

Opportunities and Barriers for Development of Community Driven Nature Based Tourism in the Key Biodiversity Area of Butrinti



Photo: M.Topi/PPNEA

Prepared by

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1. Abstract

Through this research important data have been gathered to enable the orientation of investments within the “Land of Eagles and Castles” project in the KBA of Narta Lagoon in the proper direction. Thanks to this research clearer information has been obtained on the: (i) state of tourism development in the area, (ii) locals attitude, awareness and feedback towards sustainable tourism development, (iii) main opportunities and barriers for tourism development, (iv) the state of tourism infrastructure and services, (v) and a more complete list of touristic sites and elements of the area told by locals. Referring to the results of the overall research process, as general might be concluded that the National Park of Butrinti is one of the most visited areas in Albania, welcoming hundred thousands of tourists every year which are mainly visitors of the archaeological part of the park. Despite the high number of visitors, as showed from the results locals in general do not enjoy any economic benefit as tourists are mainly daily visitors. On the other side apart from the archaeological park the other values of the National Park are very little promoted and known by tourists and also by locals. In such context it results important to raise awareness of locals about the high biodiversity values of the area, promote this as touristic potential to local and tourists and collaborate with the authorities of the archaeological park to include in their promotion materials also the biodiversity values and agro-touristic values. In addition it is important to encourage or initiate sustainable livelihood activities or eco-business in order to increase the value of local products and generate employment.

2. State of relevance for the research

This research is realized under the project “Land of Eagles and Castles”, financed by CEPF and implemented by PPNEA in collaboration with project partner BSPB and it is needed for accomplishing the deliverables in the table below:

No Deliverable	Title of Deliverable
1.12	Field research (Ornithological and Socio economical) program
1.14	One report including findings from the overall research process for KBA Butrinti
1.15	One report including findings from the overall research process for KBA Narta
1.16	One report including findings from the overall research process for KBA Karaburun - Çika Mountain
1.17	Final and detailed Project Action Plan written
2.1	Three touristic products (one per each KBA): - The mysterious forest (Turistic product for Karaburun) - The land of Castles and Eagles (touristic product for Butrinti) - The bird Lagoon (touristic product for Narta)
2.2	Information packages (printed and electronic materials such as guidebooks, attractive touristic maps, web-based touristic portal, electronic newsletter): 1000 guidebooks for the Albanian Adriatic coast - 1500 touristic maps (500 per each KBA) - 6000 leaflets (2000 per KBA)
2.3	KBA-specific touristic brands, three touristic brands (one per each KBA): (1) Touristic brand developed for the mysterious Forest of Karaburun (2) Touristic brand developed for Butrinti (3) The land of Castles and Eagles Touristic brand developed , the Bird Lagoon in Narta
3.11	Raised Capacities of Relevant Local Stakeholders on Socio-Economic field data collection

3. Research objectives

Main research question:

What are the opportunities and barriers for development of community based tourism in the three KBAs under the focus of the project “Land of Eagles and Castles”?

Sub research questions:

- a) What are the opportunities for community based tourism in the three KBAs under the focus of “Land of Eagles and Castles” project?
- b) What are the barriers of community based tourism in the three KBAs under the focus of “Land of Eagles and Castles” project?
- c) What is the community attitude towards the development of community based tourism in the three KBAs under the focus of “Land of Eagles and Castles” project?

Operational questions:

a) *Operational questions for sub research question “a” - What are the opportunities for community based tourism in the three KBAs under the focus of “Land of Eagles and Castles” project?*

1. What are the touristic natural features in the areas?
2. What are the biodiversity elements of tourism interest in the areas?
3. What are the touristic cultural features in the areas?
4. Which are the best points/elements of tourism interest in the areas?
5. What are the tourism activities that are present in the areas?
6. What businesses are present in the area?
7. What tourism products do already exist in the areas?
8. What tourism services the community can offer?
9. What are the potentials of tourism development in the areas?

b) *Operational questions for sub research question “b” - What are the barriers of community based tourism in the three KBAs under the focus of “Land of Eagles and Castles” project?*

1. Is the information sufficient to attract tourists to come in the area?
2. Is the infrastructure suitable and sufficient?
3. Are the tourism services at relevant level? What tourism services lack? Which are at a suitable level, and which not?
4. Is the tourism information infrastructure suitable?
5. What should be done to better serve to tourists?
6. What are the business barriers?
7. Is the number of visitors satisfying?
8. Visitors are seasonal or they come along all year?
9. Are the information channels sufficient to advertise the opportunities of the areas?
10. What are the main social problems?
11. What are the services missing?
12. What is the quality of the services?

c) *Operational questions for sub research question “c” - What is the community attitude towards the development of community based tourism in the three KBAs under the focus of “Land of Eagles and Castles” project?*

1. What are the population characteristics of the community? And where the population is dispersed in the area?
2. What is the employment status of the community?
3. How important is tourism for locals?
4. What is the perception of community about the impacts of tourism in the area and in their life?
5. Is community opened towards bringing more tourists in the area?
6. What community, business and tourists think about the tourism features that should be promoted in the area?
7. What are the most attractive aspects of living in the area?

