA**



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**Genc Metohu, local consultant
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Introduction

Assignment Terms of Reference

Within the assignment Terms of Reference the overall objective for the assignment has been given as:

..... to provide assistance regarding ecotourism resources trends, challenges and possible synergies which contribute into improvement of bio-geographical representation and efficient management mechanism for MCPA, as well as streamline current and potential activities related to tourism and eco-tourism, determining the feasibility of establishing community-based eco-tourism with recommends improvements

Background to the assignment

Karaburun – Sazan Marine Protected Area, is approved by decision of Council of Ministers No.289, date 28.4.2010 with a total area of 12 570.82 ha, compound by Karaburun marine area of 9848.95 ha and Sazani marine area of 2721.87 ha.

With the new development urban area of Orikumi town based on the regulatory urban plan and the tourism developments alongside the coast of Rradhima and Orikumi, the pressure to the protected area is increasing. The pressures, both to marine and terrestrial protected areas are coming from illegal constructions, forest fires, illegal fishing, uncontrolled diving, uncontrolled recreational activities. The pressure in the marine area till now has not been so critical because of the sea moratorium, too. This moratorium has been in power for seven years till from 3.04.2006 with the aim fighting the illegal traffics. For the time being the moratorium has exceeded its term. In the meantime, the government has not made any requirement to postpone for the third time the term of moratorium to the parliament. While the pressure on terrestrial site, mainly of Karaburun peninsula, has been much more related to the yearly fires during the summertime set by shepherds burnings the grass on the slopes, than uncontrolled development because of the restricted access by marine military base located at Orikum bay.

Nature Protection status in the area

Referring to the present situation of the protected status at the area the situation is as below:

- Marine Protected Area Karaburun – Sazan (Cat. II according to IUCN categorization of protected areas)
- Nature Managed Reserve Rreza e Kanalit – Karaburun Peninsula (Cat. IV according to IUCN categorization of protected areas)
- Llogara National Park (Cat. II according to IUCN categorization of protected areas)
- There are a number of nature and culture monuments also legally protected within this area.

1. TOURISM MARKET

Tourism has great potential as an activity that if properly planned and managed can have a minimal impact on the terrestrial and marine environment, while generating income for the communities living at surroundings there; and, as a greater numbers of tourists seek more educational experiences in natural environments.

1.1 Importance of International Tourism

Tourism is one of the biggest and fastest growing industries in the world. According to the World Tourism Organization (UNWTO), international tourist arrivals have shown virtually uninterrupted growth – from 277 million in 1980 to 940 million in 2010 and to reach 983 million worldwide in 2011¹. Growth of tourism to some of the least developed countries is far higher than the average global rate, and tourism is an increasingly important economic development tool for many developing countries. It requires lower capital expenditure for job creation than other industries, and generates employment particularly for women and young people, as well as providing opportunities for entrepreneurship and development of small firms.

According to the World Travel & Tourism Council (WTTC), tourism and related activities are estimated to generate some 9.6% of the world's Gross Domestic Product (GDP), while the tourism sector is the largest employer, accounting for some 225 million jobs or 10.7% of the global labour force (WTTC, 2008). International tourism receipts for 2011 are estimated at US\$ 1,030 billion worldwide, up from US\$ 928 billion in 2010 (+3.9% in real terms), setting new records in most destinations despite economic challenges in many source markets. The benefits of tourism, mainly economic, have been enormous, especially for developing and poor countries that have limited sources of foreign currency. At the same time, however, tourism also has negative impacts. In particular, tourism tends to take place in some of the world's most fragile of environments – coastal zones and mountain regions – and if not managed properly threatens the very resources that attract tourists in the first place, as well as causing damage to the ability of these regions to provide environmental services.

1.2 Tourism Outlook

1.2.1 Determinants of Demand

The primary determinants of tourism are:

- ⇒ Demographic – population trends in the main generating market and the makeup of that position. In the international market, the aging population in many of the major source markets is becoming dominant in travel demand and represent an increasing segment of the travelling population, by 2050 the United Nations predict that 22.1% of the global population will be over 60 years and by the mid century many industrial countries will have a median age of 50 or higher. Older individuals have more free time and disposable income and tend to be more interested in protected area recreation opportunities². In the domestic market, as given on 1st January 2013, 20% of the population is between the age of 0 and 14 years³, the implications are that an increasing number of opportunities for active sports and recreation will be sought to meet increasing demands in the near future as this demographic group matures.
- ⇒ Income – the level of discretionary income per capita in the market areas. Gross National Product (GNP) growth in the main source markets (domestic and international) has provided the discretionary income that has supported the growth in recent years. Even with the financial crises in the main source markets, this growth in GNP is expected to continue in the years ahead.

¹ UNWTO (2011b) *Tourism Towards 2030*. Madrid.

² World Commission on Protected Areas (2002) *Sustainable Tourism in Protected Areas* Cambridge IUCN

³ Instituti Statistikes (2013) *Popullsia 1 janar 2001-2013 sipas grupmoshave* (<http://www.instat.gov.al/al/themes/popullsia.aspx?tab=tabs-5>)

- ⇒ Price – the level of price in the host country and price relative to competing countries. The competitiveness of tourism is primarily influenced by two factors – price and quality.
- ⇒ Destination Appeal – the strength of the product attractions in the host country. A tourist destination's attractiveness is strongly influenced by the quality and range of visitor attractions it can offer. The appropriateness of accommodation and other facilities in meeting the needs of increasingly sophisticated travellers.
Improving transport links can clearly stimulate growth in demand by opening up new market areas. The development of special interest tourist products designed to meet emerging markets needs to become a key consideration in a destinations appeal.
- ⇒ Awareness – the level and quality of promotional programmes in stimulating consumer awareness. The extent and effectiveness of the destination marketing is becoming more critical in the face of increasing competition.

1.2.2 Customer Trends

International tourism and its markets are facing unprecedented change because of the demographic shifts, changing lifestyle values, and rapidly evolving technologies. Education and experience are shaping customer's attitudes.

The following characteristics provide pointers for future tourism development and marketing for international clientele based on their expectations.

- ⇒ They are becoming more sophisticated; more educated and travel experienced; they demand increasingly higher standards. They require greater authenticity and more 'discovery'. 'Discovery' refers to something requiring exploration, investigation or a chance encounter; in essence - an experience
- ⇒ They are older and more affluent, more physically and mentally active, and require a greater range of activity orientated experience.
- ⇒ They are more self-aware in an increasingly stressful world, prefer less crowded environments and do not want to waste time in travel to and from their destinations.
- ⇒ They value learning and self-improvement. They are more discerning and seek fulfilling experiences beyond mere relaxation. They want to become involved with their holiday environment, learn new skills and interact with communities at their destination.
- ⇒ They look for holidays that have a low impact on both the physical and cultural environment.
- ⇒ They are increasingly looking for better value for money and transparent cost structures, and they make comparative value judgements on a more global basis.

1.3 Tourism market

Tourism comprises a variety of market segments. The main market segments that affect protected areas are mass tourism/'sun, sea and sand', nature tourism/adventure tourism, eco-tourism/nature-based tourism and cultural tourism.

1.3.1 Mass tourism

Traditional 'sun, sea and sand' tourism remains the largest tourism segment in international tourism. Mass tourists are looking for relaxing holidays often based around with 'sun, sea and sand' and entertainment. Traditional 'sun, sea and sand' mass tourism holidays are sold to tourists as all-inclusive holiday packages. They comprise flights, local transfers, accommodation and meals and are organised and marketed by tour operators at the source markets. During their holidays, tourists may choose to go on one or more excursions to visit local attractions, such as shopping areas, local towns, or theme parks. But also their visits may include famous sites, many of which may be in protected areas. Mass tourists tend to be more likely to visit cultural sites rather than natural sites, but some excursions incorporate visits to natural sites to view wildlife, to enjoy the surroundings, or to participate in hiking, boat trips,

snorkelling or scuba diving. In this context, within the mass tourism segment there is a growing demand for excursions to protected areas which are located near to mass tourism resorts.

Coastal Tourism

Coastal Tourism defines as all kinds of tourism located in the coastal areas and based on resource combination at the border of land and sea environments. Therefore coastal tourism includes a diverse group of tourism types and activities. Big lakes can also provide the preconditions for coastal tourism.

Types of coastal tourism activities:

Sun and Beach Tourism

A traditionally important type of coastal tourism is the sun & beach tourism. This type of tourism is characterised by tourist looking for sandy beaches, sunshine, attractive clean water and social interactions connected to this main activities. In the middle of the 20th century sun & beach tourism in Europe turned into mass tourism at many destinations and became affordable for nearly everyone. Sun and beach tourism is still one of the biggest tourism types.

Special interest tourism

The coastal areas offering with their combination at the border of land and sea environments a lot of potentials and possibilities for various special interest tourism types:

- **Nautical Tourism**
Nautical Tourism can include such activities as recreational boating, marinas, cruises, water sports, water based tourism such as marine wildlife tourism (marine parks), maritime history and education and associated land based components such as hotels/resorts, cafes/restaurants. Further types of nautical tourism are sailing, motorboat cruises, recreational fishing, water skiing, courses to earn sailing or motorboat certificates, etc..
- **Diving Tourism**
This includes diving in freshwater as well as in the sea, but excludes all types of snorkelling. Specialist equipment is required (most notably a diving cylinder and regulator), but wet (or dry) suits are also usually worn for warmth and protection. Whilst it is not essential to have passed a diving qualification to dive, most commercial operators will only take customers who have a valid form of certificate, which shows they have reached a certain level of competence. Alternatively they provide training to attain this certificate.

1.3.2 Nature Tourism

Nature tourism refers to all tourism types in which the main motivation of the tourists is the observation and appreciation of nature as well as the traditional cultures prevailing in natural areas.

Adventure tourism

Adventure tourism is a growing segment of the speciality tourism market. The prime motivation for travel is adventure rather than to enjoy nature. Activities could be “Hard” adventure or “Soft” adventure. “Hard” adventure are sport orientated activities like climbing / mountaineering, off-road mountain biking, trekking, paragliding, white-water kayaking, rafting, caving, surfing, windsurfing, scuba diving, ballooning etc.. While “Soft” adventure are activities like trekking, hiking, bicycling, horseback riding, mountain biking/bicycling, camping, walking tours, bird and wildlife watching, river and lake canoeing, eco tourism, etc. This can involve travel in remote areas, some of which may be protected areas.

Many outdoor activities the adventure travellers are engaged in are potentially damaging to environment and site conservation. For example, mountain biking can cause serious damage

to paths and trails in fragile habitats, as well as general disturbance to wildlife. For this reason, it is important to know the damages that any adventure tourism activities can create to the nature environment and PA management to keep them away from the most sensitive parts of sites of the protected areas and to limit the amount and timing of adventure activities there. On the other side, it is important too, to raise awareness amongst adventure travellers of ways to minimise their impacts and of the main conservation activities on the site. The nature tourism market can be specified as indicated to Table 1 below.

Table 1: Market - Product Feature Matrix

Type	Main interest	Importance of intact nature	Demands on guides	Standards of comfort	Quantitative demand potential
Committed nature tourist	Experiencing nature, special interests	Very important	Special knowledge of ecology	Low	Low
Interested nature tourist	Experiencing nature, ecological interrelationships	Important	Good knowledge of ecology	Low to high	Moderate
Casual nature tourist	Easily accessible, obvious nature attractions	Less important	Unspecific knowledge of ecology	Moderate to high	High
Sports/adventure tourist	Focus on activities	Nature as a backdrop	Area and technical knowledge	Low	Moderate to high (diving)
Hunting/fishing tourist	Focus on activities	Nature as a backdrop	Area and technical knowledge	Low	Low
Nature tourist with cultural interest	Natural and cultural experience	Important	Good ecological and very good cultural knowledge	Low	Moderate

Source: The Ecotourism Training Manual for Protected Area Managers

Ecotourism/nature-based tourism

Ecotourism is characterized as responsible travel to natural areas that preserve and respect the environment and improve the welfare of local residents. The primary objective of ecotourism/nature-based tourism is to visit and see attractive natural environments and their wildlife. Examples are nature and bird watching, walking and horseback riding, scuba diving, guided wildlife tours and nature photography. National Parks and Protected Areas are the main reason for selecting a travel destination.

According to World Tourism Organisation (WTO) surveys⁴ in key tourism generating markets, ecotourism enthusiasts are mostly high educated people, travel experienced, over 35 and women slightly outnumber men. Eco-tourism trips typically last 8-14 days and eco-tourists spend more than general tourists. According to the survey, the Germany market potential for ecotourism probably represents some 14.5 million travellers in 2000 (total market 48.4 million). These tend to be people in their 40s, highly educated people with an income between 1,500-2,500 Eur (50% market), and above 2,500 Eur another 50% of the market. The German profile is similar to that of the UK, France and Canada, while the Spanish, Italian and US markets are slightly younger and lower spending.

Ecotourism and nature-based tourism in general have been seen as the key segments of the tourism sector that will generate and spread benefits into conservation. However, in order to gain any benefits from this type of tourism, it is necessary for policy makers, conservation managers and protected area administrators to understand these tourism markets and how to use these to attract tourists.

⁴ WTO, 2001. The British Ecotourism Market, World Tourism Organization, Madrid;
WTO, 2001. The German Ecotourism Market, World Tourism Organization, Madrid.

International Market profile for nature/eco-tourists

Activity preferences of nature/eco-tourists vary by source markets. According to UWTO, the following list provides some examples.

- Germany: trekking and hiking, safaris/expeditions, and bicycle trips
- UK: viewing wildlife, being in wilderness areas, and meeting indigenous people and seeing their culture
- France: visit to cultural sites and monuments, walking/trekking, participation in local festivals
- Italy: open-air excursions, discovery of natural/cultural heritage, and discovery of typical products
- Canada: hiking, camping and walking
- USA: environmental excursions, dining and shopping.

1.3.3 Cultural tourism

Cultural Tourism is a form of special interest tourism based on the search for participation in new cultural experiences, whether they are aesthetic, intellectual, or emotional and relies primarily on heritage sites and living culture expressions.

Cultural travel market

Based on the WTO and Travel & Tourism Intelligence estimates⁵ the size of markets for **cultural tourism** are currently believed to represent more than 60 million tourists per year, with projected annual growth rates of 15% through to 2010. Depending on the definition, the full range of nature-oriented tourism could represent as much as half of all tourism and has shown spectacular growth rates for more than a decade.

Cultural tourists may either be special interest travellers or those participating in “mass tourism” activities but want to enrich their tourism experience. Independent travellers are also known to be culturally curious and include a large number of special interest travellers. This FIT (free independent traveller) market segment includes a range from the backpackers to those using five star hotels and can be persuaded to change itineraries and to extend their stay in areas where there are special interests. Budget FIT travellers generally spend less per day than group travellers but are local spenders as they use local transport facilities, stay in locally owned guesthouses and sometimes purchase tours from the small locally owned travel agencies.

Cultural tourists tend to:

- belong to the 45-64 age group and be females;
- have some post-secondary education and higher income level;
- spend between eight to ten per cent more per day when travelling compared to leisure travellers;
- stay longer at a destination;
- use more commercial accommodation;
- spend more on consumer products such as souvenirs, arts, crafts and clothing;
- combine cultural with non-cultural experiences;
- look for learning/educational experiences; and
- seek a sense of people and place.

The interests and attractions vary based on the form of tourism as shown in the following table 2. Rural tourism could also be considered under the umbrella of cultural tourism.

⁵ WTO, Travel and Tourism Analyst, No. 4, 2001 by Travel and Tourism Intelligence

Table 2: Cultural Tourism and Attractions

Form of Tourism	Attractions
Historical/archaeological tourism	Historic monuments, ruins, excavations
Ethnic tourism	Traditional/indigenous communities and their folklore, buildings, livelihoods, handicrafts, shrines
Rural tourism (agro-tourism)	Rural estates, interesting villages, cultural landscapes and farming activities (e.g. rice terraces), horseback riding
Travel oriented toward learning and education	Courses and workshops (music, handicrafts, languages, natural medicine, dance, food etc.) drawing upon authentic local skills

Source: Ecotourism Training Manual for Protected Area Managers

1.3.4 Rural tourism

Rural tourism refers to trips and holidays in a countryside setting when rural culture is a key component of the product on offer. The distinguishing feature of rural tourism is search for tranquillity and space for outdoor recreation in rural settings rather than being specifically linked to nature, and the experience of life in the countryside giving to the visitors personalised contact, a taste of the physical and human environment of the countryside and, as far as possible, allowing visitor participation in the day-to-day activities, in the traditions and lifestyle of the local people. There is also a strong cultural and educational element in this form of leisure tourism.

