

Who can benefit? Considering Albania as a good fit for Pro Poor Tourism

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Abstract:

The use of tourism as a way to reduce poverty has gained attention in many third world and developing countries. By focusing on poverty as the main issue, alternatives on how tourism can benefit to it are investigated. The concept of poverty is further explained and the practices which are closer to PPT. Recognizing that the effects of Pro Poor Tourism with the data needed is hard to monitor especially in developing countries leading by example is perceived to be more beneficial. This paper analyzes the potential of applying Pro Poor Tourism in Albania by comparing it with other regions where PPT was successfully implemented. A further analysis of tourist arrival data at major tourist destinations identified four national parks which had the highest growth and could be potential sites for developing PPT programs.

KEYWORDS: Pro poor tourism, Albania, examples, national parks, methods

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INTRODUCTION

Definition of PPT

Pro Poor Tourism focuses in optimizing net benefits to the poor through tourism and ensures that as tourism grows in a particular country it also contributes to poverty reduction although all stakeholders do benefit. (Ashley 2001)The main issue is not the development of tourism or the destination in size but unlocking opportunities for the less privileged residents of the destination.(Department for International Development, 1999). For example, resorts can provide employment and training for with the local community, purchase from local suppliers, and hire underserved populations such as women (International Trade Center 2011).As mentioned above PPT is a way of developing the current tourist offer and it can add value to it so we can relate it to the "added value" process.

PPT is more than just an idea, it is a way of doing things. The goal is not only to help the poor provide for their basic needs through income but also into providing training, skills, equipment opportunities and participation in decision making(Hall, 2008). Participation in decision making is the aim so that the poor gets "empowered" to influence the state, social institutions and local decision making.

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When it comes to unlocking possibilities the main issue is how to set up income channels. Since through major donations the poor might risk to become highly dependent on them. Those economic opportunities are carefully designed programs which remove obstacles from the poor so that they can develop their own assets and participate in the market (Hall 2007). Example of that or the local government engaging with the local communities, providing training, community centers, foreign language courses and investing on the small enterprises by helping them also in marketing are perceived to be the closest to PPT. As mentioned above this also contributes to the added value process.

The initiative is highly associated with external sources and it requires partnership the stakeholders can be entrepreneurs, volunteer programs, donors, private sector, government programs etc. (Goodwin 2001)

Another important stakeholder that might be successful especially when the market and the state are not being efficient is the civil society (World Bank 2000). By setting voluntary groups, organizing campaigns, collaborating with nonprofit organizations, requiring funds and by providing a voice which would have been not possible with the resources the poor has.

Other types of tourism also do have the elements in common with PPT, such as sustainable tourism, eco-tourism or community based tourism and they are all welcomed. As eco-tourism and community based are closely related to environment and cultural heritage PPT's concern is using those two factors as means and not ends, so the main focus is trying to use all means to unlock opportunities for the poor.

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History

The roots of PPT can be found in the early 1950's and 60's. Third world countries in Africa, Asia, and Pacific who recently gained independence from colonial powers used traditional tourism as a method of economic development. Foreign Investment would take place alongside a focus towards developing the infrastructure needed. So the number of tourist arrivals and the market share generating from tourism was doubling every 10 years in those developing countries, including Europe (UNWTO). However, there was still lack of focus on the affects it could have in terms of environment, culture and poverty alleviation. The main concern would come as a result of the poor people and their communities not benefiting or actually being excluded from what tourism could offer to their own homeland (Sheyvens 2007).

Another important fact to mention was that simply the agricultural products and other traditional exports from third world countries or developing countries were losing value in the market place at the same time. So to improve their economies, development in new economic sectors was needed. The leading industry is tourism on the other side and is benefiting those countries more than any other one through those 20 years (Sofield 2004). Investments were unequally distributed. On one side there were villages which lacked the infrastructure to irrigate their fields, while nearby there would be resorts with swimming pool and golf courses (Solfield). The inequality can be and should be analyzed in all levels starting from micro to

Who can benefit? Considering Albania as a good fit for Pro Poor Tourism macro level. In terms of micro level it would be the example of the Caribbean elite and the Resort based coast which is supported by impoverished labor on the interior. (Weaver 1988) So in micro level we see the difference between multinational enterprises and local residents. While on the macro level it's the difference among the developed and the developing countries.

The term Pro Poor Tourism got its popularity in 1999 when poverty was joined to the "heart of tourism agenda" (Deloitte and Touche 1999). This was adopted from UN and the Department for International Development DFID.

