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Planning for the Development of Tourism in the Natural and Archeological Park of Orikum

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Abstract. The questions posed by the sustainable development of the natural and heritage sites have opened the discussion of new ways of planning these tourist territories. The aim of this paper is to show, by means of Orikum case study, how planning can contribute to the natural and cultural preservation, as well as to the tourism development. The paper opens by describing the main relevant contextual factors that have influenced the tourism market. It follows with the theoretical background and some definitions. In the next section it focuses on national strategies for the tourism development, describing the potentials, possible scenarios for tourism development planning of Orikum area. The results of research show that the planning concepts of sustainability and innovation will be highly strategic and operative to reach successful tourism development in the natural and archeological sites.

Keywords: planning, tourism development, preservation, natural and archeological park

1 Introduction

Orikum is situated in the southern part of Albania. This includes in its territory one of most important natural and archeological park of the country. It is a perfect example of a place between past and future. This area has been generously donated a beautiful and an untouched nature, a magical coastline with a rich underwater archaeology. Archeological excavations, across the plain of Orikum revealed elements highlighting the close relationship between human settlement and landscape in which it occurs. Stratification periods of occupation, from antiquity to the present day are clear on the site, including military installations, which last for 2500 years. The Orikum zone is around 31400 hectares, and it includes many villages like Dukati village, New Dukati, Tragjas, and Radhimë.

The Orikum Municipality includes also the Old Tragjasi village, the Orikum Archeological Park, the Natural National Parks of Llogara and Karaburun, Lagoon and naval base of Pashaliman. The new settlement of Orikum City, populated since in 1949, is situated close to the ancient ruins of Oriku's. In 1961 proclaimed as a city and later expanded, especially with the opening of the Jonufër's terraces. The city was rapidly developed in the last decade as a holiday center by using the strategic position next to the beach and beautiful natural parks. Coast line of Radhimë-Orikum-Karaburun contains qualitative beaches and rare landscape beauty. In recent years in the area are built hotels, bars, tents, tourist villages and buildings with residential destination.

The military harbor of Pashaliman served as an important naval base during the Cold War between the Eastern and Western blocs. Nowadays, except for some military relics and ship repair workshop, there is nothing left of the former splendor. Archeological excavation were limited to the ancient Oriku's territory because of being part of the military naval base (Fig. 1). Archeological center is located on a low rocky limestone hill called Paleocasto at the end of a wooden scaffold that separates a small lagoon by the bay. A channel, turned into a marsh lagoon, separate it from the Necropolis.



Fig. 1. Oricu's archeological excavations.

Lagoon, National Parks of Karaburun and Llogora represents rare natural beauty with variety of flora and fauna. Orikum natural environment, as in many other places in Albania, is under constant pressure to indiscriminate exploitation trends, so the issue of development requires protection of its qualities. The questions posed for the sustainable development planning of the area and its openness to the public for tourism, should consider integrating all parameters, including natural and archeological heritage protection.

1.1 Urban Development

The economic development of the area has led to demographic changes associated with changes in terms of social structure and the increasing demand for construction. New development occurring after '90 and implementation of the "Legalization Law" have increased the informal construction without complying with any kind of survey and urban planning. Recently we noticed a certain trend and pressure from private investors to build formal and informal tourist facilities in the coastal area of Radhimë-Orikum (Fig. 2).



Fig. 2. New development in the seaside Radhimë-Orikum.

The informal constructions and cemented beaches are a clear risk to environmental protection and sustainable development of the area. In this context the Orikum's Municipality have adopted in recent years important planning documents as "Local Development Plan". "Regulatory Plan of the Orikum City" and "Study on a tourist priority area of Radhimë-Orikum". Although, according to Law no. 10119, "On Territorial Planning", it has to develop new local planning instruments as "The local unit territorial development Plan (LUTDP)" and "Local general Plan (LGP)". Development of these local planning instruments will enable the sustainable development, controlled and oriented territory ensuring a healthy environment for today's and the future generations.