- During rural holidays, visitors can be involved in rural activities/products and experiences such as: visits to national and natural parks, walking/hiking and trekking, bicycling, mountain-biking, horseback riding, adventure sports, fishing, hunting, bird watching, camping and caravanning, heritage tourism in rural areas, visiting historic sites and museums, painting, arts and crafts, music and dance, literary, drama and music festivals, scenic drives and enjoyment of rural landscape.
- Closely related to rural tourism is agro-tourism which refers to actual stays of tourists on farms and their participation in farm life including all forms of visits to farms for educative and enjoyment reasons.
Agro-tourism involves providing tourists with authentic agricultural experiences such as farming, cheese making, and animal tending, visiting farm shops, enjoying food, drink and accommodation in rural locations.
- Preferable accommodation facilities in rural tourism are B&B, farmhouses, small family-style pensions or hotels, campsites, etc.. The preferred accommodation should be small - less than 15 beds, and offering parking possibilities for cars. Important are the provision of certain international standards in all accommodation facilities. Most important are sanitary equipment, hygiene standards, the quality of the bed and security issues like electric installation, stairways etc.. Important is also the attractive surrounding, gardens, villages or rural areas.

Rural tourism market

Rural tourism is an important market segment in Europe and is dominated by FIT market and does not have to rely so heavily on inbound tour operators. European rural tourists are eager to:

- make arrangements themselves directly with accommodation providers;
- use widely the internet and therefore online booking facilities are likely to be in demand;
- plan their own itineraries using information they find themselves and self-guide themselves around the region;
- spend time in the countryside and in national parks exploring local culture but are likely to venture for short trips to larger towns for cultural attractions;
- enjoy country living and will welcome the opportunity to participate in small scale agricultural activities (fruit-picking, etc) including the opportunity to taste local cuisine and local wines.

Majority of those interested in rural countryside are mainly from the middle or upper classes, and attach great significance to local values and the local cultural identity. Rural tourism products tend to be sought by families, usually with children between the ages of five and eleven, and by couples between the ages of 50 and 65. The former are often attracted by the prospect of staying close to animals on a farm, whilst the latter for the rural qualities such a vacation offers. In broad terms, the main market segments are families, empty nesters and seniors.

The growth of rural tourism is expected to continue, although there is not expected to be a massive shift of tourists towards this segment. However, there are sections of the mass tourism market which are looking for a more customized holiday away from the major resorts, and it is this segment that is likely to be attracted by rural tourism products.

2. PROTECTED AREAS AND RELATED TOURISM ACTIVITIES

2.1 IUCN Management Categories of Protected Areas

Within the IUCN definition, protected areas are managed for many different purposes. To help improve understanding and promote awareness of protected area purposes, IUCN has developed a six category system of protected areas identified by their primary management objective (IUCN 2008), as shown in Table 3 below.

Table 3: IUCN Management Categories of Protected Areas (IUCN, 2008)

Category	Category Description
Ia	Strict Nature Reserve: Category Ia are strictly protected areas set aside to protect biodiversity and also possibly geological/geomorphological features, where human visitation, use and impacts are strictly controlled and limited to ensure protection of the conservation values. Such protected areas can serve as indispensable reference areas for scientific research and monitoring.
Ib	Wilderness Area: Category Ib protected areas are usually large unmodified or slightly modified areas, retaining their natural character and influence, without permanent or significant human habitation, which are protected and managed so as to preserve their natural condition.
II	National Park: Category II protected areas are large natural or near natural areas set aside to protect large-scale ecological processes, along with the complement of species and ecosystems characteristic of the area, which also provide a foundation for environmentally and culturally compatible spiritual, scientific, educational, recreational and visitor opportunities.
III	Natural Monument or feature: Category III protected areas are set aside to protect a specific natural monument, which can be a landform, sea mount, submarine cavern, geological feature such as a cave or even a living feature such as an ancient grove. They are generally quite small protected areas and often have high visitor value.
IV	Habitat/Species Management Area: Category IV protected areas aim to protect particular species or habitats and management reflects this priority. Many category IV protected areas will need regular, active interventions to address the requirements of particular species or to maintain habitats, but this is not a requirement of the category.
V	Protected Landscape/Seascape: A protected area where the interaction of people and nature over time has produced an area of distinct character with significant ecological, biological, cultural and scenic value: and where safeguarding the integrity of this interaction is vital to protecting and sustaining the area and its associated nature conservation and other values.
VI	Protected area with sustainable use of natural resources: Category VI protected areas conserve ecosystems and habitats, together with associated cultural values and traditional natural resource management systems. They are generally large, with most of the area in a natural condition, where a proportion is under sustainable natural resource management and where low-level non-industrial use of natural resources compatible with nature conservation is seen as one of the main aims of the area.

Source: IUCN, 2008

2.2 Application of category II (National Park) in marine protected areas

Any of the IUCN categories can be applied in marine environments, although some may be more suitable than others.

Category II: protected areas are large natural or near natural areas set aside to protect large-scale ecological processes, along with the complement of species and ecosystems characteristic of the area, which also provide a foundation for environmentally and culturally compatible spiritual, scientific, educational, recreational and visitor opportunities.

The note below, which gives a range of management approaches, refers to guidance on the specific application of the IUCN categories on marine protected areas defined in the 2008 IUCN Guidelines. Application of Category II in marine protected areas⁶ is given below:

Table 4: Application of category II in marine protected areas

IUCN Category	Notes relating to use in MPAs
Cat. II	Category II areas present a particular challenge in the marine environment, as they are managed for “ecosystem protection”, with provision for visitation, recreational activities and nature tourism . In marine environments, extractive use (of living or dead material) as a key activity is generally not consistent with the objectives of category II areas. This is because many human activities even undertaken at low levels (such as fishing) are now recognised as causing ecological draw-down on resources, and are therefore now seen as incompatible with effective ecosystem protection. Where such uses cannot be actively managed in a category II area to ensure the overall objectives of ecosystem protection are met, consideration may need to be given to whether any take should be permitted at all, or whether the objectives for the reserve, or zone within the reserve, more realistically align with another category (e.g., category V or VI) and should be changed. The conservation of nature in category II areas in the marine environment should be achievable through protection and not require substantial active management or habitat manipulation.

Source: IUCN 2008

Primary objective

- To protect natural biodiversity along with its underlying ecological structure and supporting environmental processes, and to promote education and recreation.

Other objectives:

- To manage the area in order to perpetuate, in as natural a state as possible, representative examples of physiographic regions, biotic communities, genetic resources and unimpaired natural processes;
- To maintain viable and ecologically functional populations and assemblages of native species at densities sufficient to conserve ecosystem integrity and resilience in the long term;
- To contribute in particular to conservation of wide-ranging species, regional ecological processes and migration routes;
- To manage visitor use for inspirational, educational, cultural and recreational purposes at a level which will not cause significant biological or ecological degradation to the natural resources;
- To take into account the needs of indigenous people and local communities, including subsistence resource use, in so far as these will not adversely affect the primary management objective;
- To contribute to local economies through tourism.

From the tourism resource use in MPA it is important to make evident from the table above the ‘Notes relating to use of Category II’⁷:

- *Category II areas should be managed for “ecosystem protection”, **but should also provide for visitation, non-extractive recreational activities and nature tourism (e.g. snorkelling, diving, swimming, boating, etc.) and research (including managed extractive forms of research).***

Characteristics of the category:

- Typically a large proportion of management effort will be focused on the visitor management

⁶ IUCN 2008, Guidelines for Applying Protected Area Management Categories

⁷ IUCN 2012, Guidelines for Applying the IUCN Protected Area Management Categories to Marine Protected Areas

- Often contain considerable tourist infrastructure including roads, tourist camps, trails, wildlife viewing facilities and interpretative centres, all of which require regular maintenance.

Category IV

Primary objective

- To maintain, conserve and restore species and habitats.

Other objectives:

- To protect vegetation patterns or other biological features through traditional management approaches;
- To protect fragments of habitats as components of landscape or seascape-scale conservation strategies;
- To develop public education and appreciation of the species and/or habitats concerned;
- To provide a means by which the urban residents may obtain regular contact with nature.

2.3 Compatibility of forms of tourism to the protected areas

It is important that tourism activities within the protected area be in compliance with the defined management objectives of the protected areas.

The Table 5 below shows that some kind of recreation and tourism is likely to occur as a management objective in every category of protected areas. For the category II, category III and category V, tourism and recreation is a primary objective. While for the category IV, tourism and recreation is a potentially applicable objective.

Table 5: Matrix of management objectives and IUCN protected area management categories (IUCN, 1994)

Management objective	Ia	Ib	II	III	IV	V	VI
Scientific research	1	3	2	2	2	2	3
Wilderness protection	2	1	2	3	3	-	2
Preservation of species and genetic diversity	1	2	1	1	1	2	1
Maintenance of environmental services	2	1	1	-	1	2	1
Protection of specific natural/cultural features	-	-	2	1	3	1	3
Tourism and recreation	-	2	1	1	3	1	3
Education	-	-	2	2	2	2	3
Sustainable use of resources from natural Ecosystems	-	3	3	-	2	2	1
Maintenance of cultural/traditional attributes	-	-	-	-	-	1	2

Key: 1= Primary objective; 2= Secondary objective; 3= Potentially applicable objective;
– = not applicable

Source: IUCN

Since the tourism and recreational activities permitted within MPAs utilise the natural resources protected therein, these activities are generally considered to fall under the category of *eco-tourism*. International Ecotourism Society defines *eco-tourism* as "responsible travel to natural areas which conserves the environment and sustains the well-being of local people". Considering types of tourism in two groups, they could be divided into "ecotourism" (Comprising adventure and nature-based activities) and "other" types of tourism.

Table 6 below shows the types of tourism that fit in relation to the IUCN categories of protected areas. The group of activities under "ecotourism" can be considered 'soft' or 'hard'. 'Soft' activities are those where a more casual, less dedicated approach is taken to the activity or

natural attraction, and a desire to experience it with some basic degree of comfort; whereas 'hard' adventure or ecotourism involves specialist interest or dedicated activity, and a willingness to experience the outdoors or wilderness with few comforts.

Table 6: Compatibility/suitability of forms of tourism with IUCN's Protected Area Management Categories (after Lawson, 2001)

IUCN protected area category	Hard ecotourism	Soft ecotourism	Other forms of tourism
Ia	no	no	no
Ib	yes	no	no
II	Yes	Yes	No
III	Yes	Yes	No
IV	Yes	Yes	No
V	no	Yes	Yes
VI	no	yes	no

Source: IUCN

Protected areas are very attractive settings for the growing demand for outdoor, appreciative activities in natural environments. Challenges for protected area managers are to ensure that while visitors have opportunities to participate in desired activities, they are aware of and maintain the values of the protected area.

The table 7 below is an example of a very simple way of measuring spatial compatibility among activities. It can provide a quick overview of whether spatial incompatibility is absolute or where additional management may be able to maximise co-uses and compatibilities.

Table 7: Estimates of spatial compatibility of different types of sea use

	Offshore wind farms	Marine protected areas	Fisheries	The sea as a public good	Cables	Tourism	Shipping routes	Harbours and ports	Agriculture/run-off	Sand and gravel extraction	Oil and gas exploration	Dumping of dredged material	Aqua- and mariculture	coastal service centres	Nature conservation	Coastal protection	Military use
Offshore wind farms		x	x	x			x			x	x	x					x
Marine protected areas	x		x	x	x	x	x	x	x	x	x	x	x				x
Fisheries	x	x		x	x		x		x	x			x				x
The sea as a public good	x	x	x				x			x	x	x	x				x
Cables		x	x				x		x	x	x	x			x		
Tourism		x													x	x	x
Shipping and shipping routes	x	x	x	x	x					x	x	x	x				x
Harbours and ports		x											x		x		
Agriculture/run-off		x	x	x									x		x		
Sand and gravel extraction	x	x	x	x	x		x			x	x	x	x		x	x	
Oil and gas exploration	x	x		x	x		x			x	x	x	x				x
Dumping of dredging material	x	x		x	x		x			x	x	x	x				
Aqua- und mariculture		x	x	x			x	x	x	x	x	x	x		x		x
Coastal service centres																	
Nature conservation					x	x		x	x	x			x	x		x	x
Coastal protection						x				x					x		x
Military use	x	x	x	x		x	x				x		x		x	x	

x = incompatible; X = conditionally compatible; Blank field = compatible

Source: Marine Spatial Planning (Gee et al. 2006)

3. MANAGING TOURISM IN PROTECTED AREAS

Protected areas are very attractive settings for the growing demand for outdoor, appreciative activities in natural environments. Challenges for protected area managers are to ensure that while visitors have opportunities to participate in desired activities, they are aware of and maintain the values of the protected area. Protection of natural resources and cultural heritages serves as the base for the tourism development. The tourism development at protected areas has to be oriented on the protection aspect, so it means to decline development from certain locations and/or from the promotion of certain activities. To this point, it guarantees the potential development of the tourism in the long run.

3.1 Environmental impacts of tourism activities

As a result of the resurgence of interest in nature, more and more people are visiting protected areas such as World Heritage Sites, Biosphere Reserves, National Parks, Natural Parks, etc. Environmental impacts related to tourism usually occur as a result of a combination of several factors: use of sensitive ecosystems, large visitor numbers and/or inappropriate behaviour of visitors, inappropriate activities to specific PA, lack of adequate PA management. Negative effects caused by tourism can be severe where particularly sensitive species or habitats are affected, even when involving small number of visitors.

The below table 8 gives a classification of the level of the environmental impact that different outdoor recreational and sporting activities create according to the place where they are performed at the natural environment.

Table 8: Classification of outdoor recreational and sporting pursuits according to their potential environmental impact

	LOW	MEDIUM	HIGH
Snowactivities	Cross-country skiing Rackets Dog sleds	Backcountry skiing	Alpine skiing Heliskiing Snowbikes
Land activities	Cycle tourism Nature contemplation Bungee-jumping Spa Cultural tourism Educational tourism Rural tourism	Mountaineering Bathing Mountainbiking Camping Eating in the countryside Rock-climbing Outdoor events/shows Pot-holing Excursions Climbing Fishing Walking Equestrian tourism	Non-regulated camping Hunting Photo-hunting Golf Safari 4x4 driving Motocross Cave visits
Air activities	Model aircraft flying Ballooning	Paragliding Hang-gliding Gliding	Parachute jumping Flying
Aquatic activities	Canoeing Rowing Surfing-Windsurfing Yachting	White water canoeing Hydrobob Hydrospeed Rafting	Ravine descent Water-skiing Speedboat racing Jet-skiing River-skiing Diving
Percentage	30.74%	56.29%	13.17%

Source: ECOTRANS

The pursuit of sports tourism activities in Natural Areas is regulated by the provisions of the Natural Resource Management Plans and the Use and Management Plans of the respective Areas. Account must be therefore taken of the limitations of the zone and the uses permitted therein.

Also, environmental impacts can be caused by different components of tourism, and have to be taken into consideration when Management Planes are developed, accordingly:

- visitor activities and associated infrastructure (trails, etc.)
- transportation (roads, vehicles, etc.)
- behaviour of service providers (guides, drivers, porters, etc.)
- accommodation and catering infrastructure and services (construction of buildings, operation of facilities)
- associated infrastructure (water supply, sewage, energy supply, waste disposal, etc.)
- indirectly induced developments (e.g. immigration of labour, vendors, etc. into the area) leading to increased resource consumption in the area.

Other activities associated with tourism that can prove harmful to the environment are aquatic sports, such as diving or jet-skiing. Diving, especially if accompanied by underwater fishing, can be a serious problem if practised in ecologically-sensitive areas or where there are large concentrations of divers, who can cause nuisance to fauna and damage to plant life or eliminate the few specimens existing in certain coastal parts and prevent their recovery. Sailing can also lead to environmental problems, a case in point being jet-skis, which generate considerable noise pollution. Pleasure boats and yachts can also generate and discharge waste and litter into the sea, diminishing the quality of the marine and coastal ecosystem.

