



NATIONAL MARINE PARK KARABURUN-SAZAN

EXTRACT OF THE SUSTAINABLE TOURISM MANAGEMENT PLAN 2016



CRITICAL ECOSYSTEM
PARTNERSHIP FUND



NATIONAL MARINE PARK KARABURUN-SAZAN, ALBANIA, SUSTAINABLE TOURISM MANAGEMENT PLAN 2016

The National Marine Park Karaburun-Sazan, Albania, Sustainable Tourism Management Plan 2016 has been developed within the framework of the SEA-Med Project in Albania (Sustainable Economic Activities in Mediterranean Marine Protected Areas - Karaburun–Sazan Marine Protected Area) led by INCA (Institute for Nature Conservation in Albania) and in collaboration with WWF Mediterranean. This activity is also part of the “Management model of coastal, insular and marine areas in the Mediterranean” partnership that brings together the Conservatoire du Littoral, MedPAN and WWF Mediterranean to contribute to establish these sensitive areas as models for Integrated Coastal Zone Management and the sustainable financing of their management.

National Marine Park Karaburun-Sazan, Albania, Sustainable Tourism Management Plan 2016 preparation:

Petra Bollich, Sustainable Tourism Consultant

Marinela Mitro, INCA, SEA-Med, National Project Coordinator

Under the supervision of:

Zeljka Rajkovic, WWF Adria

Photo credits:

Claudia Amico

UNDP Albania

Pajtim Shpata

INCA (Ilirjan Qirjazi)

INCA (Marinela Mitro)

Vlora Regional Administration of Protected Areas

National Marine Park Karaburun-Sazan, Albania, Sustainable Tourism Management Plan 2016 extract

Supervision: Giulia Prato, Marina Gomei

Design and layout: Catherine Roberts

Cover photo: Karaburun-Sazan Marine Protected Area, Albania. © Claudia Amico/WWF Mediterranean



The Critical Ecosystem Partnership Fund is a joint initiative of l'Agence Française de Développement, Conservation International, the European Union, the Global Environment Facility, the Government of Japan, the MacArthur Foundation and the World Bank. A fundamental goal is to ensure civil society is engaged in biodiversity conservation.

CONTENTS

EXECUTIVE SUMMARY	3
1 BACKGROUND	5
1.1 KARABURUN-SAZAN MARINE AND COASTAL PROTECTED AREA: LOCATION AND MANAGEMENT	5
1.2 TOURISM AND INFRASTRUCTURE	8
1.3 POLICY AND LEGISLATION	9
2 SUSTAINABLE TOURISM MANAGEMENT PLAN	13
2.1 VISION FOR 2025	13
2.2 SUSTAINABLE MANAGEMENT PLAN THEMES, OBJECTIVES AND ACTIVITIES	13
2.2.1 THEME A: TOURISTIC OFFER	14
2.2.2 THEME B: INFRASTRUCTURE, ACCESSIBILITY AND REGULATIONS	16
2.4.3 THEME C: MARKETING, INFORMATION AND COMMUNICATION	19
2.2.4 THEME D: AWARENESS RAISING, EDUCATION AND TRAINING	22
2.2.5 THEME E: COOPERATION AND MANAGEMENT IN AND AROUND THE MPA	24
3 FINANCES AND MONITORING	26
3.1 FINANCIAL RESOURCES	26
3.2 STMP MONITORING	33
ABBREVIATIONS AND ACRONYMS	34
LIST OF TABLES & FIGURES	



Executive summary

The Sustainable Tourism Management Plan of Karaburun-Sazan Marine National Park is elaborated within the framework of the SEA-Med Project – Sustainable Economic Activities in Mediterranean Marine Protected Areas. The project is a regional initiative of WWF Mediterranean, implemented in 7 Marine Protected Areas (MPAs) of 5 Mediterranean countries (Albania, Algeria, Croatia, Turkey and Tunisia). It aims to support MPAs in advancing towards a state of financial and operational self-sufficiency. In Albania the project started in 2013 and focuses on the only existing National Marine Park, Karaburun-Sazan.

The Sustainable Tourism Management Plan (STMP) has been developed using a participatory approach, which was applied for the first time during the development of the Karaburun-Sazani Management Plan. Stakeholder workshops were organized and capacity building training was provided for stakeholders and the core team. The plan was designed according to feedback from the stakeholder workshops and is based on the structure of the Management Plan, following the standard structure of Protected Areas Management Plans in Albania. The plan is to be used by park administration staff and local government institutions.

The first part of the STMP gives short information on the park and tourism situation in and around the park, by describing natural and historical values, tourism trends, statistics and visitor experience. It also gives an insight into the legal status, policies, legislation relevant to the situation and provides a description of stakeholders.

The second part of the plan describes values, threats and the current institutional framework. It deals with the vision for tourism development, five themes, objectives and activities for each theme, by describing potential stakeholders and prioritizing actions.

Vision for 2025

In 2025, Karaburun-Sazan will be a Marine Protected Area (MPA) that safeguards its natural resources, biodiversity and historical values through sustainable tourism development. This will have positive impacts on the local community, who supports and shares the benefits of sustainable tourism development in and around the MPA. This vision will be reached through effective management and a participating local community that is aware of the MPA, its values and the importance of its protection to ensure sustainable tourism in the long run.

The Sustainable Tourism Management Plan of Karaburun-Sazan Marine National Park is designed with a vision of sustainable tourism for the next 10 years, but its implementation is planned for 5 years. Changes in the situation on site must be reflected in the revision of the plan, but without changing the vision, goals and objectives.

Management themes, goals and objectives are presented in Table 1.

THEME A: Touristic Offer
GOAL A: Develop, professionalize and diversify the touristic offer in Vlora, Orikum and Karaburun-Sazan MPA including sustainable tourism practices and nature-based activities
Smart Objective A.1: By 2020 a diversified and quality touristic offer in Vlora, Orikum and Karaburun-Sazan MPA is visible, accessible and bookable
Smart Objective A.2: Within the next 5 years touristic operators and businesses are trained and informed about sustainable tourism practices and nature-based activities in the area and supported to collaborate and coordinate their activities
THEME B: Infrastructure, Accessibility and Regulations
GOAL B: Support the local administration, the conservation partners and the tourism sector to improve the touristic infrastructure, to ensure an easy access to selected sites of the MPA and to agree on regulations preserving the natural and cultural values of the area
Smart Objective B.1: The accessibility to selected, elaborated sites of the MPA is ensured within the next 5 years while code of conducts and regulations are set up to avoid negative impacts within the MPA
Smart Objective B.2: Within the next 5 years the process of the development of visitor infrastructure and implementation of up-to-date environmental standards, techniques and models has been supported
THEME C: Marketing, Information and Communication
GOAL C: Improving the communication among relevant stakeholders and tourists and supporting the marketing efforts to achieve a broader understanding of Vlora, Orikum and Karaburun-Sazan MPA as a sustainable tourism destination
Smart Objective C.1: By 2020, the level of information about nature-based tourism activities and sustainable tourism in Karaburun-Sazan and its surrounding area among tourists and locals has increased
Smart Objective C.2: By 2020, Karaburun-Sazan MPA and the surrounding touristic area is promoted and on its way to become known as sustainable tourism destination at national and international level
THEME D: Awareness Raising, Education and Training
GOAL D: Raise awareness and improve the knowledge on the values and benefits of the MPA and its resources
Smart Objective D.1: By 2020, the knowledge on natural and historical values of the MPA, its touristic potential and offer among the local community and tourists has increased
THEME E: Cooperation and Management in and around the MPA
GOAL E: Ensure a cross-sectoral cooperation on touristic issues related to the MPA and an effective management through setting-up mandatory responsibilities
Smart Objective E.1: Within the next 5 years, the cooperation among stakeholders of the tourism sector, local administration and nature conservation has been strengthened and institutionalized
Smart Objective E.2: Within the timeframe of the Sustainable Tourism Management Plan, its implementation and monitoring has been regulated and models of financing nature conservation through tourism have been elaborated

Table 1: Management themes, goals and objectives

For each activity an estimate of financial costs is given in the financial plan. The overall cost of suggested activities goes up to 475,000 euros over the period of 5 years. After the financial plan, the monitoring and evaluation of management is described. Extracts of the plan are presented in this booklet to outline key components.

