

TOURIST POTENTIAL OFFERED BY COASTAL AREAS OF THE DELTA OF BUNA UNTIL RODONI FIRST GEOGRAPHIC VIEW

Mirela TASE PhD Candidate,
 University Lecturers "Moses Alexander" Durre, Faculty of Business
 E-mail address: mirelatase@hotmail.com

Abstract

Our coast of the Adriatic Sea in general and in area Buna - Rodon in particular represents a special value and importance not only to the social-economic development of the country but also for many potential tourist offers, which are necessary for the development of sustainable tourism and why not elitist. Today tourism sector is becoming one of the dominant sectors of the economy in our country. Albania although a small country has much to offer tourists in terms of its natural beauty, culture, heritage, and archaeological sites. It has a wonderful Mediterranean climate. Albania offers endless potential for investors who want to take advantage of unexplored opportunities in tourism and help in the development of this industry and to make this key sector in the economy of our country. In this context, the aim of the paper is the identification of potential values of this part of the coast which are numerous, starting from the existence of a broad line coastline with numerous beaches that is a very good premise for tourism development. Alteration of these beaches with rocky coast serves not only for development balnear tourism but also for biological aspect marine fauna and their conservation protection. Therefore, in view geographical we will bring these potential importance of those present in the tourism sector as well as measures for their protection.

Key words : Beach, Tourism, Coast, Potential

We present conditions for the development of our country has become indispensable study of the coast, its dynamics, determination of sustainability and its management. This is for the reason that tourism and its development in particular tourism balnear is one of the main priorities of economic development. Knowing the area nowadays (Drin Bay I have to study) serves many other branches of the economy as transport, fisheries and sustainable investment especially energy industrial parks that are being built in this part of the coast we study. In terms of a faster dynamic natural and socio-economic positive and negative reflections on the coastal landscape of the area should be identified and provided by the geographical studies in order to serve society for its investments in order rentable and not to return occurrence of harmful and disastrous

1 Geographical location, Natural Resources and Biodiversity

Drin Bay represents a big bays Southeast Adriatic. The existence of a broad line numerous coastal beaches is a very good premise for tourism development. Alternation of small beaches with rocky coast (about 5km in length) serves not only balnear tourism but also for the biological aspects of marine fauna which in recent years not only sensitizes people passionate in this area but also to protect its community. Albania's northern coast has a number of special features, such as for example: Renc Mountain rugged landscape, sandy beaches, lagoons, wetlands and river deltas of Buna, Drin, Mat and Ishmi. Most of the coastal plains land is obtained by drying of wetlands and is used for agriculture and livestock only during the last hundred years. Swamps, lagoons and coastal mountain forest areas of national importance for wildlife habitat and are generally designated as nature reserves, such as, for example, forest Velipoja lagoons Vilun, Kune-Vain Patok. Fishing in inland waters and near shore also presents a special importance for the economy of the local population. Agricultural areas of the field of Shkodra and Lac are part of the lower basin of the rivers which drain through wetland areas of the Adriatic Sea. Climate, land and water provide a good basis for diversified agricultural production in one of the most important agricultural areas in the country. In this

area, natural values and those created by man must be protected, managed better. Protect coastal wetland systems and provide ample fishing and river management is important to protect the land from flooding. Preservation of agricultural land from urbanization pressure also protects its potential for productive use. Shoreline protection and vital landscape is a great value that will help in the development of sustainable tourism sector and a successful economy for the people who live in the area.

Much of the river delta areas and coastal areas below sea level are protected by the embankment. These surfaces are dry and acquired lands are used for agriculture during the past century. Wetland surface area is significantly reduced. These areas are still an important function for the protection of the coast and they include areas with intact vegetation virgin nature, which present very high values of biodiversity (especially wetlands, forest areas and mountains Renc). Patok and Kune-Vain lagoons are designated as Natural Reserves Administered while Viluni lagoon and Velipoja declared forest reserves with strict natural protection.



Photo 1. View of the mouth of the river Drin and Buna
 Lagoon systems are used in large-scale fishing and hunting, which is still practiced traditional fishing methods.