Among the most negative impacts of tourism in protected areas the following deserve mention:

- Construction of tourism or communications infrastructure in protected areas, leading to direct or indirect negative impacts.
- Human presence causes environmental stress and changes in animal behaviour. If not managed adequately, the concentration of large numbers of visitors at specific times of the year can endanger the conservation role of the areas in question.
- The introduction of foreign species endangers the delicate equilibrium of existing populations in the zone.
- Poaching has resulted in the extinction of many species of animal and fish, causing irreparable harm to endangered populations.
- Waste and litter left behind deteriorate conditions locally and are a health hazard for protected species.
- Animals are often hit by cars driving through these areas at speed.
- Certain activities, such as climbing, diving etc. can harm plant and animal life, and hence tend to be restricted in certain parts of protected areas.

3.2 Visitor infrastructure in protected areas

Visitor infrastructure has to fulfil a variety of functions in facilitating the tourism use of an area. The following types of infrastructure can be distinguished according to their particular purpose:

- Infrastructure that facilitates certain experiences: viewpoints (platforms, towers), hides to observe wildlife, etc.
- Transportation and movement infrastructure:
 - a) paved or dirt roads for motorised transport including parking lots; in compliance with the objective to promote quiet activities in PA motorised traffic should be kept to a minimum, but may be inevitable because of long distances and visitor safety (dangerous wildlife)
 - b) trails: fulfil a dual role by providing visitors the opportunity for physical activities (strolls, hiking, trekking) and to enjoy nature besides their function to lead from point A to point B; special trails can be provided for bicycles and horseback riding
 - c) waterways: piers and jetties along suitable streams and on lakeshores; travelling by boat (motorised or non-motorised) within a PA is usually an attraction in itself.
- information-related infrastructure: directional signs (inside and outside of a PA), signs informing visitors about regulations, appropriate behaviour, etc.
- interpretative infrastructure: exhibitions, indoor or outdoor displays, signs, etc. at viewpoints and along interpretative trails

- infrastructure that meets the various physical needs of visitors: rest areas, picnic areas, toilets, water fountains, shelters
- access points and reception areas: parking lots and various facilities to inform arriving visitors and control access (ticket booths, entrance gates)
- accommodation infrastructure: campgrounds, huts, lodges
- shops and catering facilities
- staff housing
- supply and waste disposal facilities (water, garbage, electricity)
- visitor centres are often focal points in parks and can concentrate several functions in the same area, such as visitor reception, information and interpretation, rest areas, shops, catering, accommodation buildings. As such they should preferably be placed on the periphery of a PA, which would enable them to serve as a link between the exterior and the interior of the park.

The design of visitor infrastructure should generally meet the following objectives:

- provide visitors with a variety of attractive opportunities to experience nature and the landscape, ranging from solitary backcountry experiences to more crowded sites that are easily accessible
- respect the natural environment and minimise impacts on wildlife, natural ecosystems and other natural features
- be practical and user-friendly.

These basic principles translate into the following considerations for laying out a system of trails and viewpoints:

- the selection of sites (for viewpoints) and the routing of trails is the first decision to be made. It should provide access to a park's most interesting features while avoiding very sensitive ecosystems or wildlife habitats. Alternatively, negative impacts can sometimes be mitigated by specially designing infrastructure in these areas (e.g. boardwalks in dunes or swampy areas to protect the vegetation from trampling; blinds to hide visitors from animals).
- A network of trails with different lengths and degrees of difficulty is recommended. Loop trails are more interesting than having return to the same path.
- Trails should be simple and should appear as natural as possible, although they should be easier to walk on than on surrounding areas to prevent sprawling and resultant impacts from trampling. In addition, hardening or other measures may be required in order to manage for the threat of erosion. In zones that are more heavily utilised (usually involving less experienced and physically less fit persons) trails should be broader, with a hardened surface and possible supplementary features ((such as steps or handrails in difficult sections).

3.3 Financial mechanisms in protected areas

While tourism can be a source of benefits for protected areas, in many cases, protected areas may not have the resources or access to investment that is needed to turn these potential benefits into a reality, and may not be sufficiently equipped to control and manage tourism so that it remains in balance with conservation goals. The first priority for protected areas is therefore to find ways of working with the tourism sector to reduce the impacts of tourism and costs to a site of managing tourism, before exploring the potential of using tourism to raise revenues that can contribute to protected area management. Secondly, where protected areas are able to charge tourists and businesses for access to and use of these sites, there are costs involved in providing the necessary infrastructure, even if it is only basic and in managing tourism in protected areas. Protected areas provide opportunities for tourism, while the commercial tourism sector provides the opportunities and services – through accommodation, catering and transport, as well as marketing – for tourists to visit protected areas. Successful tourism in protected areas requires the ability to develop and market tourism products based on protected areas, and the ability to maintain the quality of these areas for the future.

3.3.1 Financing Models

Investment in environmentally friendly and viable accommodation projects in the protected area will be difficult due to the seasonality of tourism for the time being. Use of an endorsement program to promote environmental and community based practices and principles will enable the region to develop standards and criteria that are crucial to the region's sustainable development.

Box 1: Build – Operate – Transfer (B-O-T)

The Build-Operate-Transfer model has been proven quite effective in emerging markets where sustainable businesses are desired. The model allows for private investors to enter a new market with few government barriers to entry. The original investor is allowed to operate the initial investment for a set period of time with additional government incentives allowing them to maximize their return in the short-run without harming the overall health of the investment in the long run. Once a set period of time has elapsed, the transfer of the business through purchase is facilitated.

The initial investor may be given additional incentives to sell the property such as concessions on capital gains for profitable companies transferred. These investments are typically large and in sectors that can develop supporting industries along with their presence.

Some benefits to the investor are:

- The opportunity to enter a market early and build relationships
- Tax exemptions, deferments, and breaks
- Short term profit flows
- Goodwill in both the community and internationally in the case of emerging market development
- An identified exit strategy

Some community benefits are:

- Increased local employment
- Opportunities for entrepreneurial expansion
- Development of supporting industries
- On the job training in viable tourism industries
- Transfer of intellectual capital and business knowledge

Government benefits include:

- Increasing the economic volume of businesses in poorer areas
- Increasing tax revenue in the long run
- Reducing local dependence on government support programs

The end goal of the B-O-T model is self-sustainability. The transfer of sustainable and profitable businesses and best business practices to the local populations for use in on-going operations, are also goals of this approach.

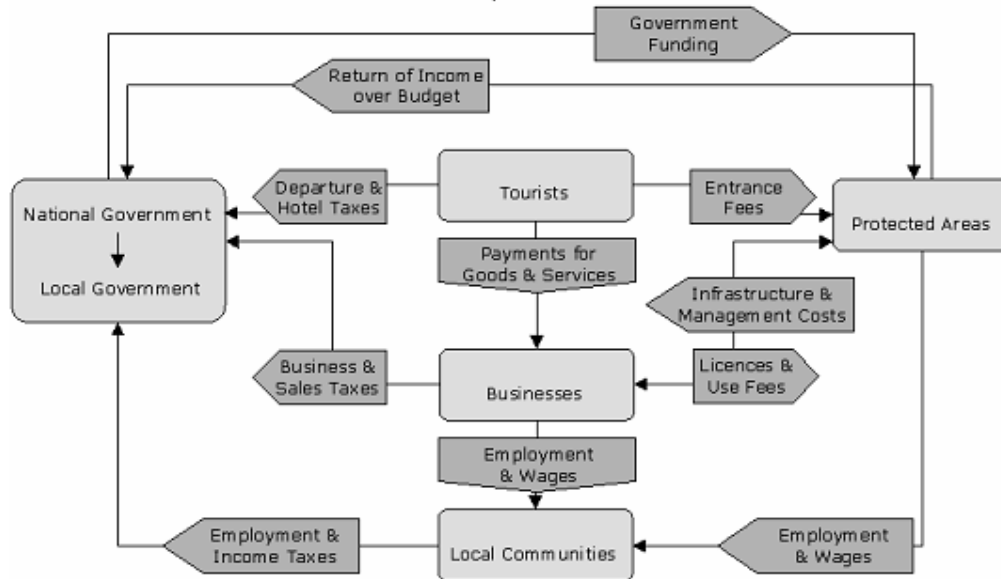
A simple economic model of tourism and protected areas

Figure 1 below shows a simplified model of the flows taxes and revenues associated with tourism and protected areas⁸. Protected areas are able to receive funds from three main sources:

- ⇒ through government funding,
- ⇒ by charging entrance fees to visitors and
- ⇒ by charging businesses that operate within the boundaries of protected areas.

⁸ Font, X., Cochrane, J., and Tapper, R. (2004) Tourism for Protected Area Financing: Understanding tourism revenues for effective management plans, Leeds (UK): Leeds Metropolitan University

Figure 1: An economic model of tourism in protected areas



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3.3.2 Income Generating Mechanisms for Protected Areas

In most protected area systems, tourism fees and charges are an important part of the income of the park. In developing countries the fee income is typically critical to the survival of the park management to cover the management costs. The Table below gives a number of relatively simple market-based mechanisms to generate tourism revenues for conservation⁹.

Table 9: Types of fees and charges in protected areas

Fee type	Description
Entrance fee	Allows access to points beyond the entry gate.
Recreation fees	Fees for recreation programmes and services.
User fee	Fees for facilities within the protected area; e.g. parking, camping, visitor centres, boat use, shelter use, etc.
Concession fees	Charges or revenue shares paid by concessionaires that provide services to protected area visitors.
Merchandise sales	Monies from sales of products, supplies, and souvenirs.
Food sales	Income from groceries and restaurants.
Accommodation	Income from camping and roofed accommodation operated by park.
Licences and permits	For private firms to operate on protected area property; e.g. tour operators, guides, and other users.
Taxes	Hotel room taxes, airport taxes, and vehicle taxes.
Leases and rent fees	Charges for renting or leasing park property or equipment.
Voluntary donations	Includes cash, 'in-kind' gifts, and labour; often through 'friends of the park' groups.

Sources: Eagles, 2001; Brown, 2001.

In general, revenue produced by these activities can be described by the following income-collection categories¹⁰:

Entrance Fees

This is a fee charged to visitors in order to enter a protected area or other ecotourism site. It can be collected at the entrance to the site or previously at another administrative centre. When

⁹ Eagles, Paul F.J., McCool, Stephen F. and Haynes, Christopher D.A. (2002). Sustainable Tourism in Protected Areas: Guidelines for Planning and Management. IUCN Gland, Switzerland and Cambridge, UK

¹⁰ The Nature Conservancy, 2004. Ecotourism Development – A Manual for Conservation Planners and Managers, Volume II: The Business of Ecotourism Management and Development

collected at the point of entry to the protected area it is charged a set amount per car or per individual, alternatively, tour operators may purchase tickets in advance so that visitors on organized tours have the fee included in the total cost of their package. Challenges to successful implementation of entrance fees may include inefficient fee collection, which results in losses of entrance fee revenue from protected areas and it is a source for corruption.

In developing countries, differential fees are common; citizens are typically charged less than foreign visitors are. This is to be encouraged for several reasons:

- Residents of a destination country (i.e., country of site location) are already paying through taxes for protected area conservation;
- Environmental education and recreation objectives of protected areas normally seek to encourage visitation by local people; and
- Foreigners from developed countries are generally willing to pay more for access to protected areas.

Box 2: Case studies

Bonaire, Netherlands Antilles: Bonaire Marine Park operates a user fee system (also called an 'admission ticket') with the fee set at US \$10. Divers are provided with a dive tag to show that they have paid the fee which is valid for one year. The dive fee is collected on behalf of the Park by dive operators. Since all divers need to get their tanks from a dive operator, compliance is near 100% - although there is some recycling of tags, with old ones passed onto new arrivals by divers or operators. In general, though, the MPA has a good working relationship with the operators, who have to participate in an annual refresher course. The park received about 345,000 visitors in 2001 at its 86 dive sites, which generated around \$280,000 in fees. In 2000 80-90% of park management costs were covered by these revenues. Research shows that divers have a significantly higher willingness to pay for access to the park. A dive tag price of \$20 would result in annual revenue of over \$506,000 and would be associated with only a 6% decline in visitation. The study also shows that higher fees could be used to limit diver access to specific areas when there is diver-density related deterioration of the reef⁵³. However, there is resistance from dive tour operators to an increase in the fee, and instead other forms of raising revenue (fees for snorkelling, yacht mooring charges) are being considered.

St. Lucia: The Soufrière Marine Management Authority has both an Annual and a Daily Marine Reserve Dive Fee (\$12 and \$4 respectively), while snorkellers pay \$1 per day. The rationale behind this is so that snorkellers (judged to be less wealthy than divers) will not be deterred. Permits can be purchased from St. Lucian dive operators, licensed dive leaders, or at the Soufrière Marine Management Authority office. There are also vessel fees ranging from \$10-\$25 (the amount depends on the size of boat and length of stay).

Recently in Butrint Archaeological Park is introduced a new electronic ticketing system, funded by Albanian American Development Fund. Ways in which electronic ticketing can increase ticket revenue are through reduced ticket-office resources and increased sales due to each visitor being quickly and accurately accounted for.

Admission Fees

This is a fee collected for the use of a facility or special activity such as a museum or a photography class.

User Fees

This is a fee charged to visitors for undertaking specified activities or for use of specified facilities within protected areas, subject to compliance with protected area regulations (e.g. for parking, camping, fishing, hunting, boating, diving, hiking, recreational programmes, sports, photography, etc.)

Licenses or Permits

These are fees charged to tour operators to allow them to manage visitors in protected areas, e.g., charter boat owners in the Galapagos Islands. Typically, they need to be renewed annually and can be used by protected area managers as a means for controlling and limiting

access to an area. Additionally, they can be issued to allow the visitor to carry out a specific activity that requires special supervision/management because it is infrequently participated in or because demand for this activity must be rationed, such as backcountry camping or rock climbing. It is common for some activities to be rationed in order to reduce human impact and/or provide for a particular visitor experience such as a high level of solitude. It is a good mechanism for monitoring how many visitors actually carry out certain activities. Guides and tour operators may also need special permission to work within the site, for which a fee is usually charged.

Sales

In many cases, the site's administration or third parties may sell souvenirs, food and other products to visitors within the site. Profit from these sales is another source of income. Especially where sales are concerned, profit must be calculated carefully after deducting all costs, such as of purchasing or manufacturing the product, labour costs, etc. Third parties must also make a profit before the site's administration receives a percentage.

Concessions & leases

Concessions and leases are contracts between protected areas and businesses or individuals under which those businesses or individuals are permitted to operate within a protected area and to use certain land or facilities owned by a protected area for a specified period in exchange for making payments to the protected area and subject to compliance with protected area regulations.

Concessions and leases cover a range of permits, leases and licences. Common features are that they allow private companies or individuals to run commercial operations within a protected area while generating financial benefits for the protected area. Activities may include tour guiding, trekking or diving operations, accommodation provision, restaurants, souvenir shops, sport fishing or hunting trips, horse-trekking, hire of kayaks or mountain bikes and the hire or sale of other sports and recreational equipment. A concession or lease may consist of a set fee paid to the protected area authority over an agreed length of time (either annually or in advance), or the amount may relate to the income of the concessionaire, or the fee may include elements of both. Concessions or licenses can be granted to private companies, community groups, or NGOs or other not-for-profit enterprises, and can offer a way of ensuring that communities living in and around the PA can benefit from it economically.

Taxes

A further method of financing protected areas is through taxes. Taxes – levies on certain goods, services or transactions that provide funds for national or local government, and which, in this case, are used to support protected areas.

These may take the form of national taxes levied on all visitors to the country or on users of particular tourism services or products, local taxes levied on users of the protected area or on the use of equipment. The revenues raised are then used for conservation. Bed levies are common around the world, and this is most effective when the area is within one municipality or protected area.

Protected areas need to be realistic about the potential to raise funds from tourism. Most examples of protected areas that have raised significant funds from tourism focus on sites of high tourism potential, often in developed countries or areas with well-established infrastructure and tourism markets.¹¹

Tourism management plans will be needed where tourism takes place in any protected area, and should integrate business realities of tourism with the sites conservation goals. Ideally these plans should be prepared in advance of any tourism activities.