1 Background

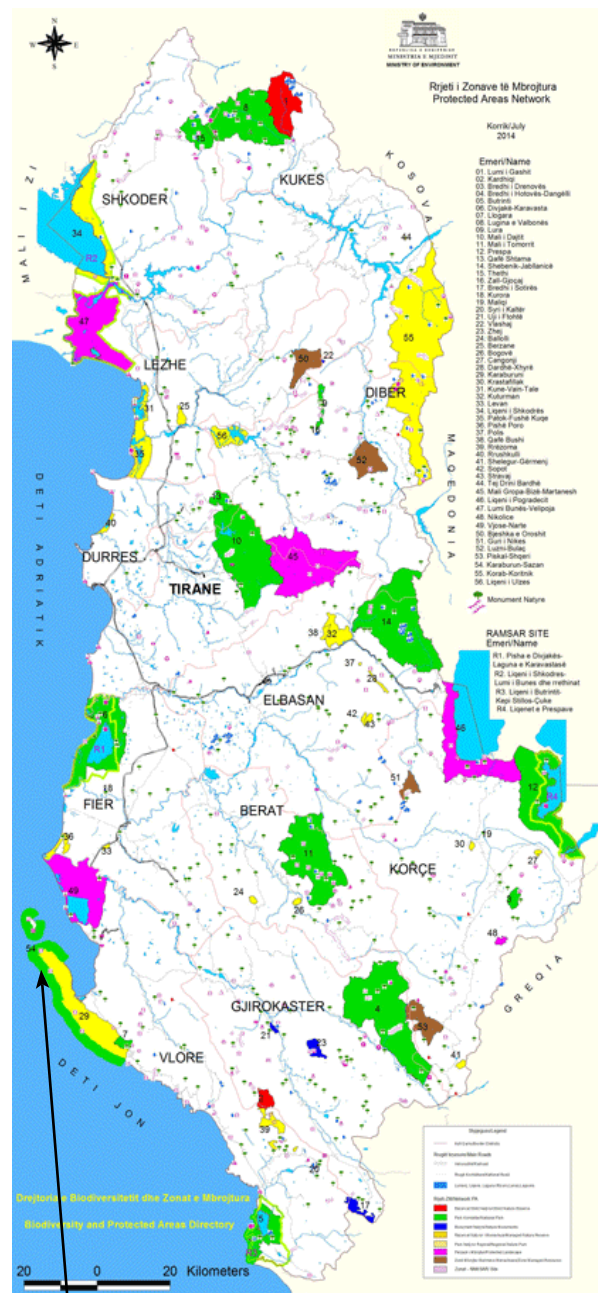
1.1 Karaburun-Sazan Marine and Coastal Protected Area: location and management

The National Marine Park (NMP) Karaburun-Sazan is situated at the border between Adriatic and Ionian Sea, in Orikum Administrative Unit, Vlorë County, Albania (Figure 1).

Vlorë County lies in the southwestern part of Albania and borders the Adriatic and Ionian seas with a total surface of 2706 km², 244 km coastal line and population of 374,168 habitants (2010).¹

The coastal area near Vlorë County is one of the most beautiful and rich in nature, history and culture in Albania. This region is well known for the diverse relief that directly impacts the climate of this region. Wild natural beauty mixed with cultural landmarks (folklore, culture, social education centers, spiritual cult objects, traditional customs, and songs) and historical heritage (settlements, archaeological remains) offer a great potential for tourism. This region is one of the most important touristic destinations in Albania.²

Karaburun Peninsula, with a territory of 313 km², was declared a natural reserve on 27 July 1977. On 28 April 2010, the marine natural ecosystem near Karaburuni Peninsula and Sazani Island was proclaimed National Marine Park of Karaburun-Sazan upon the proposal of the Minister of Environment, Forestry and Water Administration. Since February 2015, the National Agency of Protected Areas in Albania (NAPA), under the Ministry of Environment (MoE), is the highest institution responsible for the management, promotion, monitoring and sustainable development of protected areas (PAs) in Albania. The Karaburun-Sazan Marine Protected Area (MPA) is under the administration of Vlorë Regional Administration of Protected Areas (RAPA), which is the local representative of the National Agency of Protected Areas. The Karaburun-Sazan MPA is an IUCN Category II (National park).³



National Marine Park
Karaburun-Sazan

Figure 1: Map of Protected Areas
Source: <http://mcpa.iwlearn.org/>

The total area of Karaburun-Sazan National Marine Park is 12,570.82 ha, with 9,848.95 ha around Karaburuni peninsula and 2,721.87 ha around Sazani island. The borders are defined as the map above of Karaburun-Sazan MPA shows (Figure 1).

¹ General Directory of Civil Status, Ministry of Internal Order, 2011

² <http://www.qarkuvlore.gov.al/>

³ IUCN is the International Union for Conservation of Nature.



Figure 2: Map of the Karaburun-Sazan MPA
Source: <http://mcpa.iwlearn.org/>

1. The NMP Karaburun-Sazan is designed to provide a pragmatic approach aiming at establishing equilibrium between sustainable economic development and natural resource conservation ensuring long term protection and maintenance of biological diversity, while providing at the same time a sustainable flow of natural products and services to support coastal communities' development. The main objectives of its designation are:

- To protect and maintain the biological diversity and other natural values of the area in the long term.
- To promote sound management practices for sustainable production purposes.
- To protect the natural resources from being alienated for other land-use purposes that would be detrimental to the area's biological diversity.
- To contribute to the regional and national development, through sustainable tourism practices.

The whole area displays the highest biodiversity values in the country (NEA, 1999) due to its diversity of habitats and its richness in marine and terrestrial flora and fauna species. Many of them (three sea turtles endangered species) have a conservation concern at international, national and regional level. Three globally endangered marine turtles, with high threatening status⁴ are present in Albanian waters. The area is also a potential monk seal habitat (monk seals were reported in Karaburuni in 1982 and Sazani in 1991). Presence of charismatic species like cetaceans, the short-beaked common dolphin, bottlenose dolphin and the sperm whale has been occasionally registered in the area.

According to Birdlife International (2014), the area of Vlora bay, Karaburuni peninsula and Cika mountain is listed as an Important Bird and Biodiversity Area (IBA) for Albania⁵. About 70 species of water and seabirds have been recorded among which the Dalmatian pelican (*Pelecanus crispus*) and the pygmy cormorant (*Phalacrocorax pygmaeus*).

In 2014, 4 years after the NMP establishment, the Management Plan (MP) of Karaburun-Sazan Marine and Coastal Protected Area (MCPA) has been developed within the framework of the United Nations Development Program (UNDP) project "Improving Coverage and Management Effectiveness of Marine and Coastal Protected

Areas" (MCPA Project).

The Management Plan was developed jointly by WWF Mediterranean and Institute for Nature Conservation in Albania (INCA). On 24.11.2015, the Management Plan was approved by the Ministry of Environment.⁶ It is a strategic planning document of the Management Administration for the next 10 years. The plan defines management through vision, themes, objectives and activities, including zoning; it also contains financial plan, and monitoring and evaluation of management.

The Management Plan is addressed to all stakeholders of the Karaburun-Sazan MCPA and especially to the Protected Area administration, (the National Agency of Protected Areas (NAPA) with its local representative, Vlora Administration of Protected Areas (Regional Administration of Protected Areas, RAPA). Vlora Administration of Protected Areas manages 6 PAs in Vlora Region, including Karaburun-Sazan MPA, with a staff of 26 persons. Two specialists and 5 rangers are responsible for monitoring and administration of Karaburun-Sazan MPA.⁷

In January 2015 the process of developing the Sustainable Tourism Management Plan of Karaburun-Sazan (STMP) started within the SEA-Med project. The STMP aims to complete the sustainable nature based tourism profile development in the area, being in line with the MP. In August 2015, a business plan was completed aiming at addressing funding sufficiency for carrying out basic conservation needs. The business plan was developed by VertigoLab within the framework of the above mentioned MCPA Project of UNDP Albania. This document includes a detailed analysis of the park's projected incomes, expenses and a financial gap, as well as a selection of financial mechanisms to fill the identified gaps.

Within the collaboration with WWF Mediterranean, a feasibility study on Sustainable Financial Mechanisms of K-S was carried out in December 2015 aiming at finding new mechanisms on how to generate additional revenues in Karaburun-Sazan MPA, to cover existing and new costs related to nature based activities and other environmental services. This study is based on evaluating existing environmental services of the MPA and a proposal of new financing mechanisms in order to make the MPA self sufficient in the future.⁸

4 IUCN Red List of Threatened Species, 2014

5 IBA assessment was done in 2000

6 Management Plan of National Marine Park Karaburun-Sazan

7 National Agency of Protected Areas (www.akzm.gov.al)

8 Financing of Albanian MPAs – Case study of the National Marine Park of Karaburuni Peninsula and Sazani Island

1.2 Tourism and Infrastructure

Tourism is considered as one of the three most important economic sectors in Albania, with a steady increase of number of tourists and touristic infrastructure from 2009 (INSTAT). Based on the official data of the Department of Border and Emigration, in the General Directory of Police State, number of arrivals to Albania, for the first 9 months of 2014 was 2,911,419 visitors in total. Compared to one year before, the increase is 13%. 90% of visitors are coming for holidays mostly from Kosovo, Macedonia, UK, Germany, Italy, Netherland and Sweden. The trend from last year is the presence of visitors from the Czech Republic, Slovenia and other Balkan countries.⁹

Moreover, despite efforts to diversify the tourism offer, tourism development in Albania has been mainly geared towards a “sun-sand-sea” model and concentrated in the coastal areas. Development of second houses, hotels and associated infrastructure has rapidly claimed coastal land, triggering irreversible consequences for coastal habitats and compromising ecosystem services that are vital for the well-being of local communities. These impacts are further aggravated by the spatial-temporal distribution of tourist arrivals, which are concentrated within the summer season and in coastal areas by tripling the local number of inhabitants. During the past 20 years, tourism development has not reached the Albanian people’s expectations for the sustainable use of natural, cultural and historical potentials. Lack of tourism planning and capacity, problems related to services, deficiencies in infrastructure, lack of coordination between central and local government are the main problems of the tourism sector over the years.