8. What are the least attractive features of living in the three areas?
9. What kind of visitor experience would you like to develop in the area?
10. Is there any interest and knowledge for environmental problems?
11. Is there any interest and knowledge for globally threatened species?
12. Do people need to be more informed on environmental problems?
13. Is there any interest and knowledge for cultural monuments?
14. Do people have good will to collaborate for development of the cultural tourism in the area?
15. Is there any livelihood in the area that is from benefit to the environment?
16. How people see the best future for the area and local communities?
17. Do local people need support to maintain traditional livelihood?
18. Do local people need to build capacity in the line of the sustainable development of the area? If YES, in what direction
19. Do people want to change their livelihood?
20. What is the attitude of local communities to the development of new brands, touristic products and related infrastructure?
21. What is the attitude of local communities to the development of new farmer practices and local food products? (What benefit for them they see?)

4. Methodology

a) General approach

The terms of reference and the synopsis for this research has been prepared by BSPB in collaboration with PPNEA. The research has been implemented by PPNEA involving local collaborators. During this process, the local collaborators have been trained on the questionnaire design, field implementation of the questionnaire, database building and data analysis. For this study local inhabitants of four villages situated within and at corner of the KBA of Butrinti National Park, have been interviewed. The respondents have been chosen randomly.

a) *Data gathering instrument*

Structured questionnaire (see Annex 2)

b) *Sampling size*

A total number of 50 households have been interviewed in the area.

5. Results

A total number of 50 household representatives have been interviewed in four different villages within and at the corner of the National Park boundaries. These village are: Ksamili, situated within Park boundaries, Shëndëlli which is half in the park boundaries and half outside, Vrina and Xarra which are both situated at the corner of National Park boundaries.



Out of 50 respondents, 70% were males and 30% females. The major part of respondents (85%) have moved in the area during the last 25 years whereas the rest are old inhabitants. As regards to education the major part have secondary to high education and few respondents (14%) have university degrees. More than one fifth of the households have members talking at least one foreign language. From them more than half talks Greek, 41% talks English, very few of them talks also some French and 5% talks more than one language.

More than two third of respondents are directly or indirectly involved in tourism activities whereas the rest not. They are mainly selling agricultural, livestock and handicraft products to restaurants and hotels serving to tourists, one third of them serve in restaurants or are owners, 12 % serve in hotels or are owners. Two third of the ones involved in truism services are part time involved whereas the rest are fully engaged in such activities. Around 40% of households involved in tourism economic activates gets more than half of household annual revenues from these activities, one third gets only a quarter of the annual revenues, 16% earns half and the rest less than quarter.

Two thirds of households produce food products and mainly for self-consumption. However one fifth of the households produces also for market. The production mainly consists on vegetables and fruits, but also wine, brandy, dairy, honey, meat and other products. Around 40% of households are skilled in producing different handicraft products, mainly wool knitting products. From those skilled only 37%

produce mainly wool knitting clothes and embroidering décor products. However almost all of them said that they can produce handicraft products if the market is available.

Respondents were asked to mention livelihood activities that they would like to see developed in the area. Answering to this question, 30 % of respondents mentioned tourism, one fourth mentioned agriculture, around one fifth livestock breeding, and less than 10 % mentioned handicraft and around one fifth other different livelihood activities.

All respondents are open to welcome higher number of tourists in the area, as they link it mainly with the economic benefits coming from this. Almost all of them believe that if there was enough demand for tourism services they all would like to be involved in such livelihood activity. Only one third of households in this area have space (one to five rooms) in their houses to let for tourists, and almost all of them want to let this space.

One third of respondents believe that the best option to be developed in the area is the summer tourism, 17% vote for cultural tourism, 24% for agro-tourism, 10% for ecotourism, 7% for sportive tourism, only 3 % for winter tourism and only 7% of respondents believe that the area is appropriate for developing all the mentioned kind of tourism.

Almost all respondents believe that the local community has a positive attitude towards the tourism development in the area, but few of them mentioned that the community might be against tourism development because of the problems it brings: such as heavy traffic and augmented prices. 67 % of the respondents believe that tourism is very important for the economic development of the area, 29% believe that it is just important and only 4% said that tourism is not important. On the other hand more than half (53%) of respondents said that tourism is very important for the social development of the area, 45% believe that is very important and only 2 % said that it is not important. In the other side a considerable number of respondents (15%) argued that tourism might also bring problems in the area, such as heavy traffic and augmented prices.