¹¹ Font, X., Cochrane, J., and Tapper, R. (2004) Tourism for Protected Area Financing: Understanding tourism revenues for effective management plans, Leeds (UK): Leeds Metropolitan University

Box 3: The Bonaire Marine Park

The island of Bonaire forms part of the Dutch Caribbean in the Lesser Antilles. The island's waters, extending to the 60 metre depth contour, have been legally protected as a Marine Park since 1979. Divers provide the majority of visitation to the island. The management of the MPA clearly demonstrates the potential for the successful employment of a number of management tools and it is one of the first MPAs in the world to become entirely self-financing. Procedures are relatively simple, but effective:

Divers pay an admission fee as part of their standard check-in procedure. Fees are collected and passed on to the Marine Park in their entirety, with no hidden overhead or administrative costs. Having paid their admission fees, divers are keen to receive information on the marine Park, including its rules and regulations and activities. They are given interpretive information and are required to attend a verbal orientation. Finally, they are obliged to carry out an orientation dive in front of the resort before they are allowed to dive elsewhere in the Marine Park. Research has shown that efforts to educate divers and thereby minimize their impact on the reefs have been very successful. Furthermore, the divers are quick to report any infringements of park regulations (1997).

The user fees contribute further to the maintenance of the park's mooring system, the provision of shore markers, and the maintenance of park facilities and equipment, in addition to funding a children's outreach program, law enforcement activities and several research and monitoring projects. While scuba diving is the main form of tourism, the strategies used to manage it should be considered for other marine activities.

3.3.3 Costs and benefits for protected areas

In developing countries income generation is one of the main – if not the most important – reason to actively develop or support ecotourism in PAs. So far, however, the financial potential of ecotourism has not been fully realised. In most cases only a very small fraction of overall travel expenses accrues to PA administration. This is due to a number of reasons, in spite of most eco-tourists' high willingness to pay for the conservation of natural attractions. Private tourism enterprises often oppose use fees citing price pressure from competing destinations and non-transparent use of fees by PA administrations. The below principles and recommendations¹² should be checked, in order to effectively realise the financial potential of ecotourism:

Types of income:

- From tourists: entrance fees for specific facilities (e.g. Campgrounds) or services From tourism businesses: sales, concession, licence or permit fees
- Hunting fees, fishing licences
- Creating additional sources of income (shops, restaurants, tourism facilities and services)

Criteria for setting fees

- Attractiveness of resources and quality of visitor infrastructure and services
- Market potential (willingness of visitors to pay a certain amount of money)
- Cost recovery/profitability (income should exceed or at least equal costs for visitor infrastructure, services and management)
- Differentiation of fees for different groups (e.g. foreigners vs. nationals; education groups)
- Using fees as an instrument of visitor managements (e.g. to decrease visitation in highly impacted areas or to increase it in less visited zones or during off-season)
- Flexibility according to changing situations (e.g. changes in demand)

¹² Strasdas W., 2002. The Ecotourism Training Manual for Protected Area Managers

Use of income

- Sustain tourists services and infrastructure
- Secure use for conservation purposes
- Secure use for local people (e.g. compensation payments, training)
- Avoid cutback of government funds

Additional considerations

- Create adequate institutional framework for tourism management and the management of the income from the tourism (autonomous organisation, NGO, private concessionaire)
- Develop a business plan for tourism investments and operations
- When charging fees, offer something in exchange (e.g. brochure) and communicate the purpose of the fees
- Ensure transparency in the use of fees, especially for those who pay them.

3.3.4 Local Participation and Protected Area

The participation of stakeholders involved in, or who may be affected by, tourism is essential for the integrated management of tourism and biodiversity. This participation and involvement must always include indigenous and local communities that may be affected by or involved in tourism. Box 4 below sets out the key principles that should be adhered to when considering local people and protected areas. These principles must be coupled with policies and action plans that encourage employment and growth of the local economy in a sustainable way.

Box 4: Local People and Protected Areas – Key Principles

Key Principles

- ⇒ Local people should be fully involved in making decisions about the management objectives and policies
- ⇒ the needs of local communities should be assessed and information arising from these consultations should be used in protected area planning and management
- ⇒ the creation and management of protected areas should be co-ordinated with the provision of infrastructure and services, as well as development of sustainable rural land use
- ⇒ the maintenance of agricultural biodiversity, fuel supply, livestock bloodlines, forage systems and range management should be assured because local people may not have viable options for supporting protected area management until they achieve higher productivity in their core economic activities and meet their basic needs
- ⇒ the selection and training of local protected area staff should be recognised as critical in relation to community involvement. Skills in areas such as community consultation need to be developed
- ⇒ there should be evaluation and analysis of successful models of community involvement, with wide dissemination of the results. There also needs to be a sharing of experience between those working in different cultural and economic contexts.

Source IUCN 1994

The National Park administration must therefore be one of the catalysts to assist the Park community in social and economic development matters, but cannot and must not act in the role of a development agency. The National Park administration will, in developing its own activities, work in partnership with the local stakeholder groups, development agencies and organisations to support the rural economy and communities in ways which will conserve and enhance the special qualities of the National Park.

The Guidelines¹³ in Box 5 below asks a number of questions which are useful in identifying the key stakeholders for a protected area.

¹³ IUCN 2003, Guidelines for Management Planning of Protected Areas

Box 5: Guidelines on identifying the key stakeholders

Key **individuals** with influence on protected area might include:

- ministers and directors of other land and resource management authorities
- the leaders of the local community, action group or progress association
- adjacent landowners and home owners
- occupiers, including practising farmers and those renting property, or with licences or leases near the protected area
- business managers, the work force and their representatives involved in particular economic activities such as water supply, forestry, mineral extraction, fisheries and tourism
- protected area planners, managers and their work force
- representatives of those who organise or influence visitors to the area for leisure and recreational pursuits
- researchers with sites or projects in or near area

The following **questions** may help identify the key stakeholders:

1. What are people's relationships with the area – how do they use and value it?
2. What are their various roles and responsibilities?
3. In what ways are they likely to be affected by any management initiative?
4. What is the current impact of their activities on the values of the protected area

Source: IUCN 2003

The participation and consultation of stakeholders applies to all aspects of planning and management associated with tourism and biodiversity, including the preparation of strategic development plans, community development plans, and the assessment and decision-making regarding specific proposals for tourism activities and development. Potential stakeholders include¹⁴, but are not limited to:

Public Sector

- Municipal authorities
- Regional authorities
- Various levels of government responsible for tourism and its key assets
- Other ministries and agencies in areas affecting tourism

Private Sector

- Tour operators and travel agents
- Accommodation, restaurants and attractions, and their associates
- Transportation and other service providers
- Guides, interpreters and outfitters
- Suppliers to the industry
- Tourism and trade organizations
- Business development organizations

NGOs

- Environmental groups
- Conservation groups
- Other interest groups (hunters, fishers and sports/adventure associations)

Communities

- Indigenous and local communities
- Local community groups
- Native and cultural groups
- Traditional leaders

¹⁴ UNEP, User's Manual on the CBD Guidelines on biodiversity and Tourism Development

Tourists

- Organizations representing tourists in the region and point(s) of origin
- International tourism organizations

Protected areas can be catalysts for rural development by providing opportunities for developing services and marketing locally produced products. Whilst there will be controls and measures put in place to manage the Park, emphasis must be placed on maximising the positive interaction between the Park management and local residents. It is therefore crucial that the interests of the local population are not only taken care of in the management process, but that active measures are taken to encourage the participation and inclusion of the local community in the parks activities and accruing benefits.

Community participation in ecotourism can be based on the PA itself, or supplementary products may be developed based on cultural attractions as many ecotourists are also interested in such experiences. The table gives a summary of types of local economic participation in tourism.

Table 10: Types of local economic participation in tourism

Type of participation	Level of skill required	Level of empowerment	Security of return (risk)	Direction of benefits	Contribution to local development
Reception of PA use fees	none	none	secure	community as a whole	low
Sale of land to investor	none ¹	low	very secure	individuals or community as a whole ²	low
Rent of land or delegation of use rights	none ³	low	secure	individuals or community as a whole ⁴	low
Employment by outside investor	low to moderate ⁵	low	fairly secure	individuals (potentially including poorest members)	moderate
Supply of goods and services	low to moderate ⁶	low to moderate	fairly secure	individuals (favouring more active members)	moderate
Community – private sector joint venture	moderate	moderate to high	fairly secure	active individuals and community as a whole ⁷	high
Independent community enterprise	high	high	insecure	active individuals and community as a whole ⁸	high
Individual local enterprise	high	high	insecure	active individuals	high

Source: based on STRASDAS 2001 and TOURISM KWAZULU NATAL (no date)

¹except for ability to negotiate favourable terms

²depending on land tenure

³except for ability to negotiate favourable terms

⁴depending on land tenure and use rights

⁵high for qualified positions

⁶high for qualified guides

⁷depending on arrangements with the investor

⁸depending on arrangements between the community and the group operating the enterprise

3.3.5 Local Participation in Orikumi area

The experience till now shows the involvement of local population of Orikumi in organisations and active associations¹⁵ is low, although the people would prefer the Municipality organises more public meetings and involve them in local decision-making. While the women are somehow active and involved in meetings organised by local government, the youths show interest in activities organised by the Municipality in themes such as environmental protection, cultural activities, et.. Local population seems to be ready to convert their houses and other buildings to offer accommodation to tourists¹⁶, such as bed and breakfast, etc..

¹⁵ Puka, M., December 2012. Socio-Economic Study for the MCPA Karaburun – Sazan

¹⁶ SIM Spa, iMed, 2005. Heritage Assets Mapping - Albania Integrated Coastal Management and clean-up Program

4. INSTITUTIONAL FRAMEWORK FOR TOURISM

4.1 Institutions that influence tourism at the national level

- The Ministry of Tourism, Culture, Youth and Sports (MoTCYS) is responsible for the set-up, implementation and monitoring of the National Tourism Strategy, the comprehensive legal framework for tourism development, related planning and development process, support for regional administration and tourism organization at the national, regional and local level.
- The Ministry of Environment, Forests and Water Administration (MoEFWA) is responsible for environment policies and sustainable management of nature resources that will enable the development of tourism in protected areas through management and administration of Protected Areas and National Parks, sustainable use of resources, access rules, payback schemes as well as tourism environment impact assessment.
- The Ministry of Public Works, Transport and Communication (MoPWTC) is responsible for urban planning, road maintenance and investment for new tourism roads, development of the sea transport and civil aviation transport in priority tourism areas.
- The Ministry of Agriculture and Consumers' Protection is responsible for the development and implementation of strategies for rural development, as well as for issues related to quality and safety of food and beverages.
- The Ministry of Education and Science provides education programmes including tourism curricula and training for qualified tourism workers.
- The Ministry of Interior has a role in collecting immigration statistics as well as coordinating with local governments.
- The Ministry of Finance is a key ministry for tourism development, particularly in the area of taxation policy and budget allocation.
- The Bank of Albania has a key role in coordinating the collection of tourism related statistics.
- The Archeology Institute and the Culture Monument Institute (under the Ministry of Tourism, Culture, Youth and Sports).
- Private Sector Associations concerned with tourism.
- International donors with active role in tourism.

4.1.1 Tourism Administrative Structure

Ministry of Tourism, Culture, Youth and Sports (MTCYS)

The Ministry of Tourism, Culture, Youth and Sports (MTCYS) is responsible for tourism policy issues that support tourism development, as set out in the Tourism Law¹⁷, Article 6. Other responsibilities are supporting, protecting, developing and promoting the tourism resources and cultural heritage in cooperation with other central governmental institutions, with local governments, with tourism private sector and civil society. The most relevant competencies of MCTYS in relation to Karaburuni – Sazan Marine Protected Area, are its consideration to national policy and planning documents for the development of tourism and protection of cultural heritage.

National Tourism Agency (NTA)

The National Agency of Tourism is a public entity under the jurisdiction of the Minister responsible for Tourism. The main roles of NTA are to carry on the functions related with the promotion and marketing in tourism, as well as other functions provided in the Tourism Law;

The most relevant competencies of NTA in relation to Protected Areas, are its marketing activities such as the production and distribution of promotional publications, official tourism

¹⁷ Tourism Law No.9734, date 14.5.2007 (changed)

portal, familiarisation tours, PR, tourism trade fairs, etc., taking into consideration promoting of tourism potentials and activities to the protected areas.

Different brochures published by NTA feature or mention Karaburun peninsula, Llogara National Park, Sasani island and attractions and activities related to the area such as Oriqumi archaeological Park, cave of Haxhi Ali, Grama beach, Grama bay Inscriptions, diving underwater, etc.. The brochure '*Albania - underwater heritage*', a pocket guide, (electronic brochure published at the MTCYS website) gives information on underwater of Karaburuni peninsula and diving possibilities and the attractions that can be visited there.

While at the official tourism website (www.albaniantourism.com) there is no information on Karaburuni – Sazan coastal marine area and the attractions there. Only Llogara National park is mentioned there.

Tourism Assistance Office (TAO)

Regional Tourism Assistance Offices have been established (2010) in 9 regions in Albania, including Vlora. The Regional TAOs fall under the jurisdiction of the Minister responsible for tourism, and has the duty to grant information for tourists concerning entry, available services and facilities and information on sites and attractions interesting to tourists, as well as treating the claims made by Albanian or foreign citizens against hoteliers, tourist restaurants owners, tourist guides, travel agents, tour operators and other tourist enterprises in relation to the products and services offered by them.

4.1.2 Other stakeholders

Travel Trade

On the national level, two business associations are operating in the field of tourism. One of them, the Albanian Tourism Association (ATA, <http://www.ata.org.al/>), has been established (2008) with the financial and technical assistance of GTZ and represents an umbrella association of businesses from the hotel, travel organisers and restaurant sectors. It numbers around 200 members. The other association, the Union of Albanian Tourism Operators (UOTSH), represents a group of travel agents and transport agencies.

Some of the ground operators, apart from the promotion of their products, have included in their brochures some promotion on Albania's cultural and natural attractions, including national parks and tourist-related information, too. There are 4-5 scuba diving operators that do operate offering diving services at the area of Karaburuni.

International donors with active role in tourism

The Albanian tourism (both the public and private sectors) has received substantial support from international donors which play an active role in its support. The main donors that have supported tourism issues are UNDP, USAID, GTZ and SNV.

Inter-ministerial bodies

Committee for the management of MCPA Karaburun-Sazani. With the order no 441, date 16.08.2012 is created the management committee, with representatives from governmental department as the MoEFWA, MoTCYS, MoPWTC, local governance, NGOs, private sector, etc.. Management committee is responsible for the administration of the protected area through implementation of management plan of the area. The management committee of the protected area has the tasks to:

- Contribute to the preparation of the management plan of the area, insure its conformity with the strategy and sector local development plans, having an eye that the last ones respect the requirements for the protection of the area.
- Organise and monitor the implementation of the management plan of the area, as well as the issuing of environmental permission for the activities performed within its territory;
- Analyse the fulfilment of tasks and functions of protected area administration ;
- Analyse the report on the financial revenues and expenditures and give direction on investment in area ;

- Give opinion for the requests made for the use of natural resources of the area
- Approve the issues of the contracts the administration of the protected area will sign with public and private subjects for the activities to be performed within the area;
- Analyse the performance of tasks and functions of PA administration;
- Analyse the financial report and guide the investments in the area;
- Approve the PA regulation that guaranty its protection, use and administration;
- Approve the biannual report on the situation of PA;
- Propose to the minister for the environment for changes of management plans on the base of the prepared studies, expansion of the boundaries and measures for the improvement of the PA;
- Analyse the claims of the subjects that perform activities with the area against the PA administration;
- Require to competent bodies banning of project execution that have negative impact to the PA or goes against its management plan, even that are outside the area.
- Coordinate with ministry for tourism for the promotion of PA as areas with tourism interest.

4.2 National Tourism Policy and National Parks

Although stated in the National Tourism Strategy 2007-2013 that Albania's primary tourism product must be based on culture and nature, there are no specific policies relating to the development of National Parks as tourism centres. For the time being, a new National Tourism Strategy for 2013-2020 is under process and it needs to address this issue.

4.3 Local Context for Tourism Development

4.3.1 Tourism function at the local level

At the regional/local level, in counties and municipalities / communes, the department for economic development is responsible for tourism, too, and one or more officers are appointed to deal with tourism issues. Generally they lack tourism experts.

Only the municipalities of the main tourism destinations, Vlorë included, try to produce promotional brochures / leaflets about their tourist attractions and the services offered, or organise cultural events / activities such as events on the occasion of the opening of the tourism summer season, local fairs and festivals, etc.