The Ministry of Urban Development and Tourism has developed the Draft National Strategy of Tourism 2014-2020 and the Action Plan of the Strategy of Tourism 2014-2020, as a key strategic document of the tourism sector in Albania. The strategy reflects the government’s program of reforms in all sectors, with the aim to direct the tourism sector into sustainable development and to stop the chaotic, unplanned and uncoordinated tourism development.¹⁰

Vlora Region

Seaside tourism¹¹ is the main type of tourism in marine and coastal areas of Vlora Region. Being the main tourist destination in Albania, local authorities

of Vlora Region have shown a continuous interest for being part of an integrated coastal tourism development. The Strategic Plan for the Vlora Region, produced in 2011 by UNDP, identified tourism as a priority economic sector to be promoted and used for diversification of the local economy. Still, after 5 years, beside local government, private sector and CSOs commitments, the touristic offer is unsustainable, as this sector is still lacking investments (infrastructure and human resources).

Orikum

Orikum is a small town and is part of the Vlora Region. It is the closest urban center to the Karaburun-Sazan MPA and is very important for tourism sector. Investments made in the area and rich attractions have turned tourism sector into a good potential for local economy of the small town. Near Orikum there are about 530 rooms in 60 hotels (of all types), 170 beach cabins, and about 120 restaurants, while the total number of beds reaches 2.500. This statistical data do not include family tourism, which is as well an important sector for the local touristic offer.¹² In the recent years Orikum is visited by a larger number of foreign visitors (94% European, 3% Americans, and 3% from other countries). The largest number of tourists is from Kosovo and Macedonia, followed by tourists from Great Britain, Germany, Italy, Norway, Sweden, etc. Trends from last year are visitors from the Czech Republic, Slovenia and other Balkan countries.¹³

Karaburun-Sazan MPA

The recently established Karaburun-Sazan NMP (and its associated terrestrial parks of Llogara and Karaburun Peninsula) offers a unique opportunity for sustainable nature-based tourism in the region. During the last two years it has been one of the most interesting destinations for recreational activities in south of Albania. It still offers pristine and unexploited nature but it is difficult to reach by land. Tourists reach it through excursion boats which are the latest bloomed business in the area. Tour boating, sun bathing and enjoying simple local food are the most preferred activities tourists practice during their daily visits. Diving, snorkeling, hiking and “pescaturismo” (fishing tourism) are also practiced, but randomly or by few professionals. These activities are not regulated and are mostly offered by hotels or locals.

⁹ Albanian Institute of Statistics (www.instat.gov.al)

¹⁰ The National Draft Strategy of Tourism

¹¹ Sea and beach tourism

¹² Orikum Municipality Report, Directory of Tourism and Development Program

¹³ Orikum Municipality Report, Directory of Tourism and Development Program

As the Karaburun-Sazan MPA is still in the early phase of developing sustainable tourism, there is a need for touristic infrastructure development at the site. As indicated in the MP of Karaburun-Sazan, during the last two years some efforts were started by different actors working on-site to complete touristic infrastructure. UNDP, WWF, NAPA and other donors are investing in visitor infrastructure and tourism development in the area.

In 2015, INCA succeeded to join UNDP and WWF funds and develop different touristic infrastructure in Karaburun-Sazan. The project aims to support local operators (excursion boats, diving and hiking operators) and tourists with investments in infrastructure in the area, to establish nature based sustainable tourism practices and ensure good management of natural resources in the Karaburun-Sazan MPA. This touristic infrastructure consists of 2 tourist information boards in the cities (Vlora and Orikum), implementation of two terrestrial trails on Karaburun Peninsula (Pashaliman-Pllaja e Ravenes-Gjiri i Bristanit; and Pashaliman- Shen Vasil - Shen Jan); implementation of an underwater trail (Shen –Vasil); MPA border demarcation (with buoys) and reparation of the old military dock.

In the area is a big interest from tourist operators and government (NAPA) to improve the touristic offer and the MPA infrastructure, so other investments are also ongoing. An Information Center, in Radhima near the National Road, will be constructed with the help of donors and will be managed by the RAPA staff; other information tables and promotion of eco-touristic activities will be placed by NGOs and tourism operators.

1.3 Policy and Legislation

The tourism policy framework, developed by the Albanian government, reflects sustainability principles, but in practice more should be done in legislation and implementation. The draft of the “National Strategy for Tourism 2014-2020”, the former national “Strategy for tourism development 2002-2013”, and the “Strategy and Action Plan for Development of Natural and Cultural Tourism” shall be considered as the main policy documents to be referred in the tourism sector, so far . The draft of the “National Strategy for Tourism 2014-2020” and the “Action Plan of the Strategy for Tourism 2014-2020” have been developed by the Ministry of Urban Development and Tourism as key documents for developing territorial strategies of the “after 2013 period”. This strategy represents the initiatives, policies and new objectives of the new government and highlights the importance of tourism as a key

sector for the economy. The strategy reflects the government’s program of reforms in all sectors, with the aim to orient the tourism sector into sustainable development and to stop the chaotic, unplanned and uncoordinated tourism development (The Draft National Strategy of Tourism 2014-2020).

Nature based tourism development has implications and in one way or another depends on other sectors such as the nature conservation sector, waste and water management, energy and infrastructure. Knowing that, the Albanian government sometimes with the help of international donors, has done few attempts to fix these sectors, first by addressing and reflecting these needs in different national and local level documents and by implementing few of them. Actually, the government is investing through big projects, especially in South of Albania that is mostly affected by tourism sector. Two big investments of the government are: improving and restoring infrastructure of energy supply in South and construction of an important road in Vlora that connects two important parts of Albania (Central and South). Partly the government is investing to maintain locally fresh water supply and is especially working to improve local infrastructure of inhabited towns along the coast.

According to international tourism specialists, additional strategies and legislation have to be taken into account and produced accordingly before doing investments. Still, waste and water management infrastructure reflects weak attempts from the government to be improved and a lot more should be done especially with waste management to stop and manage them.

The Law on Tourism

The Law on Tourism No .9734 has been in power since 2007 and the scope of this law is to determine the principles and rules governing the tourism sector and also to develop standards for tourism services and products. Although it has been in power for many years, it did not bring practical effects because it was missing enforcement procedures, powers and regulations. For example, it reduced the effectiveness and operation of institutions responsible for tourism like the National Agency of Tourism and Office of Touristic Services.

On October 2015 the new Law on Tourism, No. 93/2015 was approved after a long period of comments and discussions with government and actors. The main scope of this law is promotion of Albania as a new touristic destination in national and international tourism markets, by supporting the sustainable tourism development, quality of service and respecting needs of local communities and future generations.

Articles No. 26 and 27 of this law indicate that tourism planning at national or local level is an element of territorial planning. It should be done in accordance with the Law on Territorial Planning and Development and other provisions related to activities that require development of **tourism development plans**.

Article No. 29 aims protection, conservation, sustainable use and development of natural resources. It considers that development and operation of touristic enterprises in priority areas for tourism development should be done in accordance with the national sectorial plans of tourism, **categories and management plans of protected areas** and with the legal provisions in force on planning and development of the territory by referring to planning documents.

According to Article No. 22 categorization of touristic resources is done based on:

a) Natural touristic resources: natural landscapes, **protected areas**, geographical and biological attractions, climate and marine conditions, hydrology, natural and geo monuments that are interesting for visitors.

b) Human touristic resources:

i) Material human resources that include historical buildings, relicts and craftworks

ii) Non-material human resources that include different cultural activities

The new Law on Tourism mentions protected areas as part of sustainable tourism development.

Law on protected areas

“Law on Protected Areas” and “Law on Biodiversity Protection” are two major laws worth to be mentioned on Protected Areas.

Establishment and management of protected areas is regulated by Law No. 8906, dated 6.6.2002, “On protected areas” (hereinafter the PA Law). This law, which was amended in 2008, aims at the declaration, preservation, management and usage of protected areas and their natural and biological resources. In addition, the objectives, as formulated in Article 1, include “the facilitation of conditions for the development of environmental tourism, for the information and education of the general public and for economic profits, direct or indirect, by the local population, by the public [state] and private sector”. The 2008 amendment of the PA Law introduces the principle of internal zoning. According to Article 4/2, the territory of the protected area can be divided into subzones, in accordance with the importance of habitats and ecosystems which they are part of.¹⁴ Internal zoning of the Karaburun-Sazan, based on management objectives, has been jointly proposed by stakeholders during the development of the MP, and is part of the MP for Karaburun-Sazani. The figure below shows the zoning map of the National Marine Park Karaburun-Sazan.