The PPT movement expanded on previously expressed focus on sustainable tourism. WTO (World Tourism Organization) defined Sustainable tourism in 1988 as "leading to the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems". Even though it overlaps with sustainable Tourism that is seen simply as a mean and not an end. Rather than just being passive towards the contrast happening in the market place or to the issue of poverty, PPT gained wide popularity and a ground of followers including the World Bank or the World Trade Organization. (World Bank) PPT overlaps also with environmentally sustainable tourism as a concept with the difference that the environmental protection and development is just a part of the overall picture for PPT while poverty alleviation and residents living on those protected and rich areas are in the heart of it.

On the same time Community based tourism focuses mostly on the involvement and the increase of local people in tourism which can connect and help PPT. Since PPT was coined as an

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approach to tourism and not a specific type governments were urged from UN Commission to develop strategies that benefit all major groups including indigenous and local communities. Both Community based Tourism and PPT do provide visitors with insights from the local culture through tours, accommodations and environment. Yet as CBT main issue is facilitation for PPT is participation.

Dabie Mountains, China: A PPT success story

A great example of the unlocked opportunities for the poor through tourism would be the case of tourism development in the Dabie Mountain area of China. This case of PPT development was done through formal channels meaning through a carefully planned government program. It managed to not only provide maximum benefit to the poor but by doing so it improved the overall economy of the region. Dabie mountains area did play a historical role in Central China due to its old revolutionary base, yet $\frac{3}{4}$ of the most impoverished counties were located in this region. (Cheng, S. Y & Wang 2013). Even though the region had an attractive land scape with potential for sightseeing in nature, Dabie mountains wasn't perceived as a mainstream destination and it didn't have any tie to tourism in general.

The main stakeholders included here are the government and the local residents. Most of the untapped potential has been unlocked through tourism in terms of agriculture, transport and accommodation. 350 Agricultural experts were assigned to the impoverished areas making householders masters at new technologies. Those technologies are based on AI (Artificial

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The area wasn't perceived as a touristic destination before and it had not developed means of transports. Education levels of the local population were low. Yet being rich in resources and cultural heritage since it was a historical site there was good potential for initiating a PPT program.

Through the collaboration of the governmental parties and their long term programs on the area the restauration of the old historical bases become reality. Although the position of the area was relatively important because of its surroundings, further investment was needed in transportation infrastructure. Canals, reservoirs, bridges and village roads were built.

Supermarket, clinics and activity rooms also changed the aesthetics, the living standards and made the region more tourism friendly. By doing so employment increased in the region through construction jointly among villages and enterprises. Making the area easily accessible for all the surroundings and developing communication channels did encourage domestic tourism. As tourists come for natural beauties locals do else benefit from tourism through services. Highways replaced the road tracks so opportunities were opened for the community. Whether by opening new restaurants, accommodation or river rafting business households engaged in tourism based services. To improve the service in English tour guide courses were taken for 10 participants until the Dabieshan GeoPark held the 1st tour guide in English.

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In terms of marketing the area in Dabie mountains totally upgraded its offer by staying in touch with the latest trends. Since the scale of internet users and mobile phone users accounted up to 90.1% (China Internet Info center 2017) also online holiday booking increased by 50 %. The development of website, forum, travel sites, mainstream video sites and also television was a key factor. Access when it comes to promotion, news, feedback, airlines tickets, trains ticket and bus tickets brought further attention to the history, culture and landscape. The area was surrounded by 4 major airports and railways. The engagement of all parties did benefit for the overall marketing but also the local people through services such as transport, accommodation and catering. This all required technical training and the development of new technologies.

Local people's opinions are highly valued in PPT since in most cases they would be willing to participate in decision making and into adding value to the current offer. Through the investment made by training the local farmers the quantity of products and sustainability became possible. Now an agricultural service system is already at place since the people became experts in raising tea, fruits, fishing and farming. The PPT program helped the people become experts in those skills through training and engagement in the new technologies since before it was all done in hand. On the same time we see how richer province authorities invested on those programs and equipment and so on made full use of human resources and also natural ones. The collaboration of government was necessary in all levels in terms of development, training, marketing, and promotion. In addition, government regulations and policies such as the exclusion of tax for foreign investment for the first 3 years assisted the development. Most of the resources were based focusing on the unique traits of the region. If we invite people into decision making and also into adding value like in the Dabie mountain case

Who can benefit? Considering Albania as a good fit for Pro Poor Tourism study that is perceived to be much more related to PPT as a term and as a practice. At the same time by focusing on the poor people and the rich land through training a successful business network was settled and it was a win-win situation.