There is no specific webpage (e.g. www.visit.vlora) for the promotion of tourism at the territory of Vlorë. Although, Qarku Vlorë, Vlorë Municipality, and Orikumi Municipality have section on tourism in their webpage (among the other economic activities), the information on tourist services and attractions at the their territory is missing at all or incomplete and only in Albanian language. Tourist attractions are not shown and promoted enough. The information on the protected area and the attractions within the area is scarce and not shown properly. What it is missing to these web pages is the appropriate tourist information oriented to the market such as, where to stay (information on hotels, guest houses), what to do/where to go (information on what to visit, what activities and facilities are available on the place), how to go there (directions to the specific place/attraction), where to eat (information on restaurants, especially the traditional ones). Concretely:

Count of Vlorë: website <http://www.qarkuvlore.gov.al>

The information in English is missing. The information on natural and cultural tourism is scarce and not easily accessed (downloading of information instead of showing of the information at a new window). There is no information on restaurants, hotels, travel agents operating at the territory of the county.

Municipality of Vlorë: website <http://www.bashkiavlore.org>

There is information in English for natural attractions and cultural heritage, but the information is missing for the protected area and the related attractions with it. There is no information on restaurants, hotels, travel agents operating at the territory of the county.

Municipality of Orikum: website <http://www.orikum.gov.al>

There is detailed information on what to visit, crafts and traditional cuisine at the territory of Orikumi municipality, but it is only in Albanian. The information on protected area is too little. There is a detailed information on a number of accommodation establishments and restaurants operating within the territory of the municipality.

4.3.2 Territory planning

a. Territory planning function at the local level

The Regional Council is the representative organ of the region. Communes and municipalities delegate members to the Regional Council. The Mayors are always members of the Regional Council. In the regional level, the main authority for territory planning is the Regional Council, which according to the law for local governance has the responsibility for regional development, urban planning and territory development.

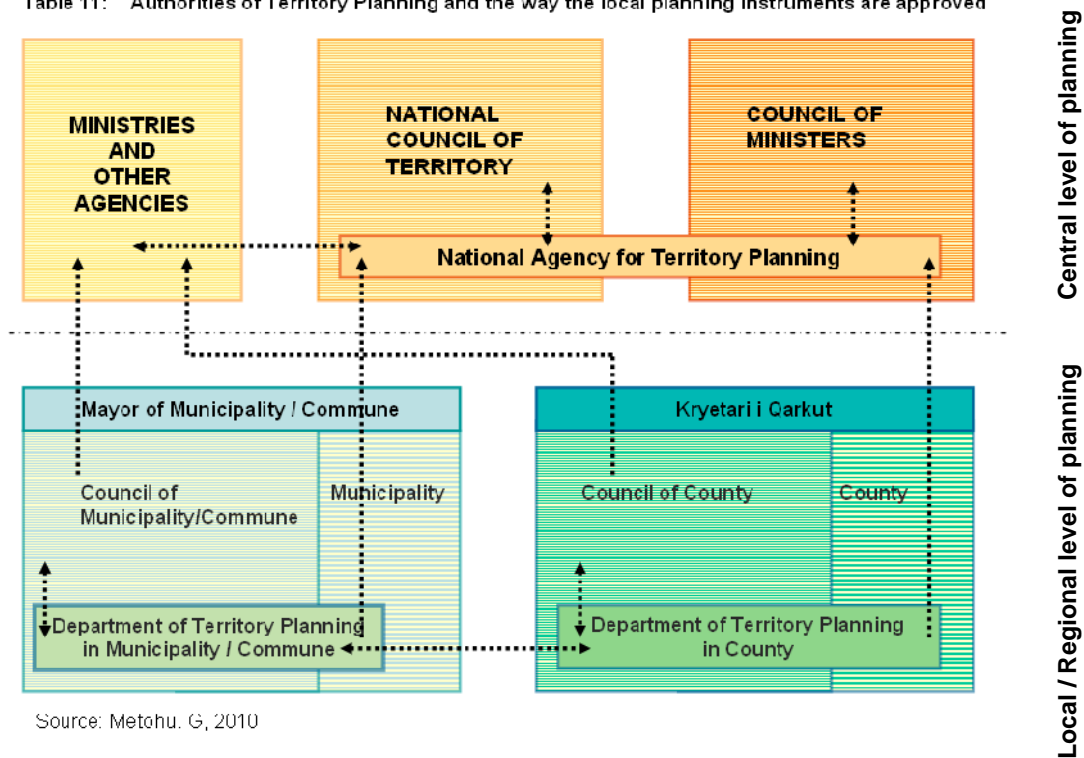
Local authorities (communes / municipalities) are in charge of the development of urban plans for their territory. However, the adoption of plans is responsibility of the regional authorities. Commune and Municipality have the competence and the responsibility to develop and protect their territory through the approval of local planning instruments in conformity with national and regional planning instruments. The Council of Territory Planning of commune / municipality is responsible for the approval of local planning instruments at the local level.

Municipality of Orikum has an Urban Plan for the town approved years ago by the National Council for Territory Planning, but his plan is suspended because the new spatial planning law requires that all the studies done before should be reviewed in conformity with the requirements of the new law.

b. Institutional framework of territory planning authorities

Territory Planning is organised at (1) national, (2) regional and (3) local level. In the Table 14 below is given schematically the institutional framework of territory planning authorities in central, regional and local level, and the approval of territory planning instruments.

Table 11: Authorities of Territory Planning and the way the local planning instruments are approved



5. TRAINING FOR STAFF, OPERATORS AND ENTREPRENEURS

5.1 Formal Education in Tourism Subjects

The following courses are available in tourism subjects:

5.1.1 University Level Education

There are five universities offering tourism management courses as follows:

- University of Tirana under the faculty of economics offers the 3-years course in marketing with a tourism specialization.
- University of Vlora under the faculty of economics offers a 3-years course in tourism management.
- University of Shkodra under the faculty of economics offers a 3-years course in tourism management.
- University of Korca under the faculty of economics offers 3-years courses in tourism management and a master course in tourism. The tourism management course is said to be the most comprehensive in regard to tourism education in Albania.
- University of Durres under the faculty of business offers 3-years courses with profiles related to tourism as Hotel-Restaurant Management, Archaeological Tourism, and Management of Cultural Tourism.

5.1.1 Vocational Education

There are three vocational schools offering hotel- and tourism training in Albania. These are:

- Hotel and Tourism School Tirana, which was established in 1995 and supported by Kulturkontakt (Austria) for professional equipment, curricula planning, teachers training, and training of school management. The school follows '3 plus 2' system, that is, three years to train qualified subordinate staff with a multidisciplinary specialization in kitchen, service, reception and tour clerk techniques and two additional years to prepare the best students for middle management positions.
- Hotel and Tourism School Saranda, which was established in 1999 and also supported by Kulturkontakt (Austria) in a similar matter as in Tirana. The school follows the '3 plus 2' system in its curricula.
- Hotel School Durres was opened in 1997 and supported by the Chambre des Métiers, Loire & Chère (France) for professional equipment, curricula planning and teachers training. The school follows the '3 plus 2' system in its curricula.

5.2 Training for Community Based Tourism

Training for eco-tourism and small scale enterprises is not considered yet a priority in academic establishments. While, most people who do get formal training in hotel and catering services will not themselves offer small scale eco-tourism services.

Training for new eco-tourism and agro-tourism small scale enterprises and products is essential for the development of eco-tourism and agro-tourism in the complex protected area 'Karaburun-Rreza e Kanalit-Orikum-Tragajs-Dukat'. It can be initiated through the eco-tourism enterprise incubator that should be established or any other professional training body in tourism.

Consequently, many of the potential operators who are located in Orikum and surrounding villages in the protected area and who could potentially provide small tourism businesses will not have formal tourism or business training of any type. Supporting these people with advice will be critical if a high quality and successful eco-tourism industry is to be established and expanded in the future. Knowledge transfer supported by small, specialised courses is seen as the principal method of achieving this aim.

In general there is a deficit of knowledge in the following areas that are considered to be the priority areas for training:

- Basics of eco-tourism
- How to run a business
- Simple accounts
- Marketing
- Customer care

5.3 Knowledge Transfer

In the case of lack of opportunities for formal training courses at the University or Technical Colleges and lack of time or money by most small service providers, knowledge transfer can be used as an effective tool in assisting rural communities to develop into community based tourism by providing a cost effective means of sharing skills with potential new businesses. This is critical if a high quality and thriving eco-tourism industry is to be maintained. The concept of 'knowledge transfer' does require the training of trainers in the first instance and it is envisaged that aid from donor agencies would be required for this process to take place. Local 'trainers' will need to be identified in the community from National Park personnel and through interested social / environmental based NGOs who would be willing to support the ongoing process.

The Orikumi Municipality Council also has a responsibility to be the 'first point of call' for local people seeking advice and to guide them towards the appropriate person or agency able to fulfil their requirements. Orikumi Council should also consider establishing a tourism 'council' or 'group' where local tourism issues can be discussed between the different town/village based operators and Orikumi Council.

5.4 Ideal Levels of Competence for Providers of Tourism Associated Services

The following tables provide an indication of the required level of expertise required for the various occupations involved or potentially involved in the local eco-tourism industry. The tables clearly demonstrate the extensive knowledge required by personnel. Future training plans should be flexible in order to meet the needs of individuals and changing circumstances.

Table 12: Ideal Levels of Competence for Providers of Tourism Associated Services

	Business Skills	Computer Skills	Additional Language Skills	Customer care	Public Health	Marketing Expertise	First Aid	Local Culture	Nature Info	Recreation Management	Facility Management
Trainers	◆◆◆	◆◆◆	◆◆◆	◆◆◆	◆◆◆	◆◆◆	◆◆◆	◆◆◆	◆◆◆	◆◆◆	◆◆◆
National Park Staff: • Rangers • Administration (recreation) • Information Centre staff	◆◆	◆◆ ◆◆	◆ ◆ ◆◆	◆ ◆◆ ◆◆	◆	◆◆ ◆	◆◆◆ ◆ ◆	◆ ◆◆ ◆◆◆	◆ ◆◆ ◆◆◆	◆◆◆ ◆◆◆ ◆◆◆	◆◆ ◆◆◆ ◆◆◆
Mountain Rescue Staff (proposed)			◆	◆			◆◆◆	◆	◆	◆◆	◆
Regional Administration Staff - tourism economic development	◆◆◆ ◆◆◆	◆◆ ◆◆◆	◆ ◆	◆◆◆ ◆	◆◆◆ ◆	◆◆◆ ◆◆◆		◆ ◆	◆ ◆	◆◆ ◆	◆◆ ◆
Local Council Administration Staff - tourism (economic development)	◆◆◆ ◆◆◆	◆◆ ◆◆	◆ ◆	◆◆◆ ◆	◆◆ ◆	◆◆◆ ◆◆◆		◆◆ ◆	◆◆ ◆	◆◆ ◆	◆◆ ◆
Village Heads	◆		◆	◆		◆	◆	◆	◆	◆	◆
Hoteliers / managers	◆◆◆	◆◆◆	◆◆◆	◆◆◆	◆◆◆	◆◆◆	◆◆	◆◆	◆◆	◆	◆
Local Accommodation Providers	◆◆	◆	◆◆	◆◆◆	◆◆	◆◆	◆◆	◆◆	◆◆	◆	◆
Service Providers: • holiday organizers • restaurants and bars • Activity providers – pony trekking etc. • walking guides, specialist guides – bird watching, cultural guides etc.											
	◆◆◆	◆◆	◆◆	◆◆◆	◆◆	◆◆◆	◆	◆◆	◆◆	◆	◆
	◆◆	◆	◆	◆◆◆	◆◆	◆◆	◆				
			◆◆	◆	◆◆	◆◆	◆◆			◆◆	◆◆
			◆◆	◆	◆	◆	◆◆			◆◆	◆
Tourist Information Centre Staff	◆	◆◆	◆◆◆	◆◆	◆	◆◆	◆◆	◆◆	◆◆	◆	◆
Interpreters			◆◆◆				◆				
University /College Tourism Course Students	◆◆	◆◆	◆◆	◆◆	◆◆	◆◆	◆◆	◆◆	◆◆	◆◆	◆◆

- ◆ Basic Knowledge
- ◆◆ Working Knowledge
- ◆◆◆ Expert Knowledge

Business Skills	Essential for all those persons in business or responsible for economic development within the various administrations.	<ul style="list-style-type: none"> • business accounting • business planning – business plans • finance sourcing
Computer Skills	Computer skills are essential for trainers and economic development staff. The use of computers will inevitably increase, introduction of www booking, email and computer reservations will increase the need for many participants to be familiar with computers.	<ul style="list-style-type: none"> • word processing • spreadsheets • accounts packages • e-mail and world wide web
Language Skills	Language skills will be useful for all persons dealing face to face with tourists.	<ul style="list-style-type: none"> • Albanian • + one additional foreign language: <ul style="list-style-type: none"> – English – Italian – German – French – Spanish
Customer Care	It is important that all people having face to face contact with tourists know how to provide all round quality service. Understanding 'what the customer wants' and cultural preferences of international tourists is important.	<ul style="list-style-type: none"> • tourist requirements • accommodation requirements • contact with tourists • listening skills • problem solving • dealing with conflict
Marketing Expertise	Essential requirement for a wide range of personnel. It is important that the widest range of marketing skills are used to build up and maintain the industry.	<ul style="list-style-type: none"> • methods of advertising • writing adverts • managing networking services
Public Health	Essential for businesses who are supplying food and / or drink, owners / managers of accommodation and recreational facilities. Low standards of hygiene will threaten viability of businesses and also influence the tourist's perception of the destination.	<ul style="list-style-type: none"> • environmental health requirements • environmental health regulations
First Aid	Training to International Red Cross standards	<ul style="list-style-type: none"> • trained to international red cross standard

Local Culture	All persons working within the eco-tourism industry must have knowledge of the various facets of local culture and traditions and be able to guide tourists to sites of interest and relate their history.	<ul style="list-style-type: none"> • history and culture • local events • traditions • buildings and monuments • myths and legends • arts and crafts • traditional music
Nature Information	All persons working within the eco-tourism industry must have knowledge of the various facets of the environment in which they work. The National Park Authority must advertise and discuss with local people the regulations pertaining to the protected areas.	<ul style="list-style-type: none"> • local flora and fauna identification / uses • local eco-systems • landscape history including cultural history • geology and typography • woodsmanship • protected area regulations / management
Recreation Management	It is essential that National Park Managers, Rangers, Rescue Team members and foresters are familiar with modern recreation management techniques and their relationship with the natural surroundings.	<ul style="list-style-type: none"> • outdoor facility management • activity planning • health and safety requirements • woodsmanship
Facility Management	Personnel managing facilities such as tourist information centres, National Park Centre, museums etc. are face to face with tourists on a daily basis and must present a pleasant appearance and demonstrate professional expertise.	<ul style="list-style-type: none"> • customer care / contact • exhibitions and interpretation • building management • accounting • marketing

6. TOURISM RELIATIONSHIP TO CMPA KARABURUN – SAZAN

The presence of protected areas (meaning nature reserves, national parks, marine reserves, scenic landscapes and cultural heritage sites) are substantial assets that can attract the interest of the visitors there. Linking tourism with protected areas not only provides an incentive for environmental standards for tourism facilities and activities but also ensures the contribution of tourism to nature conservation of protected areas through the management of protected areas.

6.1 Protected areas along the coastal area

National Park (Cat. II)

Divjake – Karavasta (Lushnje, Fier, Kavaje)

Divjake – Karavasta National Park encompass Divjaka coastal forest and the Karavasta Lagoon and the NP extends between the downstream of the Shkumbini River to the north and Seman River mouth to the south.

Divjaka beach is frequented by domestic tourists for beach tourism and recreation. Some limited accommodation units and restaurants offer services to the visitors.

Karaburun-Sazan (Vlore)

Karaburun – Sazan ‘National Park’ is a marine protected area adopted by the Decision No 289, date 28.04.2010 of the Council of Ministers. The overall surface of Karaburuni – Sazan ‘National Park’ as a marine ecosystem protected area is 12 570.82 ha. This marine protected area is compound by two parts, the marine area near Karaburuni Peninsula covers an area of 9 848.95 ha and the marine area near Sazani Island covers a marine area of 2 721.87 ha.

The Sazan island is characterised by rocky coast with canyons and caves. The island is excellent habitat for marine wildlife and birds. Sazani Island is the most isolated and restricted area. Previously used for military purpose, now is a logistic base for the control of seas.

Llogara (Vlore)

The Llogara National Park is situated in the coastal mountains at the pass of Llogara. Llogara is excellent habitat for terrestrial wildlife and the area is well known specifically for its bird population. Currently, a tourist resort is located at Llogara Pass and a number of restaurants and small hotels have been developed.