Wetlands function as important areas for breeding of fish that move (migrate) between wetlands and open sea. They also protect the coast from erosion, flooding and potential consequences as a result of climate change and sea level rise



Photo 2. Drin Bay view

2 What potential contained this zone for the tourist point of view?

Diverse nature, climate, flora and fauna of this part of the coast are attractive to potential clients and offer sustainable tourism in these areas, especially for those passionate about nature tourism.

The presence of diverse water lagoon, river, sea, alteration in some cases, wetlands, beaches, forests, etc. favors specific and varied forms of tourism as tourism balnear emphasis and burden of domestic and foreign tourists flow today, hipism that these recent years is taking an extension and favor with many of the young people, driving, cycling tourism, hunting, etc. Balnear Tourism is now a significant economic activity in the Gulf of Drin. Velipoja and Shëngjini wait for the moment about 40-50, 000 tourists each, that is there during the summer holiday months of July and August. The whole area attracts thousands of visitors daily, especially during the summer months, where most of them are national or ethnic Albanians from neighboring countries. Diverse human activity connected with fishing, livestock farming, bee keeping, etc. is a safe basis for the fulfillment of tourist needs for fresh products and bio-organic. But ethno-cultural features, ethnographic craft certainly enhance the effects attractive tourist clientele, especially for foreigners who are very passionate to know this part of the cultural heritage of the area along with its natural beauties This zone provides the suitable for the development of agro-tourism which is in its early stages and its realization is becoming through a system of family agro-tourism farms in lagoons surrounding areas. They harmonize production, accommodation, service, green spaces, architecture and ethno characteristic culture etc.. Municipalities Shënkollit and Field-Red are suitable for the development of agro-tourism (renting rooms in the home village) and small buildings, such as: camping, simple one or two hotels, a few small holiday villas (with rent) and some small clubs and restaurants on the beach. These areas are not suitable for urban scale developments with hotels and apartment high. But if I depart from the

experience of other countries, even those in the region shows that the structure and functions of agro-tourist farms is not complex but is easily practicable. They attract peaceful and prosperous environment around with local residents characteristic hospitality products and original dishes of the area, with the architecture and the interior of the restaurants and hotels that are set up to resemble almost a rural ethnographic ethno cultural museum which associated with recreational facilities for children. Development of agro-tourism in these areas requires a national strategy in the context of tourism development, agriculture and employment at national level but also regionally. The development of this form of tourism will avoid unemployment of "hidden" areas and emigration and immigration.

3 Local economy - Agriculture, Fisheries and Rural Development

Economy pilot area is separated into two parts: Velipoja area addresses Shkodra as a center for trade and services, while the area from Shengjin and south addresses Lezha cities and Lac. National road offers a good connection between the north and south and connects the study area with Montenegro in Tirana international airport and main port of Dures. The main economic activities are agriculture, forestry, fishing, tourism, commerce and urban services. Many people work in the informal labor market and are not registered as employed. Unemployment and part-time employment is high and many families live on the income they receive from family members working in emigration (today these are low income what has influenced the reduction of the level of living of these residents) coming from other areas of northern Albania influence further increasing the ranks of free labor. Agriculture is the backbone of the economy in these areas farmers produce mainly for themselves. Low production surpluses that remain they sell in the market, but these sales are limited due to the lack of proper road infrastructure, etc. However, there is a growing demand for local organic products, especially during the summer tourist season.

3.1 Development of tourism in the area of Velipoja

Velipoja beach is one of the longest beaches Adriatic coast about 14.5km This beach extends continuously from the delta of the river Buna to Rana cast. Velipoja beach coast has a very good location that can not be left to uncontrolled speculative development. The town has a considerable potential, especially for day visitors in most of them are citizens of Shkodra. For this reason in the commune should be set up all new buildings and destroyed several illegal or informal developments intolerable. The town will therefore remains an area for holiday discount of poor quality, giving important development of services for day visitors and prevent speculative land use. Velipoja area is included in the category of major centers for tourism services. Settlements in the area offer accommodation in hotels, apartments and holiday complexes, restaurants, cafes and bars, sports and entertainment facilities, marina. These areas should be planned and carefully designed to

ensure the integrity and image quality. It is clear that this area functions partly as a destination for Albanian tourists, including those seeking inexpensive vacation near the coast and visitors daily. This experience has already established should not be hampered by the new developments that are guided by economic motives. The area already has a number of buildings for accommodation of tourists and is very frequented in the height of summer, but these capabilities are completely out of service for ten months other year.