1.2 Economic Development

Tourism and related services represent one of the most important sectors of the economy in Orikum, through which give the main income for residents. Because of the terrain and tradition farming occupies an important role in the economy. Also, agriculture remains the main economic activity as opportunities for development of this sector are good, especially in the Plain of Dukat and Tragjas. Cultivation of viticulture, horticulture, citrus, have increasingly grown trend. Olive, citrus and fruit trees join the largest surface of the planted areas.

1.3 Socio-Cultural Life Development

In recent years life's quality for Orikum's residents has improved because of investments realized in public facilities and infrastructure. However, there is the low economic level of families and the phenomenon of massive emigration of the working youth. This has led to creation of social problems in the area as unemployment, housing, and for the third generation. Cultural life before the 90s has been very active in Orikum, for reasons of closeness with Pashaliman military base. Now residents recall with nostalgia the dance halls and cultural activities taking place at the time of the military. Another picture is present today. With exception of the touristic season in the major part of the year the cultural life is relatively poor.

2 Preservation of Natural and Archeological Heritage

UNESCO's 1972 Convention Concerning the Protection of the World Cultural and Natural Heritage[18] considers monuments, groups of buildings and sites as cultural heritage. An area is identified as a heritage center if the works of man or the combined works of nature and people (including archeological sites) within its footprint are recognized as having outstanding universal value from the historical, aesthetic, ethnological or anthropological point of view. Preservation of this heritage is very important for the sustainable development. The global cultural organizations such as the UNESCO, ICCROM, and ICOMOS and the Albanian institutions such as the Ministry of Culture and Tourism, Ministry of Environment, the Institute of Cultural Monuments (ICM), Institute of Archaeology and communities seem to generate some success in their efforts to meet greater interest for the preservation of natural and archeological heritage. The cultural heritage in Albania, as part of the national culture, deserves protection. The Orikum's natural and archeological heritage since the year 2005 has acquired the status of a conserved asset[1] which can improve the present and the future of the region. These could become an economic advantage with good prospects for economic exploitation, such as, through tourism for culturally based image establishment of local economic development, or, the promotion of small enterprises.

3 Defining Natural, Cultural and Heritage Tourism

The concepts of heritage and cultural tourism are reflected by broad range of references in the literature such as the historical tourism [1], [2], heritage tourism [4], [5], and the cultural tourism [3], [7], [8]. A number of explanations are made for this purpose. "The meaning of heritage tourism is broad and sometimes it is considered a subset of cultural tourism" [10]. It is necessary to say that "even when cultural heritage is not the main purpose of a journey it adds value to the tourists' experience" [6]. According to the World Tourism Organization, heritage tourism is "an immersion in the natural history, human heritage, arts, philosophy and institutions of another region or country" [10]. Heritage tourism is probably the most popular and conspicuous in natural and archeological sites, where the main attraction is the same heritage we are trying to preserve. Heritage is a concept that includes the natural and the cultural environment. Although, within this general division the archeological heritage is considered cultural heritage, the importance of the natural environment in shaping and influencing the built environment needs to be taken into consideration.

As defined by National Geographic the natural heritage tourism is "tourism that sustains or enhances the geographical character of a place - its environment, culture, aesthetics, heritage, and the well-being of its residents" [17]. According to Arkansas Conservation Center "Natural heritage tourism is an umbrella concept, and ecotourism, focused on nature, as well as agritourism, focused on agricultural lifestyles, can be considered subsets. Ecotourism focuses on local culture and wilderness adventures and understanding the means by which people in other parts of the world are living off the land around them. An important element of most ecotourism is how sustainable development can best meet the social, economic, and environmental needs of an area and promotes biological biodiversity. Agritourism

focuses on learning about and direct experience of agricultural operations of all types, often emphasizing the relationship of agriculture to biodiversity, wildlife compatibility, and local culture or cuisine” [15]. For purposes of this paper, cultural and heritage tourism is conceived as the “visits by persons from outside the host community motivated wholly or in part by an interest in the historical, artistic, and scientific or lifestyle/heritage offerings of a community, region, group or institution” [8].