Most of locals believe that tourists have enough information for the National Park of Butrinti and only 41% of them said that the area should be further promoted.

As regards to the presence of environmental in the area, 57 % of respondents are aware, whereas the rest not. The main problems mentioned are: management of solid wastes, fires, illegal hunting and fishing, management of waste water, heavy pesticide spraying in fields bringing soil pollution, and illegal construction.

Two thirds of respondents believe that the current infrastructure is not at the suitable level for responding to actual tourism needs. They mentioned the presence of bars, restaurants, hotels, guesthouses, but in the other side respondents emphasized the: (i) very limited green spots in the villages, (ii) the lack of public spaces such as gardens, (iii) the weak performance of public health and education service (iv) lack of public toilets in the beach, (v) lack of road information infrastructure, (vi) management of solid wastes, (vii) problems with electricity etc.

The main socio-economic problems mentioned are: the high level of unemployment among young and women, property rights and emigration.

Respondents reported as the most attractive aspects of living in the area: the climate, nature, sea, presence of the archaeological park, developed agriculture, potential for livestock breeding, social environment, and the contact with tourists. On the other side the least attractive aspects are all related with the environmental and socio-economic problems mentioned in the above paragraph.

Most of respondents (87%) are not aware about the presence of high biodiversity values in the area and only 13% mentioned the presence of some species and very few mentioned rare species. The species they mentioned are as follows: Land turtles, sea turtles, White stork, hedgehog, wild ducks, fox, gulls, wolf, jackal, snakes, and wild boar.

Sites with touristic interest mentioned by the respondents are: (i) Archeological Park, (ii) caves, (iii) "Shenilla" Monastery, (iv) "Diaponiti", (v) Kalivua, (vi) Ali Pasha Castle, (vii) Saint Marie church, (viii) Venetian tower, (ix) "Saraqinit", (x) "Harta" bay, (xi) Ksamili islands, (xii) fish farms, (xiii) castle in "Çiflig", (xiv) mandarin plantations, (xv) River "Pavlo", (xvi) "Stillo" cape, (xvii) "Stillo" islands, (xviii) "Vrina" hills, (xix) "Vivari" channel and (xx) Lake Butrinti.

Respondents suggest that values such as: (i) high quality agricultural and livestock products, (ii) natural sea products, (iii) handicraft products should be further promoted and developed.

6. Summary and discussion of results

Local inhabitants in the study area are in general aware about the touristic values existing in the area. These values they mostly link with the presence of the archeological park and much less with potentials of eco-tourism or agro-tourism. In general they are not aware about the presence and state of rare species. They mostly know the common species, but few of them mentioned also some species with a protected status in Albania. The National Park of Butrinti is visited from hundred thousands of tourists during spring, summer and autumn, most of tourists are visitors of the archeological park which come from Corfu and go back within the day. Because of this, locals are actually not seeing any benefit from such high number of visitors.

In the area exist some environmental problems having impact in tourism development. Locals listed the management of waste water and solid wastes as the main problems and the illegal construction.