¹⁴ Protected Area Gap Assessment - Marine biodiversity and legislation on marine protected areas (2010)

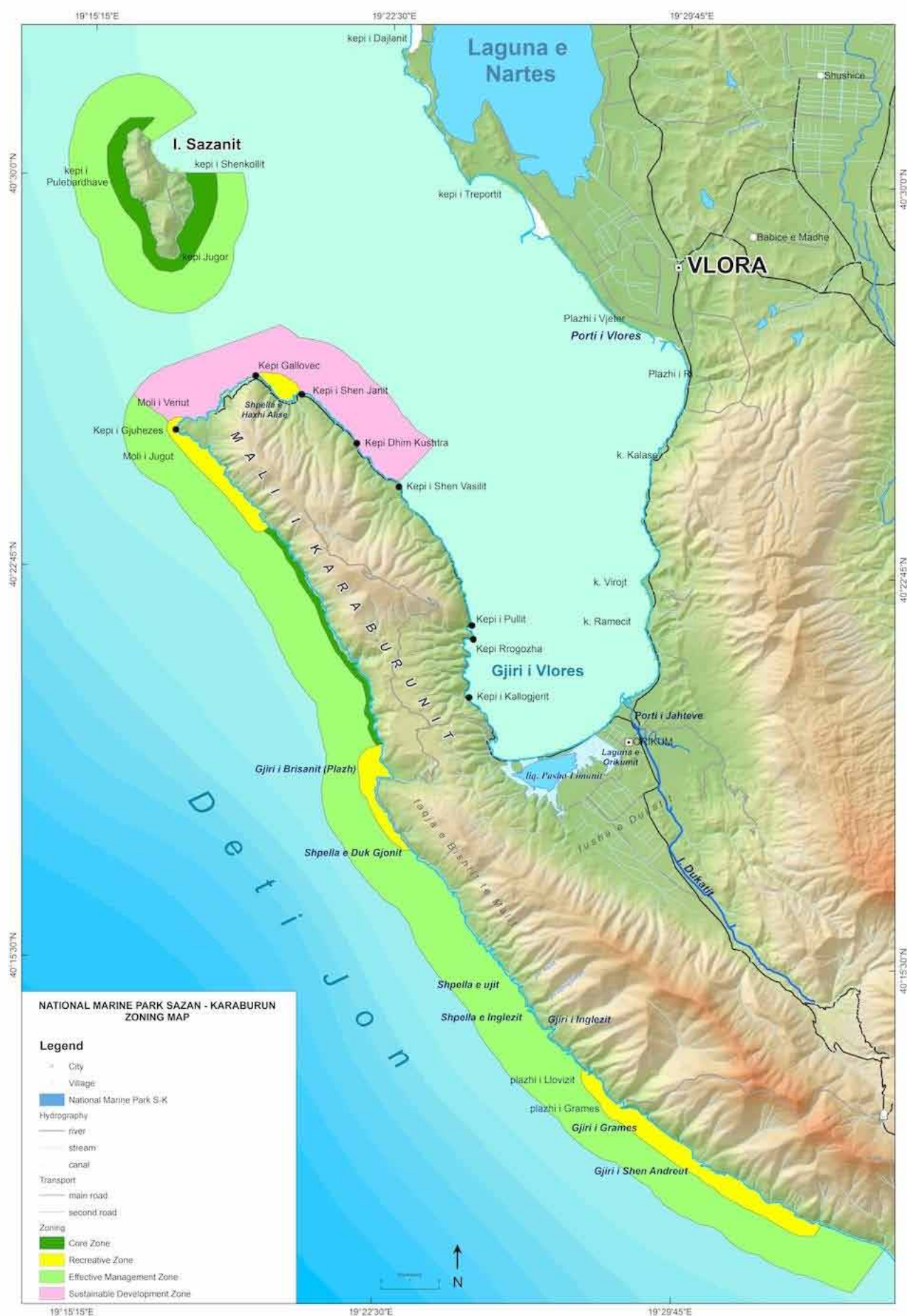


Figure 3: Zoning map of the National Marine Park Karaburun-Sazan
 Source: Management Plan for National Marine Park Karaburun-Sazan

Zoning of the MPA has been done following the Guidelines on the approach and criteria for zoning of the territory within a protected area (GIZ/GOPA 2013),¹⁵ which were adapted to the specific conditions of the marine environment.

The total surface of the MPA is divided between the Core Zone (CZ), Recreational Zone (RZ), Effective Management Zone (EMZ) and Sustainable Development Zone (SDZ). Human activities are regulated in each management zone.

- **Scientific research** is allowed with special permit by PA administration for all zones. In CZ and EMZ, special permit and only limited numbers of scientists are allowed.
- **Monitoring** is allowed with special permits by PA administration for all zones. In CZ limited monitoring with special permit can be allowed.
- **Diving** is not allowed in CZ. In the other zones, diving should be specified and allowed only with guides.
- **Swimming and snorkeling (beaches and sun bathing)** are not allowed in CZ and EMZ.
- **Visits** are allowed in CZ only with guided tours at specified routes.
- **Wildlife watching** is not allowed in CZ. A code of conduct for wildlife watching should be designed and respected.
- **Fishing** is not allowed in CZ and EMZ. Special permit for fishing (based on the Law on Fisheries) are necessary in the other areas. Only sport and traditional fishing is allowed.
- **Boating (excursions)** is not allowed in CZ. Special permit by PA administration for boats accessing the area should be required. In order to balance tourism and conservation, a carrying capacity study for boats should be done.
- **Anchoring** is not allowed in CZ and EMZ. Anchoring is allowed in RZ and SDZ, after mooring buoys are established.
- **Kayaking** is not allowed only in CZ.
- **Water sports** are not allowed inside the CZ. Use of jet skis is prohibited in every zone inside the MPA.

- **Infrastructure development** is not allowed in CZ and EMZ. Infrastructure development should be in accordance with Development Plans and Management Plan. No permanent buildings, only “light” infrastructure is allowed (moorings, small docks, platforms).¹⁶

The Law No. 9587 on “Biodiversity Protection”, dated 20.07.2006, aims at preserving and protecting biological diversity by regulating the sustainable use of its elements through the integration of the main elements of biodiversity in the strategies, plans, programs and all levels of decision-making. As the scope of the law on biodiversity includes aquatic and marine areas, it is a relevant instrument for the establishment of marine protected areas.

¹⁵ GIZ/GOPA (2013) Guideline on the approach and criteria for zoning of the territory within a protected area. GIZ/GOPA, 21 pp.

¹⁶ Management Plan for National Marine Park Karaburun-Sazan

2 Sustainable Tourism Management Plan

2.1 Vision for 2025

Vision for 2025

In 2025, Karaburun-Sazan will be a Marine Protected Area (MPA) that safeguards its natural resources, biodiversity and historical values through sustainable tourism development. This will have positive impacts on the local community, who supports and shares the benefits of sustainable tourism development in and around the MPA. This vision will be reached through effective management and a participating local community that is aware of the MPA, its values and the importance of its protection to ensure sustainable tourism in the long run.

The Vision is a long-term objective for the development of the destination in the next 10 years. All management objectives and management activities contribute to achieving the long term vision of the area.

This Vision was elaborated at the beginning of the SEA-Med Project and was further developed

during the stakeholder consultation process, by referring to the Vision of the Karaburun-Sazani Management Plan. It is comprehensive and takes into account stakeholder interests, by preserving natural resources and encouraging sustainable development.

2.2 Sustainable Management Plan Themes, Objectives and Activities

The content of the STMP is designed based on 5 themes, associated with respective objectives and activities. Indicators of objectives enable monitoring of achieving management objectives. Objectives are being achieved through the implementation of planned management activities. Indicators of activities implementation enable monitoring of the STMP implementation.

The chapters below contain activities, timeline for their implementation in the next five years and implementing partners. Considering that the STMP has been developed using a participatory approach, some activities are planned to be implemented even without the MPA authority (RAPA), especially the ones relevant for tourist agencies. Due to limited

human and financial resources, activities are prioritized.

STMP themes are:

- Theme A: Touristic Offer
- Theme B: Infrastructure, Accessibility and Regulations
- Theme C: Marketing, Information and Communication
- Theme D: Awareness Raising, Education and Training
- Theme E: Cooperation and Management in and around the MPA.

2.2.1 Theme A: Touristic Offer

The sustainable nature based touristic offer in Vlora Bay is poorly organized and not exploited, although the area offers such opportunity. Studies indicate that existing recreational activities within and around the Karaburun-Sazan MPA are randomly developed. A moratorium on sailing of private boats, which has been lifted in the recent years and lack of proper regulations have prevented development of the charter boat business. Diving and snorkeling is practiced mainly by international and professional divers and the activity is not yet regulated. Hiking in the surrounding sites is sometimes offered by hotels as an additional service. In short, the tourism offer in Vlora Bay and Orikum is mainly sea, sun and accommodation.

Developed studies show that touristic operators have a good approach toward conservation and nature-based touristic activities, but they lack the will for implementing them; lack confidence on the sustainability of the tourism market; are not qualified in tourism and don't know the tourism market; and no collaboration between operators and tourism operators associations exist so far.

Diversification and professionalization of the touristic offer is necessary to help address above mentioned issues. It can be done through a good promotion, developing touristic packages with nature-based activities in Karaburun-Sazan MPA or including them in existing national and international ones, promoting certification schemes like Global Sustainable Tourism Criteria (GSTC), European Tourism Indicator System for Sustainable Tourism Destinations (ETIS), Label Guide by Ecotrans (<http://destinet.eu/who-who/civil-society-ngos/ecotrans/publications/guide-through-label-jungle-1/>) and Authentic Albania Quality Mark, organizing trainings with touristic operators and establishing collaboration mechanisms with other national and international tourism operators.