Within 10 years after the program was established, tourism income rose from 3% to 10% of the local GPP.. (Cheng, S. Y & Wang 2013) the number of visitors which reached ten times higher in the main cities of the region. (Cheng, S. Y & Wang 2013).

Coconut Coast in Brazil : Another Story of success

Another story of successful PPT implementation was in the Coconut Coast in Brazil. A region surrounded by natural and ecological protected areas. It is also one of the most favorable regions for international tourism in Brazil. Located in the north east of Brazil due to the natural beauties and large areas it's very favorable for resorts. However due to the situation of the municipalities up to 200 miles of Coconut coast show a region of contrasts on the distribution of wealth. (International Trade Center)

Through the collaboration of the ITC (International Trade Center) and also other stakeholders such as the main resorts the focus switched to the poor communities living among protected areas based on an inclusive tourism project which started in 2003. ITC (International Trade Center) is the joint agency of WTO (World Trade Organization) and UN (United Nations.) The agency is fully dedicated to the support and internationalization of small and medium size enterprises focusing on underdeveloped or developing countries. Through this project life of thousands changed economically but also in terms of social benefits. In this case the destination

Who can benefit? Considering Albania as a good fit for Pro Poor Tourism was already popular and highly appreciated among domestic and foreign people yet the region faced many obstacles in terms of unequal distribution of wealth. The focus was on the main capabilities of the poor meaning organic agriculture, hospitality and culture. Before the project would start its realization path most of the research done encompassed cultural activities, agricultural production, waste and also the needs and demands of the local community. All major Hotels were invited to participate and so on became major stakeholders while focusing to the local market when it comes to supply and employment. Investment was made by helping the farmers with an organic waste processing plant. This not only generated income to the locals but it did also add value to the products and services the area had to offer. Further steps taken were employ-ability of women and young people which would take place after training was provided to them. The unemployment level in the region fell from 30 % up to 5% (International Trade Center). Again we see how important was the collaboration among stakeholders and the investment on common good which brought greater return on investment. Also in terms of arts and crafts the income of local women would reach from 40 \$ a month up to 250 \$ as their products and services connected with the main resorts. This massive change and enhancement of their life style was attributed to the link made among the existing market, existing product and what hotels had to offer through training and schooling. A large community center has been constructed providing literacy and computer classes. Prior to this most of the resorts couldn't employ the local residents due to lack of education and skills. Leaders among the community organized workshops to elaborate business plans. They were invited in to meetings also to further realize the objectives of the project. All this was made in order for the community to provide its products and services in a professional manner. The

Who can benefit? Considering Albania as a good fit for Pro Poor Tourism transparency of the project is seen as a core issue for most of the local residents. Through inviting them on decision making development of a performance groups took place such as Capoeira and Samba de Roda. Now after the successful initiative further investment are expected to take place in terms of cooking schools and hospitality. (International Trade Center 2011) This is also another positive case study and good example of PPT success. However you need to slow down in this section and explain more clearly what happened and who was involved. Remember, tell a story. I see that your ITC source for this info is a short, 2 page report. There is contact info at the bottom of the page. Please contact that Swiss organization and see if you can get more information. I am sure that it exists.

Critique of PPT

Although there have been many successful PPT programs, the movement has also been criticized as unnecessary or indistinguishable from traditional tourism development.

Many destinations that elevated from the "least developed" group claim to have done it without implementing PPT methods. (Denman 2004) Those destinations would be island states or various regions that highly connect their GDP and exports to the development of tourism such as the Caribbean. So as clearly noticed projects unrelated specifically to PPT do help poor communities. Examples could be new natural sites opened which were not available before, low cost accommodation, new means of transport etc. All those activities bring out the desirable outcome in terms of employment, benefits and a better standard as well. As seen through the definitions and the critical approaches to this new term and new overall focus on how tourism

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The expectations are that through different channels the poor can benefit from what the overall market provides. So little focus has been paid to the initiative on how tourism does really affect poverty alleviation in practice (Christie 2002).

What's also the most important thing which relates with the country we will focus later on (Albania) is that poverty in our times doesn't necessarily mean it is connected to economic factors but also to a lack of representation or a lack of voice (World Bank 1990, 2000).