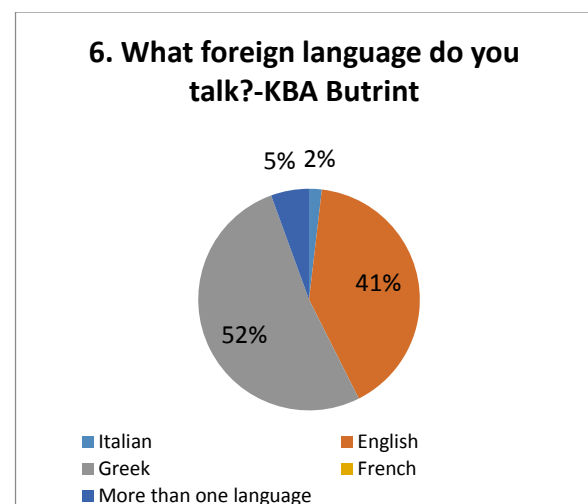
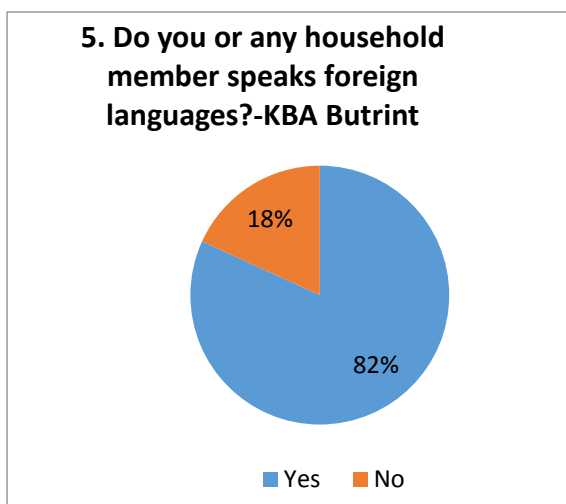
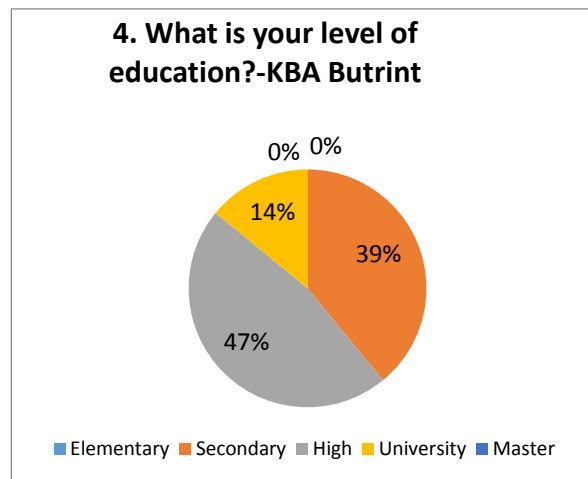
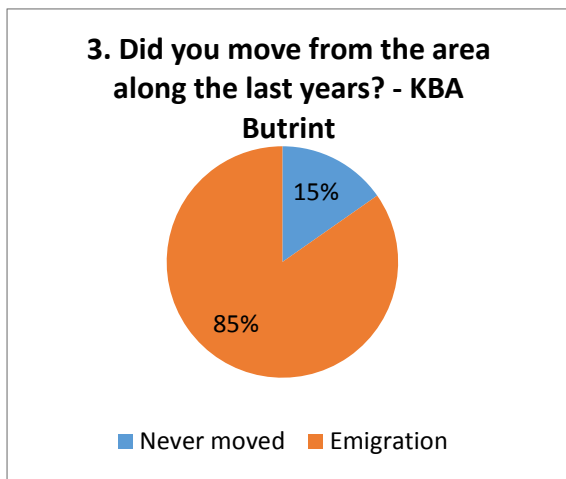
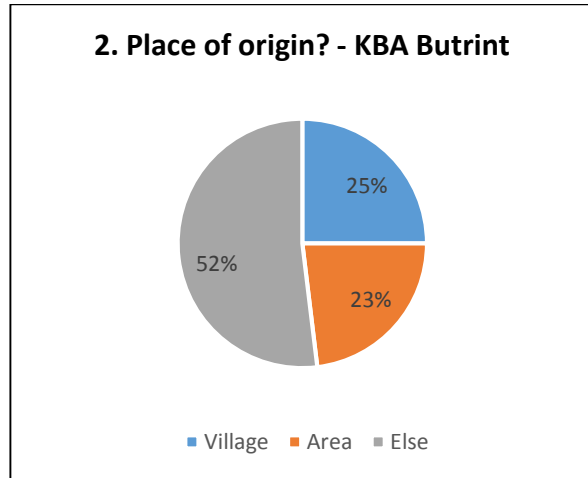
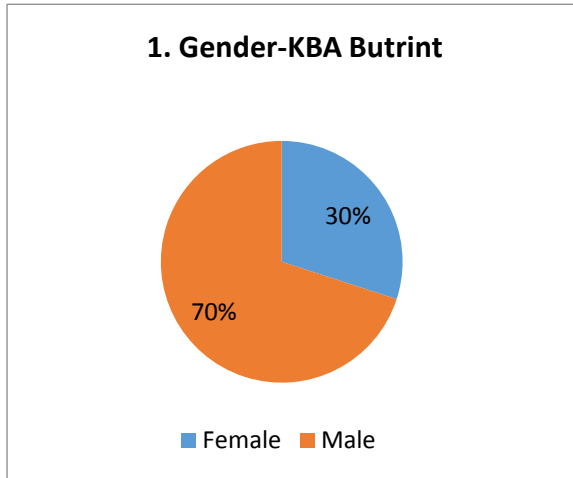
The National Park has a tourism office which actually gives information only on the values of the archeological park and not on biodiversity or other values or other touristic services. It will be important to furnish this office also with information materials promoting different types of values, such as biodiversity, agro products etc.

It resulted that the area has not great potentials for development of guest house tourism, this because the majority of households do not have space in the house and the ones having some space are situated mainly in the village of Ksamili where the buildings are very dense and the agricultural production or livestock is missing.