Aims to develop tourism should be based on the following priorities:

- Improvement of existing destinations and services within the current capacity;
- Aim to improve the implementation and use of existing capacity planning services, various performances, activities and marketing. These elements can help to extend the tourist season; Natural areas are important not only for the integrity of biodiversity and natural landscape, but they are also attractive for the tourist markets of visitors with special interests.

The concept of using aims to:

- ensure that a portion of these areas strictly controlled in order to maintain and develop the integrity of biodiversity and natural landscape, preventing any interference tërëndësishme than establishing a minimum level of access and use for visitors;
- schedule a limited number of high quality tourism experiences in nature, self control and small services for visitors (with a very low rate of intervention in nature) in accordance with their current needs and environmental requirements. In these services for visitors should also include the presence of qualified persons for services translation and supplying educational explanations. For this area should develop a master plan not allowing more storey buildings and the main destination of this area to be family seaside tourism.

3.2 Laguna Vilunit

This lagoon is located approximately 4.5km southeast of the mouth of the river Buna, having a length of 3.2km and a width of 1.1km depth of this lagoon runs 1.2m. Vilun lagoon separated from the sea by a cordon littoral but it communicates with the sea by means a channel that is found in this binder. Human intervention, in addition to natural influences has left its mark in features Lagoon Vilun. This lagoon provides scientific and practical interest being considered as 'Kidney nature' because of their defense detergent effect. At the same time it represents a great wealth of biological lagoon because of habitat types that grow in them and the economic value that represents As marshy vegetation and forest areas around creating comfortable enough for food and shelter to creatures with significant value hunting. This lagoon and the surrounding wetland areas constitute an important subject for scientific tourism. But indiscriminate hunting and especially after 90 years has led to reduction of many species.

3.3 The coastal area of hills Renc

Beach which rises on the western slope m Renc reaching maximum height 15-20m above the detit. Ky represents a unique opportunity on the coast of our country. The existence of this beach is dedicated only dark action northwestern and north which Velipoja beach material part have deposited barrier that represents m Renc Shengjin nose. This area is the last piece of virgin (not affected) of natural coastline of northern Albania. This part of bredgetit has a sandy beach with considerable length Renc mountains in the background. The natural environment is also rich in wildlife habitats. The area has special value for seascape landscape and is a very attractive place for tourists who prefer a natural virgin coastline than built coastal points. For this purpose, the area should be protected and managed in its natural state. The area is not expected to undergo major developments with the exception of some limited services to facilitate access (access) of those visitors who want to enjoy the area on foot, by horse or boat. Set of natural sand dune habitat, seasonal wetlands and an old forest area (which is rarely used as pasture) will be protected. In fact, the rehabilitation of the old forest area would help not only to minimize the problems of removal of sand from the wind that is caused by the cutting of trees and the use of pastures, but also in the development of the biodiversity of the area. Attractiveness and special qualities of the landscape of this area are the reasons to support the idea that this area is unsuitable for development and should be protected by prudent measures will be aimed towards rehabilitation of traditional forest landscape, protection of the world's wild, as well as providing some limited services for visitors, do not affect the quality of the environment and landscape. This area should be preserved in its existing condition without built as one of the last areas relatively untouched northern coast of Albania for visitors today and future generations who seek peaceful holidays and who know how to evaluate the attractiveness of a natural landscape.