PPT has been successful to some degree in alleviating poverty in some places, but is also not a perfect fit for all situations. Moving forward, it will be important to determine which situations and places are a best fit and can benefit most from PPT programs.

Albania as a potential PPT location

Albania is a developing country of 3.5 million residents in south Eastern Europe with a growing tourism industry. However, overall GDP and per capita income remain relatively low for this region of Europe. 14% of the country lives under the national poverty line (World Bank 2017).

The GDP per capita is \$4.078 ranking 95th in the world. It ranks above the global poverty line but in the region among 44 countries is ranked 32nd.

From the World Travel and Tourism Council, the total contribution of the whole industry including direct and indirect approach supports 26% of the overall GDP of Albania. The growth

Who can benefit? Considering Albania as a good fit for Pro Poor Tourism expected to happen by 2027 is up to 33%. Currently, 23% of the total employment is supported by tourism and is expected to reach 31 % by 2027. The investment though held in this sector is 7% and its expected growth is up to 9% by 2027(World Travel & Tourism Council 2016)About 70% of visitors are foreign, while %30 are domestic. (Ministry of Tourism in Albania)

As seen in contrast with other countries in the region although very competitive when it comes to growth and employability in Travel and Tourism when data is compared in terms of the investment (Foreign Direct Investment) made Albania has the lowest rank among the neighboring countries. (World Travel & Council 2016)

As noticed though direct income from tourism affects also the indirect services and products such as Marketing or PR and all this is expected to benefit the general society in terms of education, security and health.

METHOD

To evaluate Albania as a good fit for PPT data were compared among the other regions where PPT was implemented. By analyzing the regions in which PPT can take place and the local residents PPT can prove to be a good fit for specific regions in the country based on poverty levels and the preconditions needed. The method used was done through data analysis and data comparison. By investigating what happened in the regions that PPT was used and proved to be successful numbers got compared with the potential country where PPT could be implemented. Research was done on the situation in the region of Coconut Coast and Dabie Mountain. Meaning transport accessibility, education levels, poverty levels, tourism

Who can benefit? Considering Albania as a good fit for Pro Poor Tourism contribution to the region and safety. Demographics were compared alongside with the methods used in those regions to realize if this is possible also with the current offer in Albania and if the country is a good fit. Based on the impact the program had in terms of the role of residents, private sector, government and NGO. This was done through analyzing the program of ITC (International Trade Center) in Coconut Coast and China's yearbook of poverty alleviation and development for Dabie Mountain.

The current offer in Albania was supported by the ministry of tourism by providing all the data needed in terms of locations and number of visitors. Further research was needed in order to classify those regions as fit for PPT.

RESULTS Comparing Albania with China and Brazil

Overall when comparing the regions of Coconut Coast, Dabie mountains and Albania more than $\frac{3}{4}$ of tourism is domestic.

As for the application of PPT in Albania the country scored the lowest in terms of per Capita income meaning Albania is poorer than Brazil or China, therefore "poor enough" for PPT.

While for the High school graduates the % in Albania is 75, in the region in China 63% and in the region in Brazil 68%.

From the Global Peace Index measuring the perceived level of crime within the society and intensity of internal conflicts Albania is considered much more peaceful than the other 2

Who can benefit? Considering Albania as a good fit for Pro Poor Tourism regions which improves the overall climate for tourism and investment (Global Peace Index 2017)

Potential PPT sites in Albania

Analysis of current tourism activities in Albania was conducted by collecting official records of tourist arrivals for the 22 most popular sites in 2016 and 2017, including national parks, protected natural areas, cultural monuments and historic areas (Figure 2). Results showed that tourist arrivals increase in every area from 2016 to 2017 by 36 %.

The greatest growth in tourist arrivals occurred in four national parks: Divjaka Karavasta lagoon (211 percent increase) Prespa lake (110 percent increase), Korab Mountain (22831 percent increase) and The Fir of Hotovo mountain(110 percent increase). Each of these locations was investigated as a potential PPT site.

DIVJAKA

The national park of Divjaka is a lagoon which attracted more than 380.000 visitors in 2017 and is famous for its ecosystem, biodiversity, fishing, beaches and agriculture. The national park is only 1 hour away from the capital city of Albania. 55000 local residents are living in the city of Divjaka earning their living through farming and agriculture. Main products are grain, potato and legume.