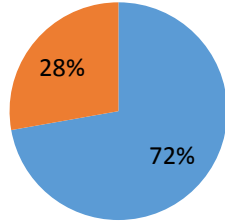
Locals are very open to any action for tourism development. They see tourism development as the main hope for curing the socio-economic problems of the area and ensuring the long term development of the area.

7. Annexes

Annex 1: Summary of results presented in charts

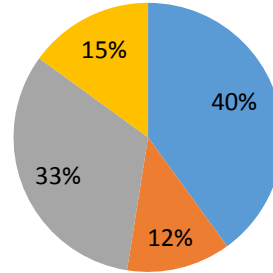


7. Are you involved in Tourism Services? - KBA Butrint



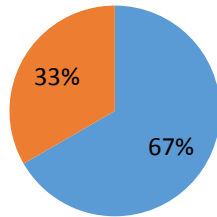
■ Yes ■ No

8. What type of tourism services you are involved? - KBA Butrint



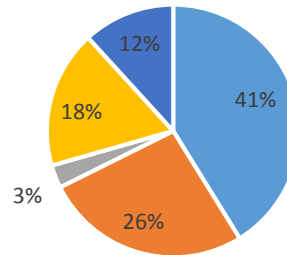
■ Marketing ■ Hotel ■ Restaurant ■ Other

9. What is your time of involvement in tourism services? - KBA Butrint



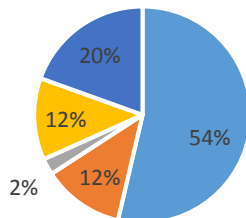
■ Part time ■ Full time

10. How many members of your household are involved in tourism services?- KBA Butrint



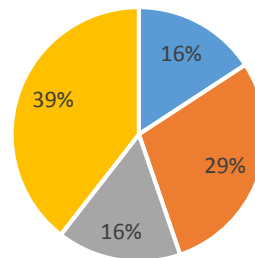
■ One ■ Two ■ Three ■ Four ■ >4

11. In what season you are involved in tourism services? - KBA Butrint



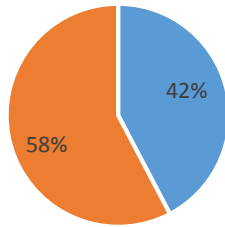
■ Summer ■ Autumn ■ Winter
■ Spring ■ All year