THEME A: Touristic Offer								
GOAL A: Develop, professionalize and diversify the touristic offer in Vlora, Orikum and Karaburun-Sazan MPA including sustainable tourism practices and nature-based activities								
Smart Objective A.1: By 2020 a diversified and quality touristic offer in Vlora, Orikum and Karaburun-Sazan MPA is visible, accessible and bookable								
Objective Indicator A.1: Type of touristic offer available (what is offered, who is offering it), level of accessibility (how visible, accessible and bookable offer is) and visitor satisfaction with the offer								
Activity-No.	Activity	Implementation Indicators	Priority	Timeframe (year of implementation)				Lead and Partners
				1	2	3	4	
A.1.1	Develop touristic packages including activities related to Karaburun-Sazan MPA	At least 2 bookable MPA-packages are created	High	x	x			Tour Operators, Local Tourism Association (potential), Regional Administration of Protected Areas, Regional Tourism Office, ATA
A.1.2	Create exemplary touristic packages including nature-based activities	At least 2 packages are created	High	x	x			Tour Operator, Local Tourism Association (potential), Regional Tourism Office, National Tourism Agency, Chamber of Commerce, Regional Administration of Protected Areas

A.1.3	Promote and encourage certification schemes among tourism service providers in order to assess and secure sustainability of tourism businesses	Promotional events are organized by tourism operators on certification schemes	Medium		x	x	x		Tour Operators, ATA, National and International Certification Agencies
A.1.4	Promote sustainable tourism activities in Karaburun-Sazan MPA through different communication means (social media, fairs, TV, radio etc.)	Information distributed through selected communication means	High	x	x	x		X	Regional Tourism Office, National Tourism Agency, National Agency of Protected Areas, National Coast Agency, Media, CSOs
A.1.5	Initiate collaboration with international tour operators to include Karaburun-Sazan-packages into their offer	International tour operators are approached via E-mail, at fairs etc.	Medium				x	X	ATA, Local Tourism Associations (potential), International Tour Operators
Smart Objective A.2: Within the next 5 years touristic operators and businesses are trained and informed about sustainable tourism practices and nature-based activities in the area and supported to collaborate and coordinate their activities Objective Indicator A2: Percentage of touristic operators and businesses that were trained on sustainable tourism practices and nature-based activities, ways how they cooperate (type of way, frequency, number of operators and business)									
Activity-No.	Activity	Implementation Indicators	Priority	Timeframe (year of implementation)					Partners
				1	2	3	4	5	
A.2.1	Provide a set of training programs for local and national tour operators on sustainable tourism practices, quality standards, certification schemes, tour packaging nature-based activities, MPA values & resources	2-3 Training programs are developed and trainings are offered and conducted	High	x	x	x	x	x	Tour operators, CSOs, International Tourism Agencies, Vloora Municipality,
A.2.2	Establish collaboration mechanisms with local and national tour operators and tourism businesses	A proposal for collaboration mechanisms is developed and communicated	Medium		x	x			ATA, Local Tourism Association (potential), CSOs, Tour Operators

2.2.2 Theme B: Infrastructure, Accessibility and Regulations

In the recent years coastal areas of Vlora Bay are characterized by increased number of constructions which are compromising ecosystem services. In the last 20 years, city's population has been doubled and water purification and waste management plants are urgently needed. During summer season tourists are tripling the population in the city and surrounding areas. Main problems of the tourism sector are lack of tourism planning and capacity, problems related to services, deficiencies in infrastructure, as well as lack of coordination between central and local government. Unsustainable urbanization and uncontrolled tourism development is compromising protected areas habitat quality. The STMP highlights these issues that are actually compromising sustainable tourism development in Karaburun-Sazan MPA and addresses actions that may help stakeholders (local RAPA administration, tourism authorities, local operators etc.) find solutions.

Firstly, it is recommended, that RAPA starts managing the situation in the MPA, by setting up clear regulations for users, ensuring law enforcement, deploying proper infrastructure and introducing fee system, in order to secure conservation of the site. As the MPA is not declared for strict preservation (except for the core zone which covers only 6.29% of the area), supporting RAPA and tourist operators deploy sustainable touristic infrastructure can help the establishment of nature based touristic activities, which are appropriate for the MPA status and respect the zoning system. Outside of the MPA borders stakeholders should address the following issues that affect the MPA as well: regulate and control tour boats operation, lobby the government for water purification plants, waste management and recycling initiatives.

THEME B: Infrastructure, Accessibility and Regulations									
GOAL B: Support the local administration, the conservation partners and the tourism sector to improve the touristic infrastructure, to ensure an easy access to selected sites of the MPA and to agree on regulations preserving the natural and cultural values of the area									
Smart Objective B.1: The accessibility to selected, elaborated sites of the MPA is ensured within the next 5 years while code of conducts and regulations are set up to avoid negative impacts within the MPA									
Objective Indicator B.1: Accessibility of the MPA (access is enabled and how it is regulated), code of conduct is developed and respected (number of warnings/fines), surveillance and law enforcement are regular (type and number of offences, percentage of irregularities from regular surveillance activities, etc.)									
Activity-No.	Activity	Implementation Indicators	Priority	Timeframe (year of implementation)					Partners
				1	2	3	4	5	
B.1.1	Facilitate clear and easy procedures for MPA-access of tour operators (by sea and land)	Regulations for MPA-access are set up and communicated	High	x	x				National Agency of Protected Areas, Regional Administration of Protected Areas, Ministry of Defence, Tour operators, Fishing Inspectorate
B.1.2	Facilitate access for tourists to the MPA by land and sea	Regulations for MPA-access are set up and communicated	High	x	x				National Agency of Protected Areas, Regional Administration of Protected Areas, Tour operators, Media
B.1.3	Introduce appropriate user fees (e.g. entrance fees) to support nature conservation through tourism	Different types of user fees are analysed and considered; a concept on their implementation is drafted	Medium		x	x	x		National Agency of Protected Areas, Regional Administration of Protected Areas, Tour operators
B.1.4	Develop and implement a code of conduct for touristic activities within Karaburun-Sazan MPA	Measures are developed and implemented to prevent or minimize negative impacts of touristic activities within MPA	High	x	x	x			National Agency of Protected Areas, Regional Administration of Protected Areas, Tour Operators, Tourists
B.1.5	Secure monitoring and law enforcement to avoid negative impacts of touristic activities inside Karaburun-Sazan MPA	Responsibilities are determined, fixed and agreed within NAPA	High	x	x	x			National Agency of Protected Areas
Smart Objective B.2: Within the next 5 years the process of the development of visitor infrastructure and implementation of up-to-date environmental standards, techniques and models has been supported									
Objective Indicator B.2: Number and type of existing visitor infrastructure, visitor satisfaction with the use of infrastructure, investments in the wastewater treatment (type, number, funding), number and type of environmental sustainability standards promotional activities and implemented standard (type of service provider, type of standard, number of investments)									

Activity-No.	Activity	Implementation Indicators	Priority	Timeframe (year of implementation)					Partners
				1	2	3	4	5	
B.2.1	Develop and implement relevant infrastructure for specific nature-based tourism activities in and around Karaburun-Sazan MPA (e.g. mooring buoys or mobile harbours, underwater and terrestrial trails)	Nature-based tourism infrastructure is analysed, gaps are identified, infrastructure is built	High	x	x	x	x	x	National Agency of Protected Areas, Regional Administration of Protected Areas, Tour Operators, CSOs, Local Tourism Association (potential), Donors
B.2.2	Assess accommodation capacities to see the potential and need for improvements in terms of sustainability (e.g. water reduction, energy savings, recycling)	List of accommodation is compiled and gaps in terms of sustainability are marked	Medium	x	x	x			CSOs, Tour Operators, Local Tourism Associations (potential), Donors
B.2.3	Initiate a discussion on water treatment and sewage management for tourism stakeholders	Meeting with representatives of Vlorë County Council and Vlorë Municipality is organized	High	X					National Agency of Protected Areas, Regional Agency of Protected Areas, County Council, Vlorë Municipality, National Spatial Planning Agency, Environmental Agency, Ministry of Economic Development, Tourism, Trade and Entrepreneurship, Ministry of Urban Development
B.2.4	Assess the means of transport used for arrival, departure and local mobility of tourists to design more sustainable alternatives and activities (bike rental, car sharing, bus and train services)	A tourist survey on their means of transport is done	Low		x	x			National Agency of Protected Areas, Regional Agency of Protected Areas, CSOs
B.2.5	Setting up of an information centre on Karaburun-Sazan in Orikum Municipality	MPA-Information Centre is officially opened to the public	High	x					National Agency of Protected Areas, Regional Agency of Protected Areas, Tour Operators, Vlorë Municipality, County Council,
B.2.6	Promote environmental sustainability among service providers	Promotional activities have been implemented, such as a presentation of the environmental sustainability tools or investments	Low		x	x			National Agency of Protected Areas, Regional Administration of Protected Areas, Local Tourism Association (potential), CSOs, Donors, Tour Operators

2.2.3 Theme C: Marketing, Information and Communication

Vlora city has always been considered as an important touristic destination in Albania, for its natural, historical and diversity of attractions, but still there is no organized touristic offer at regional, national or international level. Attempts are constantly made by governmental, non-governmental or private agencies, but no significant steps are undertaken in this regard. The new government (2013) considers sustainable tourism as one of the most important economic sectors in the country and is obviously pushing for new marketing attempts. Tourism institutions are working to promote Albania on international touristic market. However, findings show that tourism institutions and other relevant structures are still missing the synergy and common understanding; protected areas, as important sustainable tourism destinations, are not mentioned in the National strategy of Tourism.

In the case of Karaburun-Sazan MPA, it should be promoted as an authentic nature based touristic destination at national and international level. More work should be done at local level related to communicating values, promoting nature-based touristic activities and creating regional touristic packages that include Karaburun-Sazan MPA.