Butrinti (Sarande)

Butrinti National Park established in 2000 encompasses now within its boundaries an area of 86 sq km. Within the Butrint National Park is located the archaeological site of Butrint; it was designated as a World Heritage Site in 1992. Butrint It is the only National Park in Albania which has a park management administration and is properly managed.

Next to Butrinti National Park there is Ksamili village which has exceeded its previous physical boundaries and population because of uncontrolled developments. A number of small hotels and restaurants are developed too, serving to tourists. Ksamili is frequented by domestic and regional tourists for beach tourism and recreation.

Managed Nature Reserves (Cat. IV)

Kune-Vain-Tale (Lezhe)

This managed nature reserve is compound by Kune and Vaini lagoons and wetlands extended from Shengjini to Mati River. River Drini goes between two lagoons and a planted pine forest extends alongside the coast creating a species rich habitat.

The area behind the Kune-Vain-Tale reserve is experiencing a development of settlement pressure. Also, the area of Shengjini town has extended with new housing and hotel settlements towards the area of the protected area, based on an urban extension plan.

Shengjini beach is frequented by domestic and regional tourists for beach tourism and recreation. Shengjini is the main destination for tourists from Kosovo.

Patok-Fushe Kuqe-Ishem (Kurbini)

This protected area is bordered between two rivers, Mati and Ishmi. Tourism activities are limited to this area and only some restaurants are developed to Patoku Lagoon.

The area behind the reserve is experiencing a development of settlement pressure.

Rrushkull (Durrës)

This protected area is situated north of Erzeni River and between the river and the Lalzi Bay.

Lalzi Bay is a potential area for tourism development. A pine tree forest covers the belt behind the wide sandy beach. Only a few real estate developments are in place there, while another Dubai real estate investment has taken the approval for a complex of residencies and hotel.

The beach, of almost 4 km long, is used recently for daily sunbath and recreation for the inhabitants mainly from Tirana and the surrounding area.

Pishe Poro (Fier)

Pishe Poro protected area of pine forest (Managed Nature Reserve) lies in north of Vjosa River delta.

Karaburun (Vlorë)

Karaburuni peninsula is of exceptional scenic quality. The coastal profile is characterised by outstanding canyons and caves, and some pocket beaches only accessible by boat.

The underwater seascape is of exceptional quality, too, with cliffs, submarine caves, the associated flora and fauna, and in some places significant cultural heritage sites.

Protected Landscape (Cat. V)

Lumi Buna-Velipoje (Shkoder)

The most attractive areas for tourism purposes are Velipoja area, Viluni Lagoon and Renci Mountain. Velipoja area while being a potential for beach tourism development, has faced chaotic developments and illegal constructions of housing, hotels and restaurants. A recently urban planning of the developed area has improved urban parameters such as a public open space and promenade, commercial area with shops, cafes and a tourist information office, road access, lighting and litter collection.

Some new real estate developments are being under process for the time being. The beach area of Velipoja is the main recreation for the area. It is attracting domestic and regional tourists (from Kosovo). A newly beach recreation is opened near Rrjoll village, an area for daily recreation. This beach is located between Viluni lagoon and the beach called 'Rana e hedhun'.

Vjose-Narte (Vlorë)

The protected area Vjose-Narte covers the territories from Vjosa River mouth in north to Vlora industrial area in south. This protected area encompass Pishe Poro pine tree forest and the Narta Lagoon.

The beach, south of Narta Lagoon, is used recently for daily sunbath and recreation for the inhabitants mainly from Vlora town and the surrounding area.

6.2 Current context of Karaburun - Sazani Protected Area

Referring to the present situation of the protected status at the area the situation is as below:

- Marine Protected Area Karaburun – Sazan (Cat. II according to IUCN PA categorization)
- Nature Managed Reserve Rreza e Kanalit – Karaburun Peninsula (Cat. IV according to IUCN categorization of protected areas)
- Llogara National Park (Cat. II according to IUCN categorization of protected areas)
- There are a number of nature and culture monuments legally protected within the area.

Karaburun – Sazan 'National Park' is a marine coastal protected area adopted by the Decision No 289, date 28.04.2010 of the Council of Ministers. The overall surface of Karaburuni – Sazan 'National Park' as a marine ecosystem protected area is 12 570.82 ha. This marine protected area is compound by two parts, the marine area near Karaburuni Peninsula covers an area of 9 848.95 ha and the marine area near Sazani Island covers a marine area of 2 721.87 ha.

The Sazan island is characterised by rocky coast with canyons and caves. The island is excellent habitat for marine wildlife and birds. Sazani Island is the most isolated and restricted area. Previously it is used for military purpose and now as a logistic base for the control of seas from the illegal traffics.

Map 1 (fragment from Protected Areas Network)



Legend:

- 7 – Llogara national Park
- 29 – Karaburuni Managed Nature Reserve
- 54 – Karaburun – Sazan MPCA

'Llogara-Karaburun' PA (terrestrial area) is compound by Karaburuni Managed Nature Reserve (Cat. IV of IUCN) and Llogara National Park (Cat. II of IUCN). Llogara-Karaburuni area is of exceptional scenic quality. Since the Llogara National Park is on the higher ridge, it has a visual connection to the sea both directly to the south, and over the Karaburun peninsula to the west. The coastal profile of Karaburuni Peninsula is characterised by outstanding canyons and caves, and some pocket beaches only accessible by boat. The underwater seascape is of exceptional quality, too, with cliffs, submarine caves, the associated flora and fauna, and in some places significant cultural heritage sites.

The Karaburuni area has maintained its natural state because of forbidden access to as a part of it is a closed military zone by the presence of the military base which restricts the public access to the protected area. Grama bay has caves with inscriptions, and the whole series of caves that are found there have legends associated with them. Ancient marble quarries there are on the site. These sites can be reached only by sea. Most of the area is of no access due to the military restriction to the area.

The management of Karaburun – Sazan ‘National Park’ is done by the administration of ‘Llogara-Karaburun’ under Vlora Forestry Service Directorate which is responsible for the management of the protected area.

6.3 Important economic activities

Municipality of Orikum numbers some 11.000 inhabitants living in Orikum (town) and in three villages of Dukat Fshat, Dukat i Ri and Tragjas. The main occupations in the area of Orikum municipality are in sectors as livestock rearing, agriculture (vineyards, horticulture, citrus), tourism (hotels, bars and restaurants), gathering of medicinal plants and teas, trade. Traditionally the main economic activity in the territory of municipality of Orikum has been stock breeding. Four dairies develop their activity in the area processing dairy products, too. Remittances play an important role in the economic life of the families in the area. Emigration (especially in Italy) is a phenomenon in territory of the municipality of Orikum.

Even though tourism offers good potential to the local families, the present activity is focused only on commercial accommodation establishments and so, neglecting the great possibilities that offer ecotourism and rural tourism development to the area.

6.4 Tourism potential context at Orikumi and Vlora bay

Orikumi and Radhima beaches are frequented by domestic and regional tourists for beach tourism and recreation, which is the main type of tourism in this area. The main activity for the visitors is sun and sea baths. The data for tourist arrivals in Vlora bay for summer vacation are missing. The main dominating customers are Albanian residents, Albanian emigrants and Kosovo Albanians in emigration.

Water sea sports offer is missing, as well as the opportunities for excursions with boats in the sea. There are no operators offering excursions in the areas nearby, to visit the cultural and natural attractions, as well in the protected area. Individual excursions are organised by people themselves to enjoy the meals at the restaurants there; the most characteristic is the grilled lamb.

Taking into consideration the almost full occupancy of registered accommodation capacities, as well as a considerable number of private rooms and apartments offered to the market during the two months summer season, there is place to believe that local tourist operators will offer half day excursions for vacationers in inner country as well as in the sea.

The demand for boat tours in the sea can arise as soon as the sea moratorium will be abrogated. At the moment an obstacle could be the high price applied per head (20 \$US) for a boat excursion and the quality and security of suitable boats used for this purpose. While diving is a sport that mainly attracts the westerners and not yet a sport with many enthusiasts among local tourists.

Although tourism offers a good potential for local families, the present activity is concentrated only to commercial restaurant and accommodation establishments (hotels and similar facilities) and renting rooms and apartments by the local people during the summer season, and so, neglecting the big possibilities that Protected Area offers at the development of eco-tourism and rural tourism in the area. Such a thing would bring also an extension of seasonality and a broader distribution of the incomes to the local population.

Cultural and Natural attractions

Historic data and cultural heritage prove that Vlora's area has been one of the most prosperous in the Albanian coast. Towns like Amantia (Ploca), Olimpia (Mavrova), Orikum (Orikum), Kionina (Kanine) and Aulona in actual Vlora are evidence of this. There are a number of cultural monuments from Vlora to Orikum, among which can be mentioned:

- the ancient city of Amantia (V century BC), an archaeological area situated near the village of Ploça;

- Kanina Castle (IV-VI century B.C.), situated on the hill, as a balcony 600 m over the sea level, with an amazing view over the bay of Vlora;
- castle of Triport and ancient underwater wall (IV century BC);
- the Byzantine Church of San Maria in Zver nec and the Monastery of 14th Century;
- Lead Mosque and Muradia Mosque in Vlora;
- Marmiro Church in Oriku;
- the Tower of Abas Aliu;
- castle of Gjon Boçari situated to Tragjasi village and
- the ruins of the old village of Tragjas.

Map 2: Monuments of nature and culture (Orikumi area)



Cultural and Natural Monument Sites Map

Burimi: ICDS for the Southern Coast of Albania - Orikum Area Inventory and Assessment

There are also a number of caves, buildings, towers and bridges that compose an important system of historical significance. The Logara National Park, and mist forests, at the Logara Pass, includes a National Natural Monument in its individuals of "flag pine tree" (Pisha Flamur).

Next to the entrance of the military area is situated the Archaeological Park of Orikumi, a cultural heritage site of a national and international significance and interest. The ancient town of Oriku of the 5th century has been an important port at the Adriatic area. Under Turkish rule was called Pasha Liman. Orikum was located on a hill, nearly surrounded by water. Archaeological evidence shows that Orikum was a developed urban centre. Submerged under the Orikum lagoon, the city's elaborate network of roads can be still seen today. Among the important archaeological findings in this area could be mentioned a small amphitheatre with an

amphitheatre of 1st century that could hold around 400 spectators.. Later it became an important Turkish harbour (Pasha Limani). The bay has underwater archaeological structures as does the ancient site of Orikum. The site is accessible through the military base. Archaeological Park is managed by the park administration which is under the Ministry of Tourism, Culture, Youth and Sports.

On the backside of the archaeological site and adjacent to the military restricted zone there is the Orikumi Lagoon. The Orikum lagoon occupies the lower part of a gently sloping field. Due to a reduced water exchange with the sea the whole ecosystem has undergone a significant change of water regime. The original flood plain forest has already disappeared.



Photos up: Grama Bay Inscriptions ; Photos down: Grama Bay at western side of Karaburun peninsula

Crafts and traditions

Women of the villages of area are well known for fabric production at their hand-loom. They produce wool carpets and coverings with native motives to cover sofas and for other uses.



The area is well known for cooking different traditional meals such as meat roasted on a spit, 'harapash', pie, sweets, etc..



The traditional singing of the area is known as 'Poliphonia'. Polyphonic songs are old folk songs unwritten, inherited, and transmitted from one generation to the next. This kind of song is sung by a lead singer who is accompanied by a group composed of 4-6 people. The 'isopoliphonia Labe' is declared as a World Heritage from UNESCO. Also, the traditional dance is characteristic for the area of Vlora.

Tourist establishments

The tourist coastal area extends from bay of Orikum to Vlora town, comprising Radhima bay, too. Some 75 registered accommodation establishments with a capacity of 1360 rooms with 3530 beds offer accommodation to visitors from Vlora to Llogara. From these, only in area Radhime-Orikum there are 36 accommodation establishments with a capacity of 1820 beds. Also, although there are no data for private rooms offered to the market, there are a great number of available rented rooms not registered operating in the grey market. Even, almost all the hotels provide services of bar and restaurant/pizzeria, about 13 restaurant there are in the area of Radhime – Orikum, too. At the traditional restaurants the grilled lamb is predominating, also and other characteristic dishes of the area. A list with accommodation establishments and restaurants are given at the Annex 1.

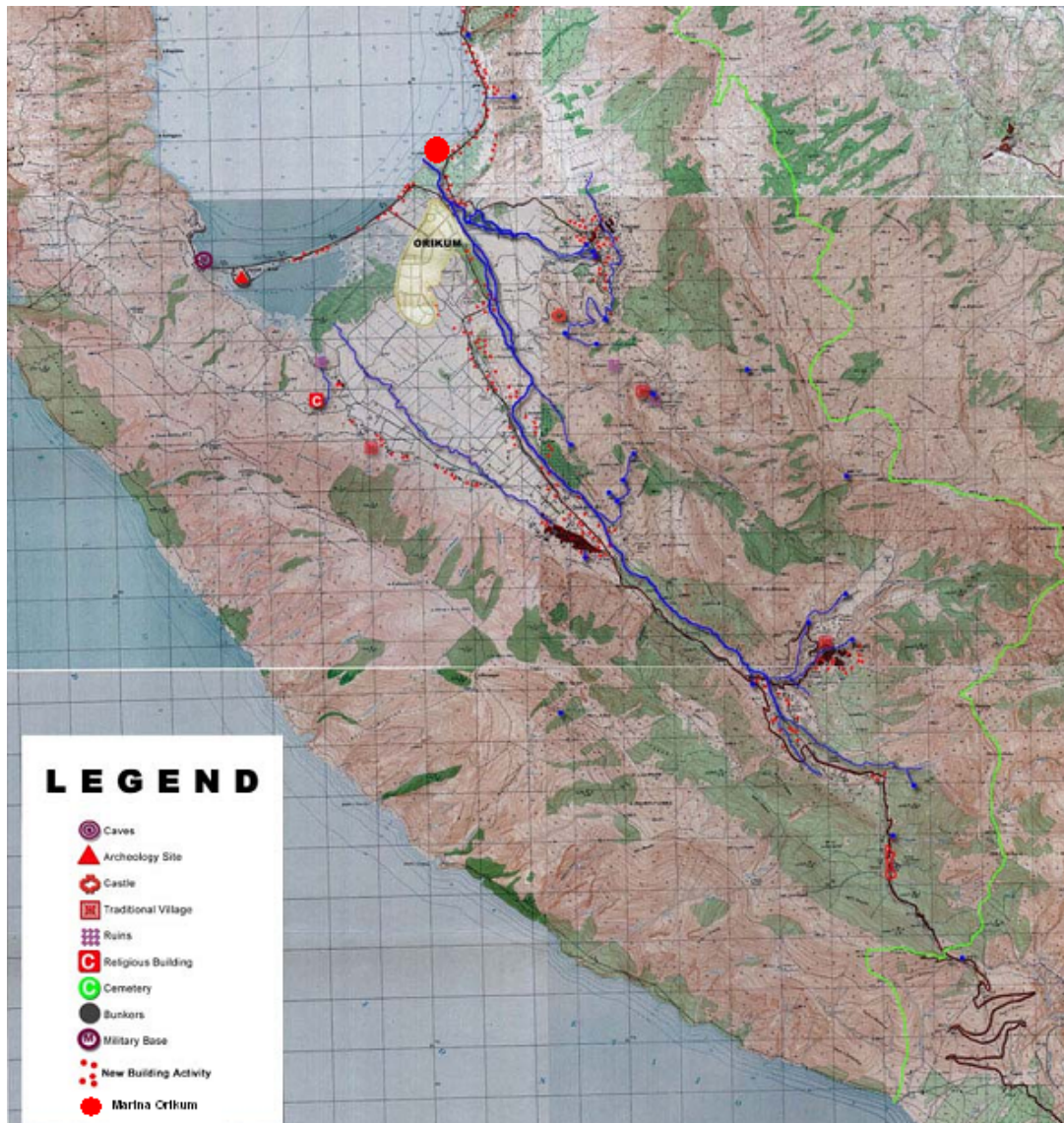
Marina Orikum

Marina Orikum, developed at the bay of Orikum offers facilities and berths for yachts. In July 2004 it was opened the first phase of the basin, which has an overall final capacity of 600 yachts and vessels of different sizes. The Marina Orikum provides all the necessary services including power, water supply and fuel, as well as specialised assistance. Also, it is provided accommodation in apartments of different capacities. Till now its basin has welcomed only foreign flag vessels and yachts. Because of sea moratorium boats with Albanian flag are not allowed at the sea. Although the moratorium has prevented the pleasure Albanian flag vessels to go in sea activities, a number of "regatta" are organised from Marina Orikum in cooperation with participation of yachts from Italy.