12. What part of household annual income comes from tourism related activities? - KBA Butrint



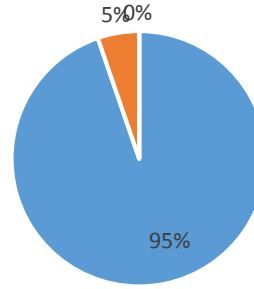
■ <quarter ■ quarter ■ Half ■ >half

13. Are you or any household member skilled to produce handicraft? - KBA Butrint



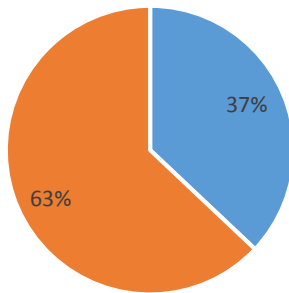
■ Yes ■ No

14. What handicraft products? - KBA Butrint



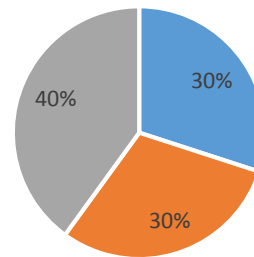
■ Knitting ■ needlework ■ Carpeting

15. Do you produce handicraft? - KBA Butrinti



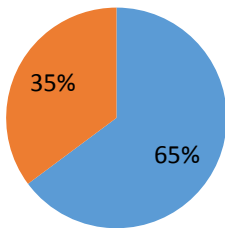
■ Yes ■ No

16. For what purpose do you produce handicraft? - KBA Butrint



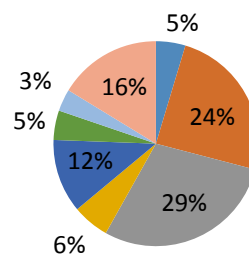
■ Self-consumption ■ Market ■ Both

17. Do you produce food products? - KBA Butrint

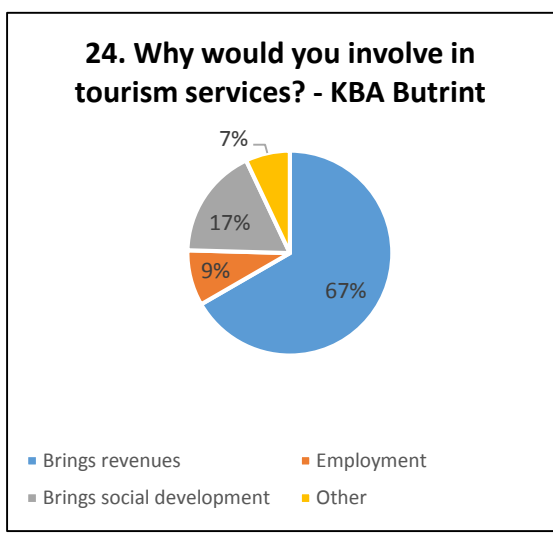
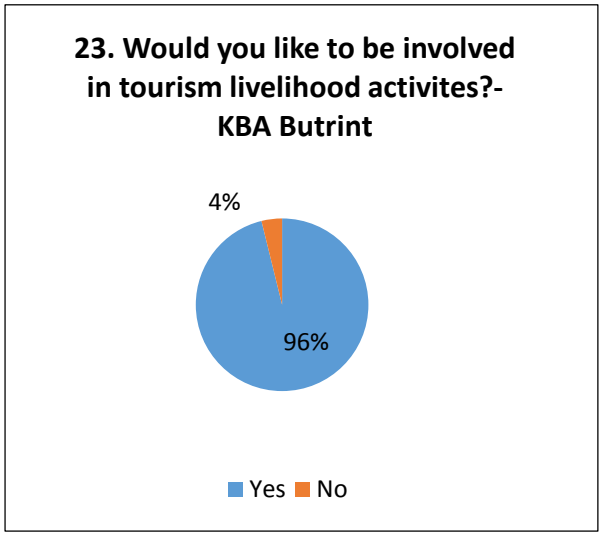
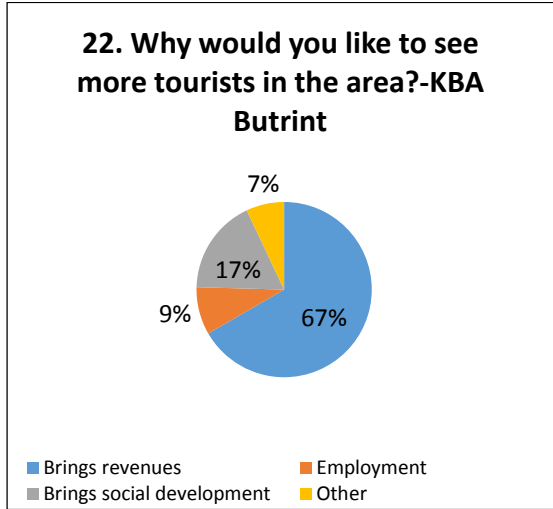
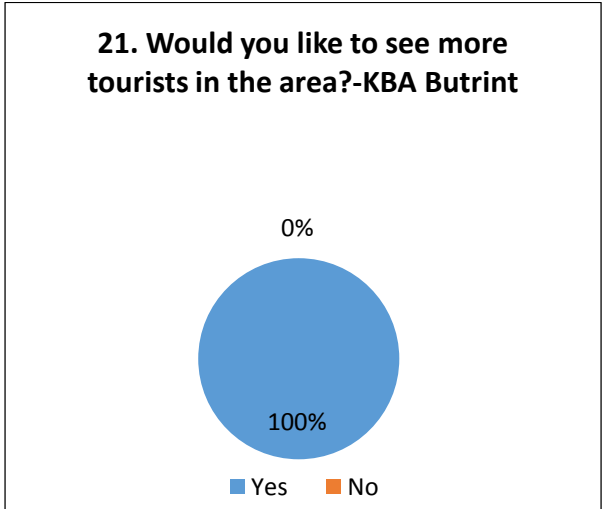
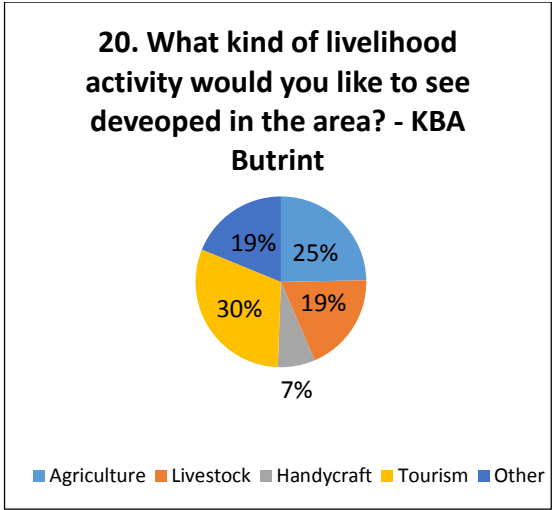
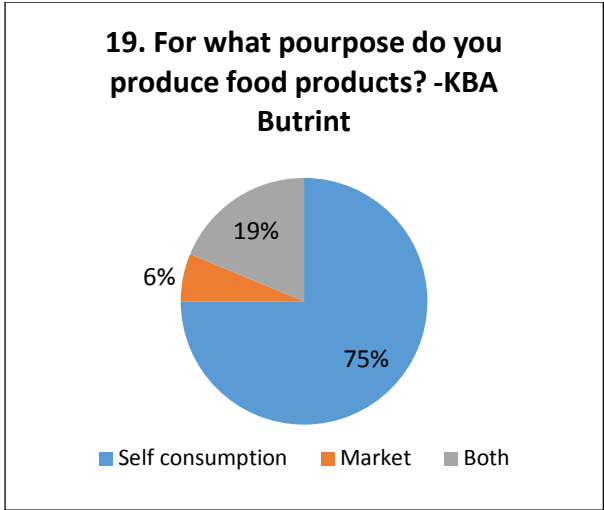