4 National Strategy for the Tourism Development

The importance of tourism in economic development and the social structure in Albania is included in the National Strategy for Development and Integration (NSDI) 2007-2013 [14]. National Strategy of Tourism [12] reflects the strategic vision of the development direction expressed in the NSDI. Under this strategy, the purpose of Albanian tourism development is to increase the quality of life for Albanians, emphasizing the development of cultural tourism and ecotourism focusing on the benefits of local communities, who now face limited economic opportunities. Some of strategic priorities of this sector are:

- a) “Product development and diversification of tourism will focus on the discovery of Albania through nature and culture. This will be accomplished by depending, on the capacity of local areas to manage effectively, to alter their natural values and cultural viable tourism product.
- b) Investment areas and culture could be achieved particularly through the creation of long-term financial mechanisms and the development and validation of tourism plans, which encourage investors by giving the principal directions of development and implementing an incentive policy for future investments in tourism.
- c) Territorial organization will support the development of tourism through plan adjustment, urban studies, as well as infrastructure investment” [14].

Making tourism more efficient requires sustainable planning and management. “Creating a balance between the welfare of tourists, host communities and the environment, reducing conflict and recognition of mutual dependence, requires destination management approach” [11].

5 Findings from the Contextual Analysis of Tourism Potentials

Orikum region offers different tourism attractions for the tourism development. National Archeological Park of Orikum. In the southeastern part of Karaburun Peninsula is situated the ancient settlement of Oricu's, dates back to the beginning of VI century BC. It became an important economic and cultural center in the Mediterranean during the ancient Greek and Roman periods until the medieval period. Later it became an important Turkish port (Pashalimani). Among the important archeological findings in this area could be mentioned a small theatre and acropolis, the harbor, rocky stairs, the altar, the temple, the courtyard and the fountain. On the sea and lagoon underwater are situated a considerable number of wrapped soaps and many archeological objects that testimony the relations of this area with other great civilizations of the period. The visitor can also see traces of the two world wars of the 20th century. It's strategic position next to the Vlora bay, with diversified landscape and rich flora and fauna, is a required destination for tourists (Fig. 3).



Fig. 3. Map of Orikum Areas.

Orikum Lagoon. The area offers very good possibilities for sustainable development of tourism. These possibilities are not only for the archeological site, but also for the very rich flora and fauna. The lagoon has proper habitats for waterfowl birds and other species. Among possible constraints for the preservation of the natural environment in the area are the new settlement of Orikum and the existence of the military naval base of Pashaliman.

National Park of Llogara is another tourist attraction, which begins with Shasta and encompasses the entire area of the park. These area stretches along the national road and stands for healthy climate. Its geographical position and height of 600m above sea level creates a spectacular view towards the Vloa bay. For this area the Master Plan approved provides the development of the elite tourism.

National Park of Karaburun. The Karaburun coastal area extends over an area of 120 km², which belongs to the Municipality of Orikum with 60 km coastline. This area is a rare beauty, especially when visited by boat from the sea, which gives tourists the possibility of discovering caves, canyons and small beaches. It's the only untouched area throughout the Mediterranean Sea. Underwater floras of the peninsula are also a rare beauty. This area represents the most beautiful and impressive coast views for the underwater tourism development. This area also possesses precious archeological, historical and cultural values. On the southwestern coast of Karaburun Peninsula is situated Grama Bay, a former famous cave and harbor since ancient times. On its rocks there are abundant inscriptions in the old Greek and Latin languages, dating back more than 2000 years that have made this bay to be considered one of the richest "rocky diary" in the Mediterranean.