With the growth of tourism though the area is being overcrowded because of the lack in infrastructure since the roads remain unpaved and a guide is always needed. Most of the groups

Who can benefit? Considering Albania as a good fit for Pro Poor Tourism are organized and coming on their own or through national travel agencies. Some of the main problems of the area are managing waste which is endangering the area and infrastructure. (Dita newspaper 2015) Out of 6 counties 4 of them are not accessible to visitors because of the roads which are in poor conditions ,which makes also other types of tourism such as historical or religious inaccessible. (DITA 2015) Hotels are built alongside with restaurants while most of local residents benefit from the F&B department. An entry fee is also needed when entering the park.

Prespa

Prespa National Park is located in southeastern Albania offering mountains, islands and meadows. The national Park is bordering Macedonia and Greece and is lying in Korca county. Tourism in the area of natural park of Prespa lake which started developing around 2003- 2004 since prior to that there wasn't any facilities needed for the development of tourism. The beginnings of tourism in this area came as a result of the development of private water sport tourism and small, private family motels and restaurants. , groups of studies due to the biodiversity and also hunting and adventure tourism also developed through small private businesses (Musli E). The area even to this day is lacking tourism infrastructure (accommodation and other services) since it cannot handle the number of tourists. The conditions of the counties around the area still lack minimum hygiene standards and still suffer with the water supply. Even though the accommodation started developing other offers beyond simple accommodation is lacking. (Ema Musli 2016)

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The Fir of Hotovo

Through the development of the adventure tourism and the revival of the area through activities such as rafting in the canyon, mountain climbing the whole area of Permet is benefit. By the latest initiative from the local administration supporting 37 new business which help farming, agriculture and artisanal products small business are being helped.(Pro Permet) Those initiatives are all new for the overall country and are offering promotion for the local products and services. The place is also known for its sensibility towards education. Already activities connected to PPT are being developed since Cesvi (Italian humanitarian organization) is collaborating with the municipality and the local residents through connecting the services they offer and providing marketing and promotion. This is helping the local producers to develop market knowledge and also work together.

KORAB MOUNTAIN

Korab Mountain recorded an extraordinary explosion of tourist arrivals between 2016 and 2017, with more than 22,000 percent increase. This increase was due to WOM and a national travel agency called Outdoor Albania which is using the park for rafting and mountain climbing. The park includes with many natural monuments, rich in terms of the biodiversity and the highest mountain in the country.

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There are many potential areas for additional growth and development. Signage is currently a problem since is not enough and most of it was placed from visitors from other countries and also the information given to the visitors. There's currently only one tourist office in the area and the communication with international tourists seems to be a problem since the employees lack competencies and English skills.(Fatbardh Cena) The only information possible to get are some brochures designed from people who are not experts of their field and there are no maps available. There is a lack of planning and collaboration among the local residents, business entities and the administration since there is not a single local guide. Medical tourism is of high importance to the local residents due to the natural thermal waters including sport tourism where rafting and mountain climbing started to develop. The area has a lot to offer in terms of agriculture also and currently there is no travel agency to benefit or to connect the different offers. Most of tourists are booking through national travel agencies. (Fatbardh Cena)

DISCUSSION By comparing the regions PPT was implemented with the regions in Albania many parallels are found meaning in the importance of those areas in national or international level, the success of those areas in terms of tourism and also the situation among the local residents. Poverty in our times can be closely related also to a lack of representation, lack of voice or basic standards. Those were all unsolved problems in the regions in Albania. Basic problems were the water supply, representation where a whole region would lack tourist agencies or skilled employers and also infrastructure where a whole region would remained unexplored because of it. On the other side the only region that managed to have those components meaning having

Who can benefit? Considering Albania as a good fit for Pro Poor Tourism the community involved in the main offer, the infrastructure needed for tourism and the government support scored better in terms of tourism offer and distribution of wealth due to the involvement of the community with all the products and services. The system is also very easily transferable. Other interesting fact is that even though those areas lack training, skilled employers, travel agencies, feedback and the infrastructure needed those areas are very rich in terms of culture, products and have the potential for sustainable tourism throughout the year. Providing a voice to those regions and involving the local residents through training and decision making is considered the closest practice to PPT. The region in Albania managed to do this with the help of the administration and by successful marketing and promotion. Through the use of websites and collaboration with the private sectors local residents managed to contribute to the market place through their products and services in Fir of Hotovo located in Permet. They also gained market knowledge and optimized product standardization. This improved employment and net benefits (Pro Permet). On the other side there would be regions without representatives and without a government plan to alleviate poverty so that the local residents and other stakeholders can benefit. This would be the contribution of PPT to the "added value" process. As PPT focuses not only on the rich land with all its resources but also to the residents living in it the most important solution is connecting those people to the current offer. A training conscious private sector alongside with government plan in tourism are the missing initiatives and the main stakeholders when compared with the regions PPT was successfully implemented. Lack of campaigns, promotions and basic standards such as water supply or paved roads make the path of realization uneasy for the international and domestic visitors. Most of the promotion happening is through WOM and there is a very good feedback