Sea moratorium

Because of restricted regime to access the terrestrial area of Karaburuni as a closed military zone and the marine area of Karaburuni and Sazani by sea as a result of execution of the sea moratorium of boats and yachts, the tourism and recreation activities at the area of Karaburuni-Sazan MPA have been very limited.

Map 3: Orikumi municipality territory



Boat excursions

As the regime of moratorium has been relaxed a bit during the year 2012, some excursion trips by boat have been undertaken by a very limited number of operators. The boat used to send people for half a day excursion to some small beaches to Karaburun for sea and sun baths or just to have a trip at the sea and enjoy from the sea the view of Haxhi Alia's cave and rocky landscape of Karaburun. Excursions are not organised at a licensed based activity for tourism and recreation.

No tourist operators are offering any tours by boat at the Vlora bay and to the area of Karaburuni-Sazani MCPA. As the activity has been banned by moratorium, no licenses to tour companies operating vessels for 'sightseeing' excursions are granted for this purpose. Also, there are no guided tours or excursions organised by local people.

Diving operators

There are a limited number of diving operators providing diving at Karaburuni water.s, but the activity is not yet regulated at the base of permitted sites where the diving activity can be performed. The diving activity by these operators faced difficulties by sea moratorium, too. The following is a list of subjects and individuals who provide services for diving and activities

1. Subjects offering diving

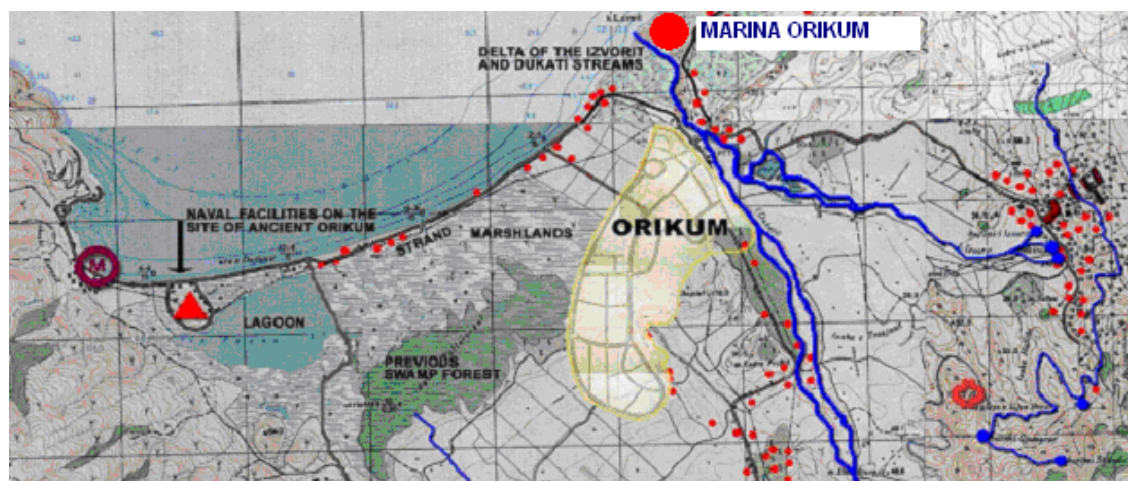
Subject	Name of person	Contact	Note
Blue Oasis	Enton Mishtaku	+ 355(0)694327605 blue_oasi@yahoo.it	Provides diving and equipments
Ekspedita Blu	Pajtim Shpata	+ 355(0)694646951	Provides diving and equipments

2. Individuals with experience

Name of person	Contact	Note
Fatmir Mecaj	+ 355(0)692441305	Offers fishing boat for free fishing
Lace Hila	+ 355(0)672052257	Experienced diver and instructor

6.5 Urban and tourism development

Next to the lagoon area there is the urban centre of Orikum which is expanding with new housing developments. The new regulatory Urban Plan foresees the development of the urban area toward the land next to marshlands.



Map 4 Orikumi showing new town Regulatory Plan Area

Tourism related real estate buildings are going underway next to marina of Orikum and the adjacent area, according to a tourism development plan. While, sporadic new buildings are occurring in the countryside near Orikum.

New developments in Orikumi town characterised by high capacity of land use with seven stories buildings, as well as the real estate developments near the Orikumi marina, risk influencing the increase of pressure on land development. Local landowners, attracted by high interest of land development for the purpose of real estate construction, will put pressure to convert their land from agriculture use to land for building.

6.6 Potential conflicts with current activities

The major underlying causes of threat to Orikumi area (as well as to the other Albanian coast) and marine waters which can compromise the sustainable tourism development can be mentioned:

- the virtually uncontrolled development of land and exploitation of natural resources.
- hotels, restaurants and houses, have been built in coastal areas neither to avoiding sensitive environments nor with any means to treat sewage or disposal of solid waste.
- damaging of seashore from illegal constructions as throwing in of dragged remains for pier constructions

- Illegal fishing by dynamite
- burnings of trees and grass in Karaburuni by shepherds

6.7 Potential eco-tourism activities and products to consider at CMPA

The main characteristics of tourism types with reference to MCPA of Karaburun-Sazan are prescribed at the Chapter 1.

The whole Karaburun – Sazan protected area, both terrestrial and marine protected areas offer good opportunities for ecotourism development, but till now there is no use of these possibilities due to the military and moratorium restrictions to the area of Karaburun peninsula and Orikumi lagoon. When properly managed, tourism can provide an important income for the Karaburuni-Sazan Marine Coastal Protected Area. This may be valid for activities as scuba diving, snorkelling, bird watching and excursions.

Trips by boat from Orikum and Radhima to visit the nature and culture attractions of the Karaburun peninsula (caves and Grama Bay inscriptions) could be offered to visitors, as well as excursions to beaches for bathing. Karaburuni underwater offers good opportunities for diving. Diving and snorkelling equipment could also be made available to the passionate people to these activities. There is a limited number of diving operators that do offer services and facilities in the area.

Development of trails for hiking and trekking with access limited to foot to Karaburuni protected area can create an interesting trails network with other hiking trails for hiking and trekking and cross country animal packing as using the ancient paths connecting Orikum, Old Tragjasi, Old Dukati and Palasa.

Orikumi Lagoon offers the possibility of creating a bird watching and wildlife observation recreation site as part of the coastal hiking route which would continue on to the Karaburun peninsula. An access solution to Archaeological Park of Orikum and the Karaburuni Protected Area, not restricted from the military base, would facilitate the public access and visitation to the protected area.

Box 6: Tourism recreation activities at protected areas

- a) marine: sport fishing, sail boating, swimming, snorkelling, scuba diving, sunbathing, boat, nature and archaeological tours, canoeing.
- b) wetland / terrestrial: trekking – hiking, biking and horseback riding, nature tours – bird watching, picnicking, camping.

The potential for tourism should be seen taking into consideration the all protected area (terrestrial and marine area) and the surrounding territories of the villages nearby. Tourism development in the rural areas should be in the form of eco-tourism, community-based tourism and rural tourism i.e. small-scale tourism, which will hardly have or no negative impacts on the environment and which will provide income to the local residents of the area. Possibilities include activities as bed and breakfast, trekking, horseback riding, bar and restaurants, hotels, camping, etc. Organisation of the villagers into eco-tourism activities that could be started on small scale, such as offering bed and breakfast, guided trekking tours, living on traditional farms, selling of artisan products, etc.

Referring to Karaburuni and Sazani underwater potential for diving places¹⁸ with interest for tourists, the area of Marine Protected Area offers great opportunities for the development of diving tourism. The following criteria are essential for diving tourism to develop¹⁹:

¹⁸ Michael. C. Upton, 2006. A diving survey of the Albanian coast between Saranda and Vlora to asses the potential for diving tourism

- Scenic diving and good alternative diving if weather turns nasty;
- A wide choice of dives so that non has to be repeated e.g. on a one week diving holiday;
- Comfortable seaworthy boats, fast enough to quickly reach the diving sites;
- Full safety back up on the boat and on the shore, including emergency first aid equipment, sea rescue and rapid transfer to a good hospital with decompression facilities as Diving Tourism does not come without diving accidents;
- Comfortable accommodation and good food;
- Strictly enforced regulations to ensure safety standards are met;
- Easy access to the destination country with a short travel time (under 5-6 hours) and a minimum of connections, from the country of origin.

Other important criteria are:

- A wide choice of dive operators offering diver training in various languages and interesting excursions;
- Following-dive activities where divers can socialise and enjoy evenings together.

Boz 7: Diving Tourism:

- Definition: Tourist trips for which the main purpose is scuba diving. This includes diving in freshwater as well as in the sea, but excludes all types of snorkelling. Specialist equipment is required (most notably a diving cylinder and regulator), but wet (or dry) suits are also usually worn for warmth and protection. Whilst it is not essential to have passed a diving qualification to dive, most commercial operators will only take customers who have a valid form of certificate, which shows they have reached a certain level of competence. Alternatively they provide training to attain this certificate.
- Diving centres are providing all necessary offers like equipment, boats, diving guides and teachers, maintenance, rooms for training courses and bars and cafes for social interaction.

Guiding tourism product development

The following guiding principles should be adhered to in the future when the number of visitors does increase to a satisfied number:

- Tourism products developed within the PA must be appropriate to the values and purpose for which the PA has been designated and must not threaten its biodiversity or ecological function.
- In developing tourism products, EIA and requirements for environmental authorisation must be considered and adhered to.
- Tourism products should be designed to capitalize on the unique beauty and biodiversity features of the PA.
- Tourism products should be developed in response to tourism market demands and opportunities within the PA and should be carefully assessed to determine their viability.
- The development of tourism products within the PA must be integrated with tourism strategies and plans in the region.
- Tourism should be used as a tool for the generation of economic activity and employment in the communities within and surrounding the PA.

6.8 Recreational and tourism activities within PA

Terrestrial area of PA (Karaburuni and Orikumi lagoon) can accommodate a broad range of education, outdoor recreation opportunities and related facilities in a way that respects the protected area functions, ecological values and natural / cultural landscape.

¹⁹ Ibid

6.8.1 Activities at Nature Recreation Zones

Unrestricted access for walking, hiking, cycling, horse-back riding, mountaineering, bird-watching and other ecological and nature based recreation activities, according to the recommendation of Management Plan, should be guaranteed by freeing the restricted regime of access into the area by the presence of the military base. Self guided walking and mountain bike trails, trekking trails, horseback trails can be developed.

Community based tourism developments such as home-stays and conversion of existing traditional buildings as tourist accommodation at the villages in the area are encouraged. Overnight camping will be permitted in designated areas according to certain rules.

Desired State: Natural, near-natural or managed landscapes which are primarily managed to promote recreational and educational objectives. The main accent is on recreational activities which are more reliant on the quality of the facilities provided than in a Conservation Zone. By their nature these zones are placed in more transformed landscapes. Interaction and socialisation are an integral part of the experience.

Activities: Motorized vessels are only allowed under strict control (e.g. no water-skiing, low speed limits and wake-free zones), eco-friendly facilities that facilitate ecologically sustainable activities and visitor experiences, e.g. benches, bird hides, informative signage, lookouts. Parking for access to this and other zones.

Type of facilities: Low-Medium impact, eco-friendly facilities that facilitate ecologically sustainable activities and visitor experiences. E.g. Benches, bird hides, informative signage, lookouts. Parking for access to this and other zones.

6.8.2 Activities at Active Recreation Zones

At the areas of Active Recreation designated by the Management Plan (2005) at some suitable bays at the Karaburuni Peninsula to accommodate visitors, allowed subject to design agreements, a number of facilities can be developed including, interpretation centres, formal serviced picnic sites, car parking, serviced camping grounds, informal mini field sports areas, and small lodge and restaurant facilities.

Desired State: High use landscapes, which are managed largely to support visitor activities more dependent on facilities, education and administrative functions of reserves. High intensity visitor facilities with modern commercialised amenities with very concentrated, activities. The quality of the visitor experience is heavily dependent of the quality of the facilities which enable the visitor to experience the environment with a minimum of effort. Due to the high impacts these are concentrated at specific nodes. These nodes are generally situated at the areas of existing bays with open space. The main focus of management is to ensure a high quality visitor experience whilst ensuring that the activities have a minimal impact on the surrounding environment and that heritage resources are respected and celebrated.

Activities: Events, self-guided walks, wheelchair accessible trails, parking, picnicking, diving, sea bathing, informal mini field sports areas, and small lodge and restaurant facilities, windsurfing, surfing, kayaking and canoeing which have little impact on the natural environment.

Type of facilities: Picnic areas, parking areas, restaurants, information centres, showers, environmental education facilities, etc. Provides parking from which pedestrian access on paths and trails is gained to other zones.

Prohibited motorised recreation activities: For example, water skiing, jet boats, use of four-wheel drive vehicles for recreation, motor boats, scooters are not allowed. The recreational use of cars should also be limited although public transport may be allowed in some areas where motorised activity is otherwise prohibited.

Hiking and nature recreation area

The various possibilities of recreation (hiking, rambling, swimming, nature studying) could be adequately explored and experienced.

6.8.3 Main facilities at the PA

– Trails

Trails will be signposted, marked or constructed and provided with boardwalks to enable the public to use them in dry weather and to minimise the physical wears and erosion caused by the use. Attention will be paid to disabled and handicapped visitors' needs to enable them to visit the information centres and also some of the nature trails.

Recommendations for Trails²⁰

- Trails should be developed as a means for environmental and cultural interpretation. Attractions (scenic views, flora and fauna, etc.) and sensitivity (least impact) should be the primary determining factors in placement.
- Trail development should take into account varying levels of ability for different tourists.
- It is better to form trails in a closed loop to bring the visitors back to the starting point. This prevents the visitors from having to retrace their steps, thus improving their experience.
- Trail development should incorporate erosion controls, which is the responsibility of the National Park.
- Trails should be clearly delimited, to discourage visitors from leaving them.

No special ski tracks will be maintained in the park and no clearing, maintenance or surfacing the tracks will be done for that purpose.

– Horse paths

Horse riding is permitted on roads where vehicular traffic is allowed. Horse paths will have no special signposting.

– Bicycle routes

Bicycling is permitted on roads where vehicular traffic is allowed. In addition it is allowed on the trails. Off-road bicycling inside the park is prohibited.

– Roads

New roads will not be built. Some roads should be upgraded. Some of the existing roads can be closed to cars. They may be used for maintenance purposes or turned to hiking, biking or riding trails. The protected area administration may set speed limits and temporarily close roads at need.

– Resting and cooking places

Information centres and points will include resting-places. In addition to these, resting and cooking places are provided along roads and trails. Benches and other modest resting constructions may be placed along the most popular trails. There will be adequate parking places near all information centres.

– Camping sites

Camping sites will have places for tents, a fireplace, a fuel shelter, a toilet, waste bin, trail signs and a small information board with relevant information.

– Indoor accommodation

Private entrepreneurs should primarily provide indoor accommodation for national park visitors.