6 Possible Scenarios for Tourism Development

Orikum offers potentials for various tourism activities in different destinations. What makes it unique are a variety of attractions and the relative proximity of these attractions in a remarkable natural and cultural context. The exact combination of activities and destinations present the best opportunities for building a thriving tourism sector. While the main attraction of tourism development will continue to be the coastal tourism market, the tourism profile for Orikum area should shift from the mass market predominance of visitors to the beaches in a great variety of more active tourists with wide interests. Along the entire length of Coastal Zone Orikum-Radhimë, in recent years, were built hotels, bars, tents, tourist villages and buildings with residential destination. The area is somewhat protected by massive and uncontrolled construction, while maintaining the character in a certain way and the natural landscape. The archeological park is unexplored and has limited accessibility. Tourism market is very interested in this type of heritage. New archeological excavations and opening to the public makes the site very attractive for tourism.

Nature and cultural environment in the area of Orikum, as part of national culture, are protected areas. Other tourist attractions are exploring the natural parks as: Llogora National Park, Karaburun National Park and Orikum Lagoon which are exceptional beauty and with rich flora and fauna. These could be an economic advantage with good prospects for economic development, such as, through tourism, culture-based image creation of local economic development, or promotion of small enterprises.

Vloa Bay Area is a rich area with attractive buildings, archeological monuments, visited spots and other elements related to cultural tourism. Local villages with their livestock and agriculture developed and based on tradition present excellent opportunities for agritourism development.

For a sustainable development of the area should that cultural heritage, natural resources and urban development today to live in harmony with each other. Continued promotions of cultural and historical values and simultaneously development of other urban, economic and contemporary social standard dimensions serve to this purpose.

7 Planning the Natural and Archeological Territory for Tourism Development

Nature and cultural environment in the area of Orikum could be an economic advantage with good prospects for economic development, such as, through tourism culture-based image creation of local

economic development, or promotion of small enterprises. Nowadays new ways of planning the natural and cultural heritage territory have emerged out of the concept of sustainable development. The international project conducted between HEPIA of Genève and Polytechnic University of Tirana gave different ideas for planning and for the sustainable development of the area. It shows, by means of a case study, the way in which the sustainable planning design can contribute to the preservation of the natural environment and the local culture, as well as to the development of the community. The study was thought as a master plan which includes in its surface area the local communities of Orikum city, archeological and the natural parks. It was created as a strategic planning proposal intended to enhance tourist values on an area that is defined by the significance of its archeological, historical and natural heritage value and regarded as a major cultural resource with scientific, social and economic dimensions. This planning proposal, for the tourism development in the Orikum area is a tool through which the local communities can manage, control and protect their heritage resources. This area has an impressive natural environment and different archeological sites that represents important periods of human history (Fig. 4, 5). The increase of visitors to these sites and especially to the ancient ruins of Orikum reveals a growing interest in Cultural Tourism.



Fig. 4. a) Archeological Site of Orikum; b) Coastal line and military naval base of Pashaliman



Fig. 5. a) Mamiroi Church; b) Lagoon

Planning for sustainable development of Orikum region intersect many disciplines related to each other, like urban planning, architecture, archaeology, environment and landscape. The design process responded to the complexity of this project. The program includes different interest areas (Fig. 5): the heritage area with archeological ruins of Orikum's and the Mamiroi Church, the Lagoon area, the rural area, the bathing beach area with the promenade and the tourist structures (a cultural tourist route, a heritage museum, a flora and fauna museum, the cold war museum), and the inhabited areas where the local community will provide accommodation services and offer typical local food along with knowledge of the local celebrations, customs and traditions.