Reserves Kune and Vain

Kune-Vain area is now designated as Managed Nature Reserves. This area has great value, especially in the field of scientific research and tourism here held to be familiar with the great biodiversity that provide this zone. Higher vegetation is damaged by human activity, some of the species results in a reduced number or missing and in recent years has come an increase in the level of payment of chemicals in the lagoon. This area offers the possibility to stay in the reserves in the form of camping, with umbrellas. Increasing the area to attract more visitors would be achieved if it will promoted as 'National Park'. In this way, the area would become not only one of Europe's coastal protected areas, but also an attraction to "be seen definitely" for visitors who come to the country.

Protection measures in the study area

Drin Bay includes a variety of attractive landscapes and a higher environmental value. However, widespread uncontrolled developments are creating an artificial environment of a poor quality and are affecting the rapid deterioration of the quality of the natural environment. Tourism, agriculture (both crops and livestock) and fishing are the pillars of the local economy and their potential is

threatened by indiscriminate use of natural resources and large extent of unplanned developments. Urban development should focus mainly in villages that will function as agricultural service centers, and selected villages will be oriented more towards tourism development to serve as a 'gateway' to provide services for visitors. Large urban developments should focus on cities. Wetlands along the coast are an important source of tourism and marketing management purposes, be treated as a 'National Park'. Protected areas of Kune-Vain-Patok should be managed for biodiversity conservation and peaceful vacation in nature. It should be seen as a good source for eco-tourism as, for example, observation of birds. If we had the proper, this area can continue to provide the opportunity for a larger market of visitors who want to take advantage both natural beaches and pleasure offering an open landscape with wild vegetation zones wetlands. If you have a good management of the area, activities for spotting birds and controlled entry of visitors can go hand in hand. If this area is managed properly, it can become a significant source for outdoor tourism or a kind of 'national park' that 'should definitely visit' It is likely that the visitors 'national park' continue to be Albanian, who prefer to visit the virgin beaches in rural areas (including day visitors from Shengjin). Besides daily visitors should be encouraged and the development of an internal market for visitors who stay there for a few days who wish throughout the year to enjoy the scenery and wildlife lagoons. Legislation should be oriented to environmental protection. Also there should be a check on illegal hunting and fishing activities in the area as recently seen that this activity is exercised in order to unlicensed Should increase the influence of experts in the management of transboundary water resources.

- Since the natural resources of the coast traditionally have developed sector (such as fishing, agriculture, tourism) in relation to the nature park integration feature integrated water and coastal ecosystems is mandatory that these be treated as integral nature of natural landscape elements as well as correlations between the natural landscape and human activity. Geographer's role in this case is the primary
- Special environmental areas is best studied within environmental limits and not those politico-administrative
- In terms of population growth, increasing the diversity of private activity should take measures to monitor specific pollution which damage various types of fauna.
- Since the main direction of development of the coastal zone is local tourism and ecotourism is necessary to show a care for the study of coastal geomorphological forms as well as the conditions of growth of flora and fauna of the area after the experience so far does not stimulate these developments (disposal of investments Patogut beach, reduction of living things from human interventions in protected areas are an experience that should be forgotten.
- Given these two alternative suitable for coastal zone development is necessary for application of the development of tourism on the environment which is not only sensitive to changes in marine and coastal habitats, but simultaneously increases their quality. Linking tourism with nature conservation through the establishment of protected areas not only provide a new impetus for the future environmental standards for accommodation of tourists but also ensure the protection of large natural areas

4 Recommendations

Bibliography

1. Axhemi.S & Hoti.M. Velipoja coast, current problems and future prospects. Symposium III National Geography 1988
- 2 Biodiversity within the Lalzit Rodon, MNS-MASH, Tirana 2006
- 3 Gjikhuri. L "I Kune Reserve 30 years ago and the difference in the years" Tirane 30.1 1998
4. Gjikhuri, L & Peja N .1992 English Lagoons Their importance and Economic development. IWRB. Special publication No 20 pp 130-133
- 5 N.Draga impact of tourism on spatial transformations of Ulcinj coast. III National Symposium of Geography, 1988
6. M. Kabo Some features of Albanian Adriatic coast and its current dynamics. Geographical Studies No. 3, 1989
7. Ministry of Environment. Study integrated planning Drin Bay territory that includes the strategic environmental assessment report, November 2006