²⁰ The Nature Conservancy - Ecolodge Guidelines

6.9 Specific Recreation and Tourism Activities - Draft Guidelines

Recreation Activity	<i>Development Opportunity / Potential Impact</i>	<i>Controls / Recommendations</i>
Walking and Hiking	<p>This is potentially the most popular all year round activity which can take place across the territory of the National Park.</p> <p>Environmental impact is low with regard to footpath wear. Litter will however be an increasing problem as visitor numbers grow.</p>	<p>A network of short to medium length paths should be identified in the National Park Management Plan to define a wide series of routes. These should be of varying lengths, preferably connect with another path and form a 'network'. Routes should be signposted and clearly marked on the ground and route maps made available for a charge from the National Park.</p> <p>It is not normal to supply litter bins along such routes except at picnic areas, camping sites and viewing points on route, therefore, the code of conduct behaviour should be applied through various advertising and educational means and also working with interest groups using the area. Provision for collection and disposal of litter will need to be made by the Park Authority.</p>
Downhill Skiing and Snowboarding	<p>This sport is not developed in the National Park</p>	<p>The development of skiing facilities can cause environmental damage. No downhill skiing facilities should be approved within the Core Zone of the Llogara National Park.</p>
Canoeing	<p>There are no rivers within the National Park which are suitable to develop this activity to any extent.</p> <p>Canadian canoeing could be developed on sea.</p>	<p>For public safety, inspections of equipment and licensing of competent personnel will need to be undertaken by a competent authority.</p>
Horse riding	<p>The area offers ample opportunities for the development of horse riding and trekking and this could develop into an important attraction both for national and international visitors.</p> <p>Horse riding is permitted on roads where vehicular traffic is allowed.</p> <p>The forest road system may provide opportunities for combined horse / mountain bike trails.</p> <p>Often conflicts can arise where horses and walkers use the same paths, therefore where appropriate (narrow paths) the uses should be separated.</p>	<p>Specific horse trails should be marked. These could be combined with mountain bike trails (see below)</p> <p>A network of trails should be developed allowing long and short rides.</p> <p>Extensive trails could be developed, with overnight stops at 30km intervals with riders using local accommodation and simple stalls for the horses.</p> <p>Stables should be privately developed under a licence agreement with the Park Authority. A payment per horse and rider should be made to the Park budget.</p> <p>Private individuals bringing riding horses into the park should be charged accordingly for the use of the parks facilities.</p>
Mountain Biking	<p>This is an increasingly popular activity that has international appeal; However, mountain bikes can be a major source of erosion problems in fragile hill areas and will need to be tightly controlled in the National Park.</p> <p>Cycle hire is made available by a number of European National Parks as a means of earning revenue. Private cycle hire should be made available under license agreement with the Park Authority.</p>	<p>Bicycling is permitted on roads where vehicular traffic is allowed. In addition it is allowed on the trails.</p> <p>Whilst it seems unlikely that a complete ban on mountain bikes would be practical, the development of a cycle network should be considered and access strictly controlled by the Management Park Authority to avoid increase in erosion in popular areas.</p> <p>The cycle network could be combined with the horse trails as a rough surface for mountain bikes is deemed desirable.</p> <p>Tracks suitable for mountain bikes should have:</p>

		<ul style="list-style-type: none"> • A track or road with a hard stone surface and route marked for bikes • maximum pitch of 25% and sustained pitch of 5 – 15% • width of clearing 90 - 120 cm and tread width of 30 – 60 cm. <p>Off-road bicycling inside the park is prohibited and should be banned through byelaws, and when necessary, enforced.</p> <p>Customer education – a voluntary code of conduct must be imposed. Hotels and companies hiring out bikes must inform the hirer of the regulations and the reasons that the regulations have been imposed. Reminder posters and cards should be used in the hire centres and also preferably on hotel notice boards etc.</p>
Climbing and Mountaineering	There are possibilities for mountaineering and rock climbing across the park area. Individuals and club members currently undertake the activity.	Popular climbs should be monitored in co-ordination with the local climbing clubs and where extensive destruction of the cliff vegetation is taking place and /or damage to geological features is occurring on intensively climbed routes, these should be periodically closed. The use of artificial aids, such as pitons and rock screws should be banned because of damage to the rocks
Hang-gliding / Paragliding	A minority sport which is currently undertaken in the vicinity of Llogara pass. The sport is not likely to become a major activity and often there are more spectators than participants.	Equipment is required to be taken by vehicle to the top of the mountain. Controlled access should be allowed in non-sensitive areas where a road or suitable track exists.
Caving	The geology of much of the area provides potential for caving.	Control is needed over caving activities to prevent damage to cave structures and also disturbance to bat roosts and other fragile habitats. A register of all known cave structures should be compiled and necessary protection given where required.
Four Wheel Drive	Off road driving and heavy use of un-surfaced roads will contribute to the areas erosion problem. It will also conflict with other recreational users such as walkers, horse riders and cyclists. The use of recreational off road driving is therefore not considered compatible with the National Park designation and should consequently not be allowed.	Recreational four wheel drive should be prohibited by the National Park administration from driving off road.
Diving	A minority sport which can be undertaken in the vicinity of Karaburuni.	Diving, especially if accompanied by underwater fishing, can be a serious problem if practised in ecologically-sensitive areas or where there are large concentrations of divers, who can cause nuisance to fauna and damage to plant life or eliminate the few specimens existing in certain coastal parts and prevent their recovery.
Scuba diving	This includes diving in freshwater as well as in the sea, but excludes all types of snorkelling. Diving centres will provide all necessary offers like equipment, boats, diving guides and teachers, maintenance, rooms for training courses and bars and cafes for social interaction.	Diving centres are providing all necessary offers like equipment, boats, diving guides and teachers, maintenance, rooms for training courses and bars and cafes for social interaction. Specialist equipment is required (most notably a diving cylinder and regulator), but wet (or dry) suits are also usually worn for warmth and protection. Whilst it is not essential to have passed a diving qualification to dive, most commercial operators will only take customers who have a valid form of certificate, which shows they have reached a certain level of competence. Alternatively they provide training to attain this certificate.

		Preconditions are attractive and accessible diving sites. Essential for a sustainable diving tourism sector is the protection of the marine and underwater ecosystems including protected areas and regulation of fishing in selected areas.
Water speed motors and sailing	Water sport used for recreation	Water speed motors and sailing can also lead to environmental problems. Jet-skis and water speed motors generate considerable noise pollution.

<u>Recreation Facilities</u>		
Disabled Facilities		
Where practically possible all recreational activities and National Park facilities should be designed and managed with the disabled in mind.		
Facility	Development Opportunity	Recommendation
Camping	<p>Serviced camping grounds will be provided within the RZ1 Active Recreation Zone.</p> <p>A series of small low-density camping sites for tents only should be identified for visitor use within the traditional use zone of the Park (RZ1 Active Recreation Zone). Camping sites will have places for tents, a fireplace, a fuel shelter, a toilet, waste bin, trail signs and a small information board with relevant information.</p> <p>Camping charges / permits should be issued by the National Park administration.</p>	<p>The serviced sites will include wet toilets, showers and hard road access to camping pitches.</p> <p>The small sites should be equipped with a clean water source, toilet facilities (dry) and waste disposal points.</p> <p>The Ranger Service should monitor the sites and undertake necessary maintenance as required. Waste disposal points should be cleared daily.</p> <p>These should preferably be located in woodland areas so as not to create a visual disturbance. Camps should accommodate 20 – 25 units maximum.</p>
Picnicking	<p>Picnic facilities will be provided at strategic points throughout the park.</p> <p>Barbecue fuel will also be supplied by the Park as self collection is causing damage to trees and removal of dead wood from the forest floor.</p>	<p>Picnic site standards normally require that the site is:</p> <ul style="list-style-type: none"> ▪ located within 100m of the car parking site ▪ 15 – 40 units/ha and contain benches and tables, fire grate for barbecues and a rubbish receptacle (regularly emptied). Each unit serves 4-8 persons. <p>Picnic sites on the RZ1 Active Recreation Zone will include car parking. Where possible car parking should be screened from the picnic site.</p>
Nature Trails and Cultural Trails	<p>Ample opportunities are available to develop Nature / Cultural Trails. These are best linked to interpretive / educational materials.</p>	<p>Nature / Cultural Trails are normally circular in design bringing the visitor back to the point from which they started. 1 – 1.5 km is usually considered to be the nominal length and should contain a number of stopping places of interest. Interpretive material can either be undertaken using a board system or leaflets available from National Park information offices.</p> <p>Benches and other modest resting constructions may be placed along the most popular trails.</p> <p>The National Park Ranger Service should provide longer guided trails.</p>

Children's Play Areas	Play is an important part of any child's visit to the countryside and should therefore be a consideration in any recreation plan. Formal play equipment will be incongruous in most areas of the 'park' where there is public access, however, exciting 'play' opportunities can be provided using the natural materials found within the park.	Play areas will be provided as and where required.
Visitor Information / Interpretation Centres	The Principal information and interpretation centre will be at the entry point of NP for both terrestrial and marine users. This building will include the offices of the National Park. There is a potential to create small centres across the Park in the future, including local information points in village shops and bars. Information centres and points will include resting-places. In addition to these, resting places are provided along roads and trails. There will be adequate parking places near all information centres.	Displays in the visitor centres should be interactive and modern (not stuffed animals etc.) Entrance to the facilities should be free of charge. Attention will be paid to disabled and handicapped visitors' needs to enable them to visit the information centres and also some of the nature trails.
Wildlife Hides	These are advantageous where wildlife habitats are suitable for viewing. Public access may need to be controlled by implementing a booking system.	Hides do not need to be fixed and a programme for ornithologists could be developed by the National Park staff.

6.10 Recommendations for the Management Plan

1. Tourism component of the Management Plan

For the purpose of having a comprehensive Management Plan for the complex protected area 'Karaburun-Rreza e Kanalit-Orikum-Tragjas-Dukat' it is necessary to append it a 'Tourism Management and Development' component. This component should encompass all the related issues (not all the issues are covered by this overview) and propose a territory physical plan for recreation and tourism, too. The plan should designate the suitable recreation plots for development of facilities and develop a design concepts layout for these recreation sites in conformity with map No 11 of the Plan (see below at the point 2) as the recreation zones are designated.

From the tourism point of view, a comprehensive management plan is needed to:

- a) Require clear boundaries for the military base to allow access and performing of the recreation activities at terrestrial and marine area of Karaburun and Orikumi Lagoon;
A designation of boundaries of the military base is important to maximise co-uses and allowing tourism operators to perform activities according to licenses and to the permitted places by park management authorities according to the management plan of PA.
- b) Require limitation of the area of the military base with the aim to allowing free access a) to protected area (terrestrial area of Karaburun) for visitors and the tourism operators to perform tourism activities (walking, hiking,) and b) to Orikum archaeological site for visitors who want to visit it;
- c) Propose the way the protected area and archaeological site can be accessed independently without restriction and interference by the naval military base;
- d) Propose freeing of the territory of the archaeological site (next to the hill of the amphitheatre) from military facilities. Archaeological excavation of ancient Orikum, including undersea archaeological excavation of the nearby under water remains could create a cultural heritage magnet site for visitors.
- e) and using the military buildings next to archaeological site as an Information and Interpretation Centre for Orikum archaeological site and National Park, establishing of Museum of Cold War and setting-up the Offices of National Park Administration.
- f) Select the permitted sites where recreation and tourism related activities can be performed a) at marine protected area, such as bathing places, NP entry point from the sea and place where boats can be encored, scuba diving areas, and b) at the terrestrial area, such as NP entry points, visitor centre, tourist information centres, formal serviced picnic sites, serviced camping grounds, car parking, informal play grounds and recreational areas, and small hotel and restaurant facilities;

Also, a 'Tourism Marketing Plan' is necessary to be performed for the development of tourism at the PA.

2. Reconsidering of the Management Plan

Referring to zoning for recreation and tourism purposes, as given at the map no 11 in Management Plan (referred as the Plan) for the complex protected area 'Karaburun-Rreza e Kanalit-Orikum-Tragajs-Dukat' (June 2005), it is necessary reconsidering this Management Plan. The map No 11 at the Management Plan needs further elaboration and detailed zoning because:

- Zoning for recreation and tourism purposes, given at the map no 11, doesn't correspond with PA Management Zone Prescriptions given at the same document there at the "Box 6 Management Zone Prescriptions of the Protected Area". Map No 11 is given below for reference.

- Lack of graphic maps compatibility between the existing studies regarding proposed areas for tourism development: National Planning Institute study referred as “Study for the National Park of Llogara and rreza e Kanalit area” approved by national Council of Territorial Adjustment (1996) and MWC study referred as “Management Plan for the complex protected area Karaburun-Rreza e Kanalit-Orikum-Tragajs-Dukat” (June 2005).

3. Restriction of boundaries of the military base

If the NP should be used for recreation and tourism purposes, it is important the boundaries of the military base be limited between the road and the sea as shown in the Map 5. Orikumi archaeological site be opened for visitation without dependency of the military base, otherwise has no sense to talk for park management.

The following Map 5 shows the proposed boundaries for military base and use of military facilities for Park Administration, Information and Interpretation Centre for Orikum Archaeological Site and national park, and Museum of Cold War.

Map 6: Proposed boundaries for Military Base and the area for Park Administration, Interpretation Centre for Orikum archaeological site and Museum of Cold War



Annex 1

1. List with accommodation establishments for the area Vlorë - Llogara

No	Name of accommodation establishment	No of Rooms	No of Beds
1	Hotel Vlora – Vlore	10	20
2	Hotel Greta – Vlore	19	40
3	Hotel Riviera – Vlore	14	26
4	Hotel Alpine – Vlore	14	20
5	Hotel Pavarësia – Vlore	36	72
6	Hotel Bolonja – Vlore	15	35
7	Hotel Vlora Internacional – Vlore	72	100
8	Hotel Alba-Eko – Vlore	12	24
9	Hotel Arpet – Vlore	14	28
10	Hotel Irsa – Vlore	8	24
11	Hotel Tozo – Vlore	12	24
12	Hotel Rossi – Vlore	10	20
13	Hotel Martini – Vlore	20	50
14	Hotel Onorato – Vlore	10	16
15	Hotel Primavera – Vlore	18	36
16	Hotel Ambassador – Vlore	15	45
17	Hotel Delfini – Vlore	18	54
18	Hotel Vlora78 – Vlore	20	60
19	Hotel Bab Pirro – Vlore	21	50
20	Hotel Lungomare – Vlore	10	20
21	Hotel Montecarlo – Vlore	24	58
22	Hotel Ridal – Vlore	11	30
23	Hotel Bojko – Vlore	10	25
24	Hotel Europa – Vlore	14	40
25	Hotel New York – Vlore	84	120
26	Hotel 4 Stinë – Vlore	8	16
27	Hotel Miramare – Vlore	9	18
28	Hotel Konomi – Vlore	20	40
29	Hotel Nacional – Vlore	45	100
30	Hotel Kompleksi Liro – Vlore	12	26
31	Hotel Kalaja – Vlore	9	25
32	Vila Sinani – Vlore	9	27
33	Vila Genti – Vlore	8	32
34	Vila Petriti – Vlore	8	32
35	Hotel Aliko – Vlore	27	65
36	Hotel Nimfa – Radhime	18	54
37	Hotel Agimi – Radhime	16	48
38	Hotel Denta – Radhime	28	56
39	Vila Çapuri – Radhime	17	62
40	Vila Bregdeti – Radhime	14	40
41	Vila Sinaj – Radhime	9	30
42	Vila Tahiraj – Radhime	8	25
43	Hotel Jonufra – Radhime	30	150
44	Hotel Sunny Beach – Radhime	6	18
45	Hotel Fuat Muka – Radhime	10	20
46	Hotel Ibiza – Radhime	10	30
47	Hotel Dion – Radhime	13	30
48	Hotel Gold – Radhime	16	37
49	Hotel Zhironi – Radhime	10	30
50	Hotel Helia – Radhime	11	34
51	Hotel Kompleksi Arvenica – Radhime	4	16
52	Rezidenca Cekodhima – Radhime	26	126
53	Hotel Vellezerit Shehu – Radhime	6	24
54	Hotel Krela – Radhime	10	30

55	Hotel Paradise – Radhime	30	90
56	Hotel Aita – Radhime	12	24
57	Hotel Horizonti - Radhime	20	60
58	Hotel Sirena – Radhime	9	25
59	Rezidenca Olympia – Radhime	20	40
60	Hotel Dea – Radhime	13	44
61	Hotel Edva – Radhime	15	40
62	Hotel Ramosaço – Radhime	10	24
63	Hotel Pashai – Radhime	30	95
64	Hotel Rexhina – Radhime	50	140
65	Hotel Platinium – Radhime	27	81
66	Kompleksi "Te Zagolli" – Tragjas	8	32
67	Hotel Grand Tragjasi – Tragjas	21	60
68	Hotel Argeli – Orikum	27	90
69	Hotel Sori & Bebi – Orikum	16	48
70	Hotel AlbaGert – Orikum	10	33
71	Gabina Plazhi Kleon – Orikum	10	30
72	Fshati Turistik - Llogara	37	100
73	Hotel Alpin – Llogara	17	51
74	Hotel Sofo – Llogara	15	45

2. List of Restaurants of area Radhimë - Llogara

Bar Restorant	"Labëria" – Radhimë
Taverna	"Portokallja" – Radhimë
Bar Piceri	"Freskia" – Orikum
Bar restorant	"La folla" – Orikum
Bar restorant	"46" – Orikum
Bar restorant	"Shtëpia e Peshkut" – Orikum
Kompleksi	"Te Zagolli" – Tragjas
Bar restorant	"Sofra e Vjetër" – Tragjas
Bar restorant	"Panorama" – Llogara

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