■ Yes ■ No

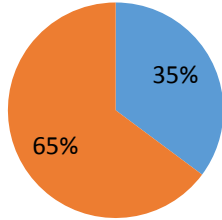
18. What do you produce? - KBA Butrint



■ Dairy ■ Fruits ■ Vegetables ■ Brandy
 ■ Wine ■ Honey ■ Meet ■ Other

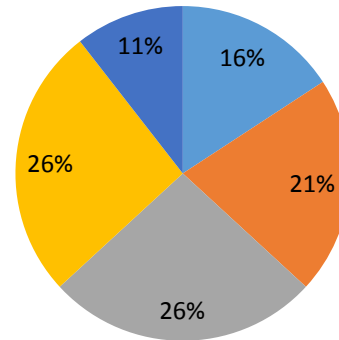


25. Do you have space in your house for letting to tourists?- KBA Butrint



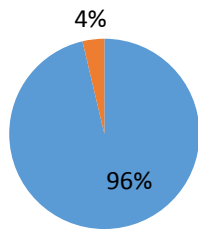
■ Yes ■ No

26. How many rooms?-KBA Butrint



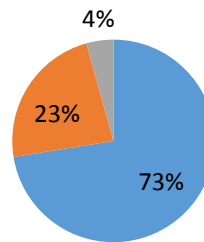
■ One ■ Two ■ Three ■ Four ■ >Four

27. Would you like to let rooms for tourists?-KBA Butrint



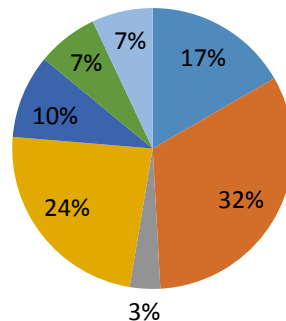
■ Yes ■ No

28. Why you would let rooms to tourists?- KBA Butrint



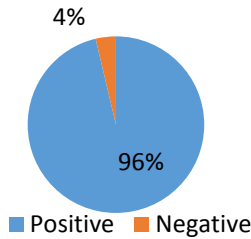
■ Brings revenues ■ Brings social development ■ Other

29. What type of tourism would you like to see developed in the area?- KBA Butrint

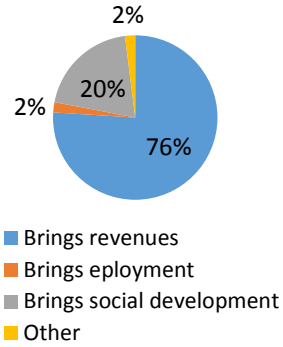


■ Cultural ■ Summer ■ Winter ■ Agro-tourism ■ Eco-tourism ■ Sportive ■ All

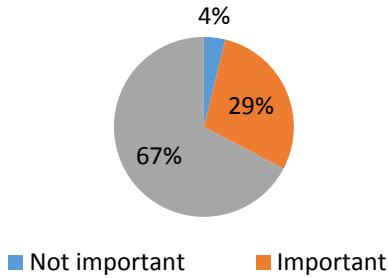
30. In your opinion what attitude has the local community towards tourism development in the area?- KBA Butrint



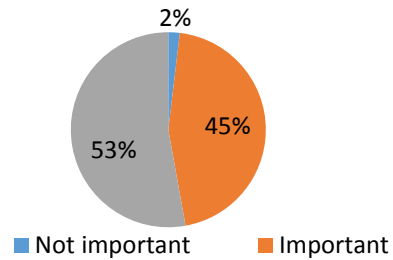
31. Why?-KBA Butrint



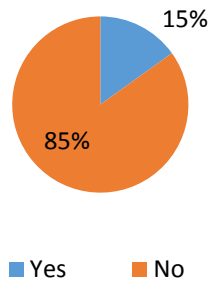
32. In your opinion, how important is tourism for economic development of the area?-KBA Butrint