THEME C: Marketing, Information and Communication									
GOAL C: Improving the communication among relevant stakeholders and tourists and supporting the marketing efforts to achieve a broader understanding of Vloja, Orikum and Karaburun-Sazan MPA as a sustainable tourism destination									
Smart Objective C.1: By 2020, the level of information about nature-based tourism activities and sustainable tourism in Karaburun-Sazan and its surrounding area among tourists and locals has increased									
Objective Indicator C.1: Percentage of users (visitors, service providers, local inhabitants) that are better informed on nature-based tourism activities and sustainable tourism (surveys)									
Activity-No.	Activity	Implementation Indicators	Priority	Timeframe (year of implementation)					Partners
				1	2	3	4	5	
C.1.1	Develop and display information on Karaburun-Sazan MPA, its values, interesting sites and nature-based activities (diving, hiking, tour boating etc.) through leaflets, boards, websites, etc to encourage sustainable and responsible tourism	Information on MPA and potential activities is compiled and published	High	x	x				Regional Administration of Protected Areas, National Tourism Agency, CSOs, Tour Operators, Donors, Media
C.1.2	Create content on sustainable tourism of Karaburun-Sazan MPA in the planned information center (interior design and education) (e.g. offer, tour operators, accommodation and transport) (B.1.6)	Content is created and displayed in the MPA information center	High	x					Regional Administration of Protected Areas, Local Tourism Association (potential), Tour Operators, Donors
C.1.3	Promote and support nature-based touristic initiatives and activities by initiating a local event or open day	A preparatory meeting with tour operators and local authorities for local event or open day is organized every year	Medium	x	x	x	x	x	Regional Administration of Protected Areas, Local Tourism Association (potential), Tour Operators, Vloja Municipality, County Council

Smart Objective C.2: By 2020, Karaburun-Sazan MPA and the surrounding touristic area is promoted and on its way to become known as sustainable tourism destination at national and international level									
Objective Indicator C.2: Percentage of visitors that come to the area due to the campaigns and fairs and that recognize the MPA as a sustainable tourism destination (visitor surveys)									
Activity-No.	Activity	Implementation Indicators	Priority	Timeframe (year of implementation)					Partners
				1	2	3	4	5	
C.2.1	Develop promotional campaigns on Karaburun-Sazan MPA and its sustainable tourism offer (for social media, TV, radio, web)	MPA & Tourism Campaign is developed and ready to run	High	x	x				Regional Administration of Protected Areas, Regional Tourism Office, Vloja Municipality, Tour Operators, CSOs, ATA, Local Tourism Association (potential), Local community
C.2.2	Support the promotion of local products, food and services to tourists (e.g. via new brand, local tours, manifestations, local fairs or events)	Meeting co-organized with hotel- and restaurant owners and local administration and ideas discussed	Low				x	x	Regional Administration of Protected Areas, Tour Operators, CSOs, Local Tourism Association (potential), International Organizations, Local Community
C.2.3	Promote Karaburun-Sazan MPA and its surrounding area as a sustainable tourism destination in national and international fairs	PR plan for promoting sustainable tourism in Karaburun-Sazan MPA is developed	Medium		x	x	x	x	National Agency of Protected Areas, National Tourism Agency, Regional Administration of Protected Areas, Vloja Municipality, County Council, Chamber of Commerce, ATA, Tour Operators, Local Tourism Association (potential)
C.2.4	Develop a marketing strategy for Karaburun-Sazani MPA	The document produced and used by relevant stakeholders	High	x	x	x	x	x	Regional Administration of Protected Areas, CSOs, International Organizations, University
C.2.5	Assess and identify new marketing methods for tourists, who are interested in eco-/ nature-based tourism	Meeting on marketing issues organized for tour operators, new marketing methods identified	Low			x	x	x	Regional Agency of Protected Areas, CSOs, International Organizations, Tour Operators, Local Tourism Association (potential)
C.2.6	Authorities like Municipality or County Council coordinates development of an event calendar and shares it with institutions, businesses and operators to foster collaboration among them	Event calendar is set up and updated yearly, jointly with tour operators and institutions	High	x	x	x	x	x	Vloja Municipality, Vloja County Council, Regional Agency of Protected Areas, Tour Operators

2.2.4 Theme D: Awareness Raising, Education and Training

Karaburun-Sazan MPA is the first MPA in Albania, recently established (2010), hence its acknowledgement by the wider public, related institutions and tourists should be accomplished.

Awareness raising and education are important tasks of the MPA authority (RAPA). Visitor Survey in Vlora Bay and Karaburun-Sazan MPA showed that about 72% of visitors have information on the existence of the Karaburun-Sazan Marine Park. Considering the fact that the Karaburun-Sazani MPA has been established in 2010 and management authority in 2015. Most of the visitors are aware of the MPA. The survey states that visitors are informed mostly through the television, tourist guides (foreign tourists) and internet. This means that the efforts made in public until now have been fruitful.

Education regarding MPA values has mostly been lacking. This is again due to the fact that the MPA authority (RAPA) has only recently started operating. Regional administration of PA and tourism sector representatives should be trained on the MPA values and tourism potential. Awareness raising campaigns should be undertaken among local population and tourists on natural and historical values and sustainable tourism potential. The Regional Administration of Protected Areas can organize education activities on sustainable and responsible tourism for tourists and local population.

THEME D: Awareness Raising, Education and Training									
GOAL D: Raise awareness and improve the knowledge on the values and benefits of the MPA and its resources									
Smart Objective D.1: By 2020, the knowledge on natural and historical values of the MPA, its touristic potential and offer among the local community and tourists has increased									
Objective Indicator D.1.1: Percentage of users (visitors, service providers, local inhabitants, etc.) that recognize and/or contribute to the conservation of the MPA values and benefits									
Activity-No.	Activity	Implementation Indicators	Priority	Timeframe (year of implementation)					Partners
				1	2	3	4	5	
D.1.1	Develop and implement a communication campaign on Karaburun-Sazan-MPA and its natural/historical values to raise awareness among local population and tourists	Communication campaign is produced and used as a guideline	High	X	X	X	X	X	Regional Administration of Protected Areas, CSOs, International Organizations, National Agency of Tourism, Media
D.1.2	Develop and organize capacity building trainings on MPA values and sustainable tourism development, with regional administration of PA and tourism representatives	Trainings and workshops are organized	Medium	X	X				National Agency of Protected Areas, Regional Administration of Protected Areas, Local Community, Tourism Operators, Local Tourism Association (potential)
D.1.3	Use and promote participatory approach to involve different stakeholders on MPA- and tourism-related projects	Pre-season meetings for all interested tourism and MPA-related stakeholders are organized	High	X	X	X	X	X	Regional Administration of Protected Areas, Regional Tourism Office, Vloja Municipality, Vloja County Council, Chamber of Commerce, Tour Operators, Environmental Inspectorate, Marinas Authorities, Border Police etc.

2.2.5 Theme E: Cooperation and Management in and around the MPA

The administration of protected areas (NAPA) was established in February 2015 as the highest authority responsible for the administration and management of protected areas in Albania. The local representative, Vlora Regional Administration of Protected Areas is responsible for the Karaburun-Sazan MPA management. The new institution, should start collaboration and coordination of activities with tourism institutions and tourism operators in order to contribute to conservation, assist in establishment of nature based touristic activities, and control/manage touristic activities. Related activities can include regular meetings with local stakeholders before and after tourist season, establishing and supporting cooperation with different authorities, including police, inspections, military, local and regional authorities, etc. Attempts should be made by PA staff, to set up contacts with other Mediterranean MPAs, with a goal of capacity building and sharing experiences like WWF Med-PO. The local PA administration should apply for grants to establish a long-term financing mechanism to support nature conservation through tourism.

THEME E: Cooperation and Management in and around the MPA									
GOAL E: Ensure a cross-sectoral cooperation on touristic issues related to the MPA and an effective management through setting-up mandatory responsibilities									
Smart Objective E.1: Within the next 5 years, the cooperation among stakeholders of the tourism sector, local administration and nature conservation has been strengthened and institutionalized									
Objective Indicator E.1: Percentage of actively involved stakeholders in processes related to planning and development of the destination, number and type of joint activities undertaken									
Activity-No.	Activity	Implementation Indicators	Priority	Timeframe (year of implementation)					Partners
				1	2	3	4	5	
E.1.1	Establish coordination mechanism with tourism and environmental institutions, local authorities and touristic operators	Cooperation agreements and Memorandum of Understanding are signed between institutions or organizations	High	x	x	x			National and International CSOs, National and International Donors, International MPAs, National Agency of Tourism, Local Institutions, National Agency of Protected Areas, Regional Administration of Protected Areas.