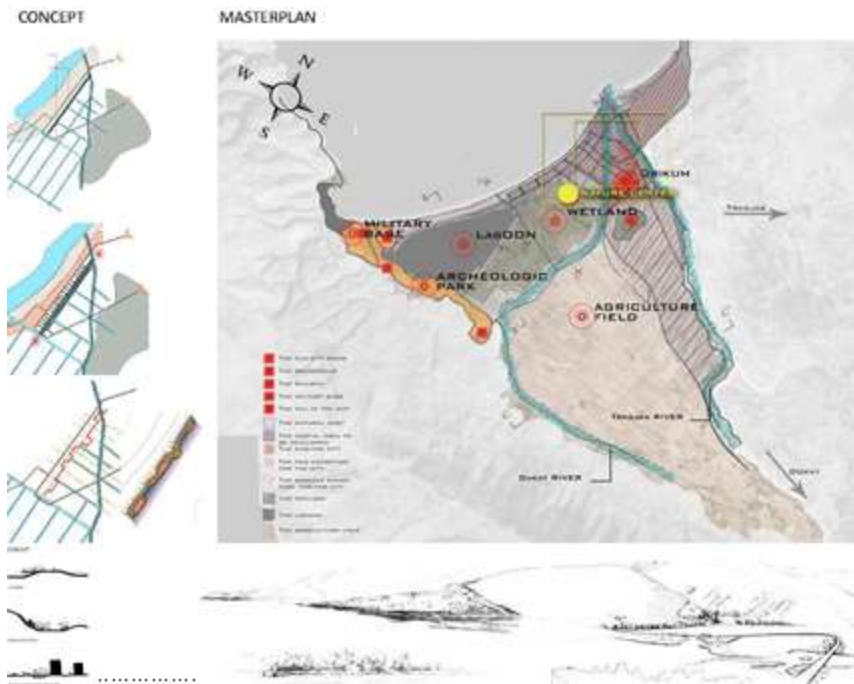


Fig.6. The master plan includes in its surface area the Archeological Park, Natural Parks and the Orikum city.

In the urban scale the project focused to create visions on how to develop the city. Its exams issues related to the management of expanding the city limits, the relationship of the built environment with the morphology of the territory and natural elements, orientation and character of spaces and hierarchical relationships (Fig. 7). Is planned the expansion of the city towards the coast, on both sides of the river, leaving the beach a space of 200 m from the shore.

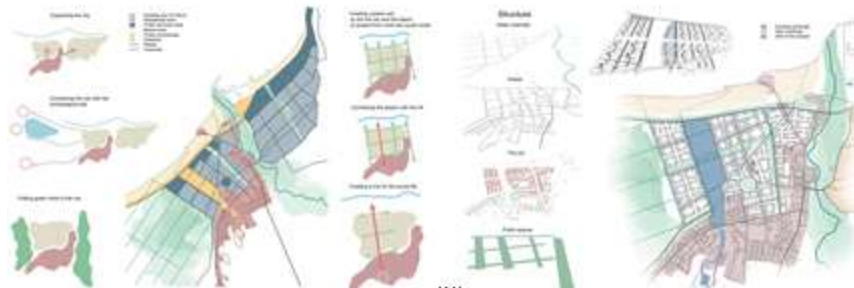


Fig. 7. The urban development plan of the Orikum.

A promenade with green, sidewalks and services is situated between the beach and the build area (Fig. 8). Buildings near the promenade will be used for tourist services (hotels, bars, restaurants, shopping centers, etc.). The other area will be used for housing while maintaining the existing water channels. Create a physical connection through an itinerary as well as the visual opening of some axes to lead in the archeological area and national park of Karaburun. Setting limits to expansion of the city with the creation of green parks on both sides of it. It will create a massive green park to prevent further expansion of the city.



Fig. 8. Master plan of beach promenade.

Preservation and revitalization of parks and archeological heritage was mainly successfully faced in the urban plan itineraries with different proposals for alternative tourism development such as the beach tourism and the cultural, natural, agricultural tourism. The sustainable development of the area suggests that the course of the project has to re-evaluate the major natural and historical assets. Urban management strategy is expressed in three main directions: access, connection and preservation. In the master plan are proposed the connection of the important points not only by a road, but also with a green line that flows naturally from the parks, in order to develop them. This green line shows the way to the historical site (Fig. 9).



Fig. 9. Proposed connections of the important points and illustrations.