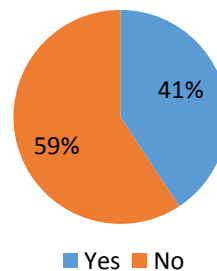
33. In your opinion, how important is tourism for social development of the area?-KBA Butrint



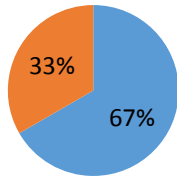
34. Do you think that tourism might cause any problem in the area?-KBA Butrint



35. Do tourists have enough information for the area?-KBA Butrint

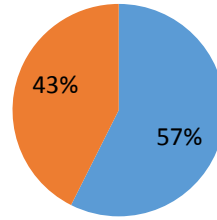


36. Is it the current infrastructure suitable for the tourism development



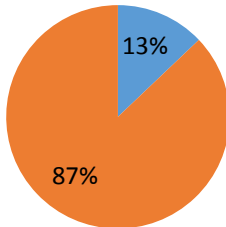
■ Yes ■ No

37. Do you have environmental problems in the area? - KBA Butrint



■ Yes ■ No

38. Do you know any rare species present in the area? -KBA Butrint



■ Yes ■ No

Annex 2: Questionnaire

Name of enumerator _____

Dt ___ / ___ / 2014

Questionnaire

1. Name _____
2. Sex a) F b) M
3. Age _____
4. Address (name of village)? _____
5. Place of birth a) In the village, b) In the area c) Elsewhere
6. Since how long are you living here? _____
7. Level of education? a) Primary, b) secondary, c) high school, d) graduate, e) upper graduate
8. Do you or any of your household members talk any foreign language? a) yes b) no
If yes, please specify the language/languages? _____
9. What is your current job? _____
10. Are you engaged in some tourism activities? a) Yes b) No
If yes
In what _____
What is the time of engagement a) part time b) full time
At what season of the year? a) summer b) autumn c) winter d) spring e) all the year
How many members of your household are engaged? _____
11. How much tourism contributes to your annual income?
a) < quarter b) quarter c) quarter <x< half d) > half
12. Can you make any traditional handicraft/are you skilled? a) Yes b) No
13. If Yes
14. What _____

15. Do you make any traditional handicraft? a) Yes b) No

If Yes

What _____

And for what purpose a) self needs b) market c) both

16. Do you produce dairy products and/or vegetables/fruits? a) Yes b) No

If Yes, for what purpose? a) self-consumption b) market c) both

17. What kind of livelihood activities would you like see practiced and developed in this area?
Why?

18. Do you like to be involved in tourism services? a) Yes (why?) b) No (why?)

19. Do you have enough space in your house, so you can rent any room to tourists? a) Yes, b) No

If Yes, how many rooms? _____

20. What services may your house provide to tourists?

a) Bathroom b) Warm and fresh water c) Washing machine d) Food

21. Would you be interested to rent any room in your house to tourists? a) Yes b) No

22. Do you want to see more tourists in the area? a) Yes b) No

If Yes, what is needed? _____ If No, why? _____

23. If one tourist will come in your village, what would you show to him/her? Where you will advise to see or to visit?

24. Why tourists should come in this area? What they can enjoy? What this area can provide for them?/What do you think are the most important features that should be used to promote tourism in the area?/Which are the best places?

25. Which period of the year (months) are the best to visit this area? (please specify months) and why?

26. What kind of tourism would you mostly like to be developed in the area?

a) Cultural tourism, b) summer tourism, c) winter tourism, d) agro-tourism, e) eco-tourism f) all g) other, please write the suggestions _____

27. How many tourists do you think the village could accommodate?

28. Do you think that community here is interested and will support the tourism development?

a) Yes b) No - please argue both answers?

29. How important could be tourism development for local economy in the future?

a) not very important b) important c) very important

30. How important could be tourism development for the social development of the community?

a) not very important b) important c) very important

31. Do you think tourism will cause any problems within the community or in the area?

a) Yes b) No

if yes, please
argue _____

32. For you personally, which are the most attracting things or advantages living in this area?

33. For you personally, which are the least attracting things or disadvantages living in this area?

34. How do you call the whole region around? _____

35. In your opinion is the information sufficient to attract tourists in the area?

a) Yes b) No

36. Is the infrastructure suitable and sufficient for tourists? a) Yes, b) No

If Yes what exists _____

If No what is missing _____

37. In your opinion, which are the most basic and urgent services to be provided?

38. In your opinion, what are the main social-economical problems in the area?

39. Do you have environmental problems in the area? a) Yes b) No

If Yes please specify

40. In your knowledge do you know any threatened species in the area? a) Yes b) No

If yes, please specify