E.1.2	Strengthen the joint vision for a sustainable tourism development with local and national stakeholders by jointly improving the STMP	Yearly meetings are organized on the implementation status of the current STMP	High	X	X	X	X	X	X	Regional Agency of Protected Areas, Local Tourism Office, Vlorë Municipality, County Council, Chamber of Commerce, Tour, Environmental Agency, Fishing Inspectorate, Operators Representatives, Local Tourism Association (potential)
E.1.3	Initiate collaboration with other Mediterranean MPAs by sharing experiences on sustainable tourism development	Set up meetings from distance (Skype) or meet at an existing event with relevant partners of SEA-Med project as first contact persons	Medium	X	X					SEA-Med Team, Mediterranean MPA-s, Regional Administration of Protected Areas, CSOs
E.1.4	Support local group meetings to enable conservation and management of natural resources inside the MPA sustainably	Meetings with local groups are organized on conservation and management of natural resources	Medium	x	x	x	x	x	x	Regional Administration of Protected Areas , Tour Operators, Local community, CSOs , Universities, fishermen, Fishing Inspectorate, Local Tourism Association (potential)
Smart Objective E.2: Within the timeframe of the Sustainable Tourism Management Plan, its implementation and monitoring has been regulated and models of financing nature conservation through tourism have been elaborated Objective Indicator E.2: Regular monitoring and reporting of STMP implementation (annual reporting), type and scope of nature-based touristic activities actively supported by government, type and number of developed and implemented financing mechanisms for nature conservation through tourism, no. of projects applied and implemented related to sustainable financing										
Activity-No.	Activity	Implementation Indicators	Priority	Timeframe (year of implementation)					Partners	
				1	2	3	4	5		
E.2.1	Work on prioritizing nature-based touristic activities through state politics (e.g. taxing system)	Meetings with the Ministries of Tourism and Finance are organized	Medium			X	X		National Agency of Protected Areas , Ministry of Environment, Ministry of Economic Development, Tourism, Trade and Entrepreneurship	
E.2.2	Define potential donors and apply for grants to establish a long-term financing mechanism to support nature conservation through tourism	Relevant financing mechanisms are discussed and prioritized and a list of potential donors and current grants is compiled; Projects are submitted for financing	High		x	x	x		National Agency of Protected Areas , Regional Agency of Protected Areas, National and International Donors, Tour Operators	

3 Finances and Monitoring

3.1 Financial Resources

In order to implement the STMP it is necessary to secure financial resources, which are planned to be secured from different sources.

Implementation of the activities will be financed by NAPA/ RAPA, regional and local authorities, private sector, etc. External funding sources are planned to be secured from national and international funds of different donor agencies, including the EU. Potential financing sources are also different trust funds, donations, etc. related to nature conservation and sustainable development.

The overall costs of the suggested activities in the STMP

might not exceed 475,000€ (as estimation). Table 4 shows a detailed description of the cost and origin of founding for every activity. Table 2 summarizes costs per theme. Theme 2 “Infrastructure, Accessibility and Regulations” results with the highest cost; while Table 3 summarizes costs based on priority actions.

Finances are presented according to activities, where for each activity a source of funding and a total cost estimate is given. Finances are also grouped and presented by objectives, priorities and funding sources.

Table 2: Cost of management activities per theme

Themes	Cost (Euro)
Touristic Offer	54,000
Infrastructure, Accessibility and Regulations	230,000
Marketing, Information and Communication	142,000
Awareness Raising, Education and Training	26,000
Cooperation and Management in and around the MPA	23,000
Total	475,000

Table 3: Cost of management activities per priorities

PRIORITY	COST (EUR)	Percentage
High	308,000	64.8 %
Medium	104,000	21.9 %
Low	63,000	13.2 %
Total	475,000	100 %

Table 4: Financial resources for management activities

Act. No.	Activities	Implementation Indicators	Source of funding	Implementation expenses (EUR)	Explanatory notes
Theme A: Touristic Offer					
A.1.1	Initiate collaboration with international tour operators to include Karaburun-Sazan-packages into their offer	International tour operators are approached via E-mail, at fairs etc.	External budget	2,000	Basic operational meeting costs
A.1.2	Develop touristic packages including activities related to Karaburun-Sazan MPA	At least 2 bookable MPA-packages are created	External budget	5,000	Meetings, promotional materials
A.1.3	Create exemplary touristic packages including nature-based activities	At least 2 packages are created	External Budget	10, 000	Initial coast of setting up the certification scheme.
A.1.4	Promote and encourage certification schemes among tourism service providers in order to assess and secure sustainability of tourism businesses	Promotional events are organized by tourism operators on certification schemes	State budget	In kind contribution + 2,000	Ministry, Agency, INCA, International organizations – in kind contribution; and 2.000 EUR for operational costs for meetings over 5 years
A.1.5	Promote sustainable tourism activities in Karaburun-Sazan MPA through different communication means (social media, fairs, TV, radio etc.)	Information distributed through selected communication means	External Budget	20,000	Meetings, travel expenses, promotional tools
A.2.1	Provide a set of training programs for local and national tour operators on sustainable tourism practices, quality standards, certification schemes, tour packaging nature-based activities, MPA values & resources	2-3 Training programs are developed and trainings are offered and conducted	External budget	20,000	Different trainings developed
A.2.2	Establish collaboration mechanisms with local and national tour operators and tourism businesses	A proposal for collaboration mechanisms is developed and communicated	External budget	5,000	1000 Euro, basic operational cost for a meeting per year in 5 years.

Act. No.	Activities	Implementation Indicators	Source of funding	Implementation expenses (EUR)	Explanatory notes
Theme B: Infrastructure, Accessibility and Regulations					
B.1.1	Secure monitoring and law enforcement to avoid negative impacts of touristic activities inside Karaburun-Sazan MPA	Responsibilities are determined, fixed and agreed within NAPA	State budget and External Budget (communication , expertise)	10,000	Expertise, communication and operational costs in 5 years
B.1.2	Facilitate clear and easy procedures for MPA-access of tour operators (by sea and land)	Regulations for MPA-access are set up and communicated	State Budget External Budget-communication , international expertise	2,000	National expertise RAPA and other stakeholders can help implementation
B.1.3	Facilitate access for tourists to the MPA by land and sea	Regulations for MPA-access are set up and communicated	External budget	5,000	National expertise
B.1.4	Introduce appropriate user fees (e.g. entrance fees) to support nature conservation through tourism	Different types of user fees are analysed and considered; a concept on their implementation is drafted	External budget	3,000	Expertise and brochure production
B.1.5	Develop and implement a code of conduct for touristic activities within Karaburun-Sazan MPA	Measures are developed and implemented to prevent or minimize negative impacts of touristic activities within MPA	State budget/ external budget	In kind contribution	National Agency of Protected Areas, Border Police, Delta Force
B.2.1	Develop and implement relevant infrastructure for specific nature-based tourism activities in and around Karaburun-Sazan MPA (e.g. mooring buoys or mobile harbours, underwater and terrestrial trails)	Nature-based tourism infrastructure is analysed, gaps are identified, infrastructure is built	External budget UNDP, WWF, CEPF State budget	100,000	Feasibility studies, basic in land and marine sustainable touristic infrastructure deployment
B.2.2	Assess accommodation capacities to see the potential and need for improvements in terms of sustainability (e.g. water reduction, energy savings, recycling)	List of accommodation is compiled and gaps in terms of sustainability are marked	State budget/ External budget	5,000	RAPA or other local tourism institutions involved in implementing External budget planed for the survey development and operational cost

Act. No.	Activities	Implementation Indicators	Source of funding	Implementation expenses (EUR)	Explanatory notes
B.2.3	Initiate a discussion on water treatment and sewage management for tourism stakeholders	Meeting with representatives of Vlorë County Council and Vlorë Municipality is organized	State budget	2,000	Operational cost for meetings in 5 years
B.2.4	Assess the means of transport used for arrival, departure and local mobility of tourists to design more sustainable alternatives and activities (bike rental, car sharing, bus and train services)	A tourist survey on their means of transport is done	External budget	3,000	RAPA or other local tourism institutions involved in implementing External budget planned for the tourism survey development and operational cost
B.2.5	Setting up of an information centre on Karaburun-Sazan in Orikum Municipality	MPA-Information Centre is officially opened to the public	External and internal budget	50,000	
B.2.6	Promote environmental sustainability among service providers	Promotional activities have been implemented, such as a presentation of the environmental sustainability tools or investments	External budget	50,000	
Theme C: Marketing, Information and Communication					
C.1.1	Develop and display information on Karaburun-Sazan MPA, its values, interesting sites and nature-based activities (diving, hiking, tour boating etc.) through leaflets, boards, websites, etc to encourage sustainable and responsible tourism	Information on MPA and potential activities is compiled and published	State budget – MPA website External Budget- leaflets, boards etc.	17,000	Website – 2,000 EUR Design, production, reproduction of leaflets- 5,000 EUR Production of boards – 10,000 EUR
C.1.2	Create content on sustainable tourism of Karaburun-Sazan MPA in the planned information center (interior design and education) (e.g. offer, tour operators, accommodation and transport) (B.1.6)	Content is created and displayed in the MPA information center	External Budget (INCA, UNDP and other donors)	30,000	Short Videos, leaflets, brochures production.