When designing the plan of Archeological Park, landscape and facilities, contextual, environmental, functional, formal and technological criteria were reviewed. These criteria were later adopted when it came to taking project design decisions. These criteria involve taking a stand on the future desirable environmental results and the spreading of the project sustainable elements. The principles of sustainable planning and environmental design for tourism development could be focused in the following topics: *Landscape design*. It is necessary to develop a master plan and a site plan to set up a balanced relationship with the topography, landscape, wetland and agricultural land, fauna and flora, sea water, lagoon water, water drainage canals, heritage sites and urban development aspects. *Linkages or touristic itineraries*. Consideration should be given to the environmental conditions of linkages or touristic itineraries between different interesting points, adjusting the scale and proportion of the human-made environment to the natural environment. *Built facilities and their services*. The planning for touristic facilities and housing will be based in the sustainable development of territory taking in the consideration all environment factors influencing them. The use of green, water canals, orientation

could influence positively their impact in the surrounding environment and its preservation. Services in the planning area will be based in the use of renewable sources and passive technologies. *Preservation of nature and resources.* Sustainable project should commit to the preservation of natural habitat and archeological sites as well as among the others minimizing waste, sewage, noise and maximizing of the use of renewable sources. *Use of environment friendly technologies and materials.* The sustainable planning design should be based in the local resources and traditional technologies adding comfort and environmental quality. The project consists in developing the Orikum region. It begins with a master plan and a developing strategy for this area. The strategy was to find out the importance of heritage, the biodiversity and the values of flora and fauna for the sustainable tourism development. Agriculture, farming and people's tradition will show the true values of this area and it will be done by the strategies of economic development. For the region coastal profile was prepared, containing an analysis of the socio-economic situation, artificial and natural resources, and definition of the environmentally sensitive areas. Appropriate linkages (road networks, footbridges), tourist information points, viewpoints and terraces are also part of the proposal (Fig. 10).

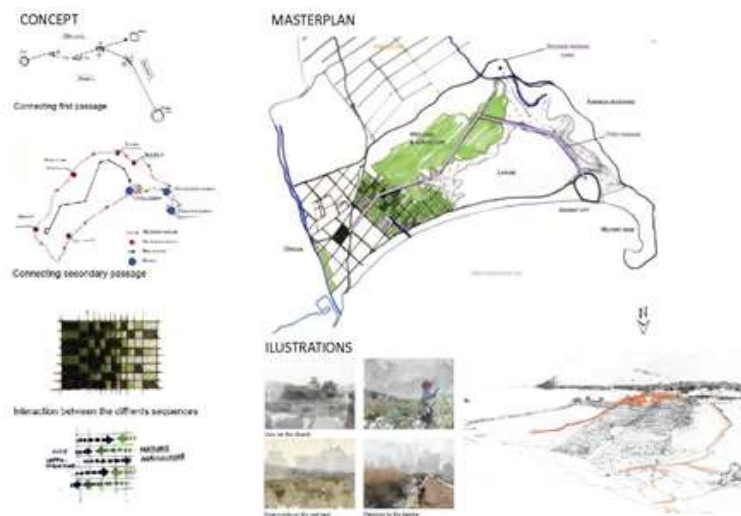


Fig. 10. Proposed connections and definition of the environmentally sensitive areas.

There has been some proposal design for different architectural typologies: socio-cultural and museum objects in the urban site or in the heart of nature. Some of these proposals are represented in the (Fig. 11, 12).

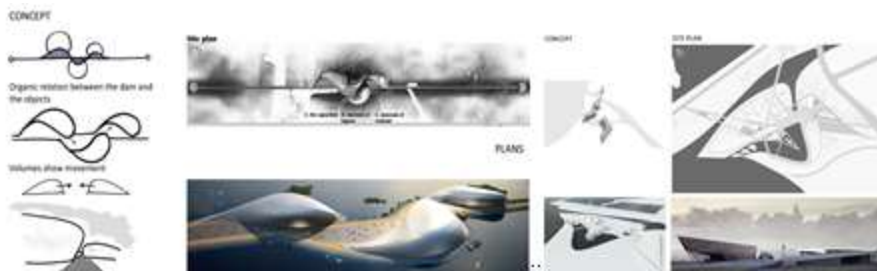


Fig.11. a) The water museum. b) The cold war museum.

