

Tourism as Economic Resource for Protecting the Landscape: Introducing Touristic Initiatives in Coastal Protected Areas of Albania

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Abstract : The paper aims to investigate the relation between landscape and tourism, with a special focus on coastal protected areas of Albania. The relationship between tourism and landscape is bijective: There is no tourism without landscape attractive features and on the other side landscape needs economic resources to be conserved and protected. The survival of each component is strictly related to the other one. Today, the Albanian protected areas appear as isolated islands, too far away from each other to build an efficient network and to avoid waste in terms of energy, economy and working force. This study wants to stress out the importance of cooperation in terms of common strategies and the necessity of introducing a touristic sustainable model in Albania. Comparing the protection system laws of the neighbor countries of the Adriatic-Ionian region and through a desk review on the best practices of protected areas that benefit from touristic activities, the study proposes the creation of the Albanian Riviera Landscape Park. This action will impact positively the whole southern Albania territory, introducing a sustainable tourism network that aims to valorize the local heritage and to stop the coastal exploitation processes. The main output is the definition of future development scenarios in Albania with the establishment of new protected areas and the introduction of touristic initiatives.

Keywords : Adriatic-Ionian region, protected areas, tourism for landscape, sustainable tourism

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