Who can benefit? Considering Albania as a good fit for Pro Poor Tourism alongside with useful criticism. The main issue is if there is actually a lack of funds or an unequal distribution of them. Since the method of the research was done through comparison a potential alternative could be through surveys in order to recognize the role of tourism in the life's of those people including here their main obstacles.

Next steps are to contact local NGOs and citizen groups or organizations to see how they could be involved. Small private businesses are already getting involved but PPT is more about grass roots.

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Appendix

Figure1.

Comparison of Albania, Dabie Mountains and Coconut Coast:

REGION	POP	TOURISM contribution to GDP	PCI in EURO	POVERTY RATE	Peace Index	%Literacy	% H.S Graduates	Airports
Albania	3.500.000	26.00%	4.125.00	14%	1.908	96%	75%	3
Dabie MT(Hubei)	58.000.000	9%	8.123.20	3%	2.242	95%	63%	7
Brazil (Bahia)	15.000.000	8.50%	8.649.90	3.7	2.199	90%	68%	14

(World Travel & Tourism Council 2017)

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Figure 2.

Most Popular sites in Albania 2016- 2017:

NAME of location	TYPE	offer	special-unique	#visitors 2017	#visitors 2016	% change
Berat	Town	History/Culture	Canyons	52342	40431	29%
Shkodra	Town	History/Culture	Old Town, Fortress	560000	430000	35%
Gjirokastra	Town	History/Culture	Architecture, Heritage	25000	19000	25%
Kruja	Town	History/Culture	Castle, Museum	105000	99000	5%
Gjirokastra	Town	History/Culture	Old Town, Fortress	25000	19000	25%
Apollonia	Historical	History/Culture	UNESCO World Heritage Center	120000	85000	47%
Bredhi I Drenoves	National Park	Nature	Rafting, Rally, Rowing, Climbing	1000	800	20%
Bredhi I Hotoves	National Park	Nature	International Multicultural Festival	7070	2700	162%

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Butrint	National Park	History/Culture	Ancient town	127230	126563	1%
Divjake Karavasta	National Park	Nature	Agriculture	383000	123000	211%
Lugina Valbones	National Park	Nature	Agriculture	110000	68000	62%
Dajti Mountain	National Park	Nature	Horseback Riding, Skiing	91200	88000	4%
Tomorri Mountain	National Park	Nature	Pilgrimage	160450	160000	0%
Prespa	National Park	Nature	Adventure Tourism	82100	39059	110%
Qafshatame	National Park	Nature	Ecotourism	7200	3850	87%
Shebenik	National Park	Nature	EcoTourism	5776	3836	51%
Theth	National Park	Nature	Waterfall	76000	62530	22%

Who can benefit? Considering Albania as a good fit for Pro Poor Tourism

Syri I Kalter	Natural Monument	Nature	Natural phenomena	29910	28521	5%
Sarasallik Cave	Natural Monument	Nature		34750	32100	8%
Korab	Natural Park	Nature	Skiing	40130	175	22831%
Shkodra Lake	Protected areas	Nature		105000	80000	31%
Pogradeci Lake	Protected Areas	Nature		390000	360000	8%
	TOTAL			2538158	1871565	36%
	TOTAL		DOMESTIC	1692106		
	TOTAL		FOREIGN	846.052		

(Ministry of tourism and environmental affairs Albania2017)

Figure3.

PPT in Dabie mountains and Coconut Coast, main results:

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	TYPE	MARKET	MEASURING RESULT	RESIDENT ROLE	GOVT ROLE	PRIVATE SECTOR ROLE	NGO
DABIE	Natural, Cultural	domestic	Visitor arrivals, Overall tourism income	jobs, entrepreneurship	Primary	Investor	Donators
BAHIA	RESORT	domestic	Decreased unemployment, Increased salaries	crafts, supply agriculture	Secondary	ownership of resorts	International Trade Center

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