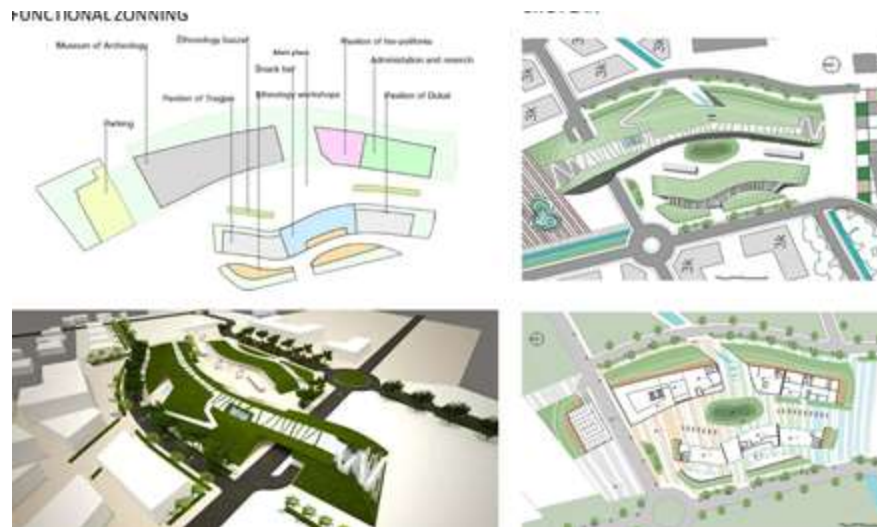


Fig. 12. The heritage museum.

Discussion of the sustainable planning in terms of socio-economic dimension, the key aspects in the development of the guidelines for a sustainable tourist product are: public private community partnership, participation of community in the planning process, relationship between local community and global tourism market, research and promotion of the touristic territory. This case study presents an experience in terms of planning design that makes possible to think for sustainable use heritage resources and their relationship with tourism. Moreover, this proposal sets a precedent and may be applicable to other planning projects, with the necessary adaptations depending on the particular contextual circumstances.

8 Conclusions

Project proposals for the sustainable development of Orikum concentrating on these major issues: biodiversity and environmental protection; tourism, conservation and cultural heritage; institutional capacity building; and integrate them. Tourism is an important source of foreign exchange. Given the collapse of industrial activities and the military base, the relatively good health of the remaining natural environments, environmentally based tourism that is not only sensitive to coastal and marine habitats, but which also embraces their quality, is the most practical development option. Linking tourism with nature through the establishment of protected areas, not only provides an environmental standard incentive for facilities, but also ensures that large areas of nature are protected. Spatial planning is a major tool to create conditions for the tourism development in Orikum. This intervention was undertaken in two phases. The goal of the first phase was to outline the strategy for tourism development based on the sustainable use of coastal resources and of the second phase was the strategy for heritage tourism.

Examination of natural and archeological heritage and the key trends in tourism development clearly demonstrates that tourism, and in particular, international tourism, will be the fastest-growing sectors of the economy in the Orikum region. Tourism has the powerful economic, social and ecological contribution and potential; it will give positive effects by increasing the number of jobs, boosting economic development. As noted, tourism depends heavily on cultural and natural attractions, many of which are in the Orikum region. Conversely, tourism can make important contributions to the protection and management of cultural and natural heritage-it can help keep the traditions alive and finance heritage protection, as well as increase visitor appreciation of that heritage. On the other hand, tourism can damage heritage when not well planned and managed. The concept of sustainability identifies new trends of tourism planning. This case study presents an experience in terms of planning and design that

makes it possible to think of a sustainable use heritage resources and their relationship with tourist space design. The concept of sustainability could be instrument for thinking possible ways of implementing it, in this case ways to connect heritage and tourism. This should be understood in relationship with the persistence in time and the current and future conception of the human-made environment.

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