Act. No.	Activities	Implementation Indicators	Source of funding	Implementation expenses (EUR)	Explanatory notes
C.1.3	Promote and support nature-based touristic initiatives and activities by initiating a local event or open day	A preparatory meeting with tour operators and local authorities for local event or open day is organized every year	External budget	40,000	10. 000 Euro per year (operational expenses and organization of open days), for 4 years
C.2.1	Develop promotional campaigns on Karaburun-Sazan MPA and its sustainable tourism offer (for social media, TV, radio, web)	MPA & Tourism Campaign is developed and ready to run	External budget	15,000	5.000 Euro, hiring Tv or radio time and developing web promotional campaigns in a year, during the first 3 years
C.2.2	Support the promotion of local products, food and services to tourists (e.g. via new brand, local tours, manifestations, local fairs or events)	Meeting co-organized with hotel- and restaurant owners and local administration and ideas discussed	External budget	5,000	Meetings and other operational services related to meetings 1.000, for 5 years
C.2.3	Promote Karaburun-Sazan MPA and its surrounding area as a sustainable tourism destination in national and international fairs	PR plan for promoting sustainable tourism in Karaburun-Sazan MPA is developed	External budget	15,000	Preparation of PR and participation in different fairs
C.2.4	Develop a marketing strategy for Karaburun-Sazani MPA	The document produced and used by relevant stakeholders	External budget	10,000	National expertise
C.2.5	Assess and identify new marketing methods for tourists, who are interested in eco- / nature-based tourism	Meeting on marketing issues organized for tour operators, new marketing methods identified	External budget	5,000	Operational services for meetings in 5 years
C.2.6	Authorities like Municipality or County Council coordinates development of an event calendar and shares it with institutions, businesses and operators to foster collaboration among them	Event calendar is set up and updated yearly, jointly with tour operators and institutions	External Budget	5,000	1.000 Euro, for informal meetings and other basic operational costs, during a year, for 5 years

Act. No.	Activities	Implementation Indicators	Source of funding	Implementation expenses (EUR)	Explanatory notes
Theme D: Awareness Raising, Education and Training					
D.1.1	Develop and implement a communication campaign on Karaburun-Sazan-MPA and its natural/historical values to raise awareness among local population and tourists	Communication campaign is produced and used as a guideline	External Budget State Budget-information tools on the Vlora-RAPA	15,000	3.000 Euro for media coverage and media advertisement in a year, for 5 years.
D.1.2	Develop and organize capacity building trainings on MPA values and sustainable tourism development, with regional administration of PA and tourism representatives	Trainings and workshops are organized	External Budget	6,000	Design the program and implement one day training twice a year, during the first two years. 2.000 Euro/ training. Designing the content 2.000 Euro In kind contribution from national institutions for experience sharing.
D.1.3	Use and promote participatory approach to involve different stakeholders on MPA- and tourism-related projects	Pre-season meetings for all interested tourism and MPA-related stakeholders are organized	External Budget	5,000	At least two pre season meetings are organized with local representatives. 1000 Euro is basic operational expenses included in a year, for 5 years
Theme E: Cooperation and Management in and around the MPA					
E.1.1	Establish coordination mechanism with tourism and environmental institutions, local authorities and touristic operators	Cooperation agreements and Memorandum of Understanding are signed between institutions or organizations	State Budget External Expertise	10,000	2,000 Euro, operational expenses (press conference, round tables etc) for a year in 5 years. In kind contributions from operators or governmental institutions.
E.1.2	Strengthen the joint vision for a sustainable tourism development with local and national stakeholders by jointly improving the STMP	Yearly meetings are organized on the implementation status of the current STMP	State Budget	5,000	1000 Euro stakeholder members meetings and operational expenses for a year, in 5 years.

Act. No.	Activities	Implementation Indicators	Source of funding	Implementation expenses (EUR)	Explanatory notes
E.1.3	Initiate collaboration with other Mediterranean MPAs by sharing experiences on sustainable tourism development	Set up meetings from distance (Skype) or meet at an existing event with relevant partners of SEA-Med project as first contact persons	External Budget /State budget SEA-Med, UNDP	5,000	Lump sum
E.1.4	Support local group meetings to enable conservation and management of natural resources inside the MPA sustainably	Meetings with local groups are organized on conservation and management of natural resources	State budget	3,000	1.000 Euro, for meetings and operational expenses, for 3 years. In kind contribution of RAPA Staff members and other local institutions.
E.2.1	Work on prioritizing nature-based touristic activities through state politics (e.g. taxing system)	Meetings with the Ministries of Tourism and Finance are organized	State Budget	In kind contribution	NAPA, RAPA, etc.
E.2.2	Define potential donors and apply for grants to establish a long-term financing mechanism to support nature conservation through tourism	Relevant financing mechanisms are discussed and prioritized and a list of potential donors and current grants is compiled; Projects are submitted for financing	State Budget	In kind contribution	NAPA, RAPA, etc.

3.2 STMP Monitoring

The Goal of the STMP implementation monitoring is to check whether the Sustainable Tourism Management Plan is being effectively implemented and whether set objectives are achieved. Monitoring also enables collecting information through observing impacts of management, based on which management activities will be adapted. Based on the results of monitoring impacts of the Management Plan, regular amendments of the implementation monitoring program will be recommended, to adapt activities of the next year. After five years, the MP implementation and achieved results will be analyzed and

a revised or new Sustainable Tourism Management Plan will be developed.

Therefore and regarding the STMP activities for the next 5 years, concrete plans for monitoring and evaluation have been developed and will be implemented.

Table 5 lists the activities needed to monitor the implementation of the STMP and makes a link to STMP activities that are related to that particular monitoring activity.

Table 5: Monitoring of STMP implementation

OBJECTIVE	
Monitor and collect / document results of the management activities and achievement of management objectives.	
M.1 Keep a record of organized workshops and capacity building trainings on sustainable tourism and the relevant number of participants	A.2.1, D.1.3
M.2 Keep a record of attended and held meetings on nature based tourism with different stakeholders and relevant outcomes	A.1.5, C.2.2, D.1.4, E.1.2, E.1.4, E.2.1
M.3 Keep a record of participation in promotional, education and awareness raising activities on the MPA and tourism development (media, fairs, etc.)	C.2.3, C.2.7, D.1.1, D.1.2
M.4 Promote, monitor and record the business certification process	A.1.3, C.2.4
M.5 Keep record of the number of collaboration mechanisms established between actors	A.2.2, A.2.3, E.1.1, E.1.3
M.6 Keep a record of developed rules and accessibility procedures in the MPA for tour operators and tourists	B.1.1, B.1.2, B.1.3, B.1.4, B.1.5
M.7 Keep a record of supporting documents for STMP (research, studies, etc.)	C.2.5
M.8 Monitor and record the number of nature based touristic packages set up and in operation in Karaburun-Sazan MPA	A.1.1, A.1.2
M.9 Maintain an updated list of records on the conditions of the existing infrastructure and inventories of new infrastructure	B.1.6, B.2.1, B.2.2, B.2.3
M.10 Keep a record of the number and type of informative materials produced on the MPA and tourism.	B.2.4, C.1.1, C.1.2, C.1.3, C.2.1
M.11 Prepare a full assessment of the Management Plan in its fifth year of implementation and draft a revised version	

Abbreviations and Acronyms

ATA	Agency of Tourism
GTZ	German Technical Cooperation
IBA	Important Bird Area
INCA	Institute for Nature Conservation in Albania
MCPA	Marine and Coastal Protected Area
MNP	Marine National Park
MoE	Ministry of Environment
MP	Management Plan
MPA	Marine Protected Area
NAPA	National Agency of Protected Areas
NMP	National Marine Park
PAs	Protected Areas
RAPA	Regional Administration of Protected Areas
STMP	Sustainable Tourism Management Plan
UNDP	United Nations Development Program
WWF	World Wildlife Fund for Nature

List of Tables

Table 1:	Management themes, goals and objectives
Table 2:	Cost of management activities per theme
Table 3:	Cost of management activities per priorities
Table 4:	Financial resources for management activities
Table 5:	Monitoring of STMP implementation

List of Figures

Figure 1:	Map of Protected Areas
Figure 2:	Map of the Karaburun-Sazan MPA
Figure 3:	Zoning map of the National Marine Park Karaburun-Sazan



IN PARTNERSHIP WITH:



Conservatoire
du littoral

WITH THE FINANCIAL SUPPORT OF:

CRITICAL ECOSYSTEM
PARTNERSHIP FUND



PROJECT PARTNERS:



LASTOVSKO
OTOČJE
Park prirode - Nature park



Ministarstvo turizma
REPUBLIKE HRVATSKE



REPUBLIC OF CROATIA
MINISTRY OF ENVIRONMENTAL
AND NATURE PROTECTION



T.C. KÜLTÜR VE TURİZM BAKANLIĞI



TELAŠČICA
Park prirode - Nature park



State Institute for
Nature Protection



وكالة حماية وتهيئة الشريط الساحلي
AGENCE DE PROTECTION ET D'AMENAGEMENT DU LITTORAL



The SEA-Med Project

SEA-Med (20014–2016) is a joint effort of WWF and its partners to support 8 Marine Protected Areas in the southern and eastern Mediterranean region to improve management capacity, advance sustainable economic practices, and identify sustainable financing mechanisms.

INCA

The Institute of Nature Conservation in Albania –INCA is a non-governmental and not-for-profit organization (NGO), established in July 2000. INCA's main goal is to facilitate and help professional capacity building through training and a participatory approach. INCA is engaged in environmental safeguarding, conservation of natural treasures and rural development in the country. INCA works on the protection of flora and fauna, biodiversity assessments, management of protected areas, river basin management, raising awareness of the public and policy and decision makers, and undertakes conservation measures when possible and appropriate to protect species and their habitats.

WWF Mediterranean

WWF Mediterranean's mandate is to pursue WWF's global priorities to conserve biodiversity and reduce the human footprint on nature. In the Mediterranean, WWF works through field projects advocating improvements in regional and national policy processes affecting nature conservation and resource management.

WWF Mediterranean Marine Initiative

The Mediterranean Marine Initiative was created in 2010 by five national WWF offices – France, Greece, Italy, Spain and Turkey – with WWF Mediterranean, the WWF European Policy Office and WWF International, to bring a transformative change in marine conservation to the Mediterranean region.

	<p>Why we are here</p> <p>To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.</p> <p>mediterranean.panda.org</p>
--	---