



Economic Analysis of The use of Revenues from Cable Car

KEYWORDS

protected areas, economic impact, cable car

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ABSTRACT

All protected areas in Albania, have major historical and cultural value which is protected with a special status provided by law. Dajti National Park, with a surface of 29384.2 ha, is one of the most important protected areas in Albania with a special landscape value, rich formation and rich in biodiversity. This study takes in consideration the economic impact of a specific investment done in this area such as "Dajti Express", which is one of the most important and biggest business in this area, which includes an hotel, restaurant and bar and entertainment places. The study involves the data taken from the finance department of the company, such as number of visitors, incomes from the tickets and incomes from the hotel and restaurant for the last four years. The results show that biggest number of visitors has been for the years 2010 and 2011. This period has the biggest incomes from the cable way. This was because the people were very curious about using this kind of transportation. In later years 2012 and 2013 the number of visitors is decreased but this group of visitors is considered those who used the cable way for the weekend for their family, so they are the greater users of hotel and restaurant. That is way the incomes from hotel and restaurant are increased in these years compares to the first ones.

Introduction

- Some generalizations about Dajti Park

The Dajti Park has a very strategic placement for all visitors who are interested in exploiting its beauty in the aspect of relaxing and also in terms studies. This park is placed at around 5 km north-east of Tirana.

This park was the first park which has taken the title as a protected area till 1966 with a decision of the Council of Ministers no. 93. In 1966 he was declared as a National Park with a 3,300 ha area lot.

Subsequent decisions have been those of No. 163 in 1986 and the Decision No. 9 of 1994, and a study made in the years 1995, 1997 and 1999 make it possible the removing of military bases located in this area and consequently led to its expansion with an area of 22,000 ha. At the end the DCM nr.402 dated 21.06.2006 that declared as a protected area with a surface of 29384.2 hectares.

Dajti Park can offer a lot of values for all its tourists among which we can mention:

- Eco-tourism and recreational Park Values
- Natural beauties that are related to their high diversity of biological-mind fauna and flora
- Acceptance of all the phyto- climate areas such as:
 - Lauretum zona up to 600m above the sea level;
 - Castanetum zona up to 1300m above the sea level
 - Fagetum zona up to 1600m above the sea level

Cable car (Dajti Express)

The idea to build a cable car which enables the transport of visitors to the area was early but for many reasons such as political or economic, it has been impossible in 2005

DAJTI Express is the first investment of a cable car in our country and this prompted the interest of a large number of visitors to visit the National Park. "DAJTI Express" is 4670 m long, has a difference in level 812 m and an average inclination 19%. DAJTI Express promotes with great importance Also the mountain tourism and is considered a one of the most interesting and beautiful places of Tirana

The technology used of the cable way

The cable way is of the 8-MGD type (Mono-cable Gon-

dola detachable for 8 persons / per gondola). The enclosed cabins, highly comfortable, provide full protection against the elements, and are designed with a strong focus on the special needs of families and the elderly. The 30 cabins, called "gondola", on line, during their ride, are attached to the haul rope with detachable grips for safe ride and easy loading and unloading. The grip, during the ride is closed on the rope and is open in stations and in parking area. It has two jaws: a fixed jaw and a movable one. The grip force is generated by torsion bars springs. The grip is of compact design and protected against atmospheric influences, for use in temperatures – 30° C and + 50° C. It closes in exit of the stations and opens in entrance of the stations. The doors of cabins are locked automatically before exit (before the closing of the grip) and are opened automatically after the entrance (after the opening of the grip). The cabins, reaching the stations, to be free from the rope (that continues to move with the same selected speed), detach and, being free, are pushed by a conveyor of wheels with transmission belts, decreasing the speed from 6 or 4,5 to...3, 2, 1...0.3 m / s to be, in such a way, comfortable for unloading. They continue with this decreasing speed, to be, in such a way comfortable for loading, up to the moment of automatically closing the door. After this moment they are pushed by the other conveyor of wheels, increasing gradually the speed from 0.3...1...2...3 up to the selected speed for operation, to have, in such a way, in the exit the same speed of rope. On line the cabins, attached to the rope, travel with a selected speed up to 6 m /s. The gondola will travel in a distance of 300 m between each other within 80 seconds. In the full occupation of all gondolas, at the same time will travel 248 persons

Dajti Express Company includes:

- Cable Way – as a very serious and unique investment in Albania.
- Dajti Tower Belvedere Hotel – where Tirana seems to be in the palm of the hand.
- Wooden restaurant "Ballkoni I Dajtit" – which can offer Albanian Tradition and culture.

During the existing period of this company the investment has been expended, of course without damaging the protected area. This company has plans to make other investment near bay the existing area, with other interesting invest-

ment for the visitors.

Till now, there has not been any specific study to extract some real data about the income we get from the existing and operating company and getting the effectivity of this investment. We have only some data get from the company.

Methods and Results

The data obtained for this study was taken from the finance office of DAJTI Express Company for the last four years period 2010, 2011, 2012, 2013. The data obtained for the number of visitors, revenue from box office of the cable way and income from catering and restaurant, make possible the elaboration of the following charts:

Chart nr.1

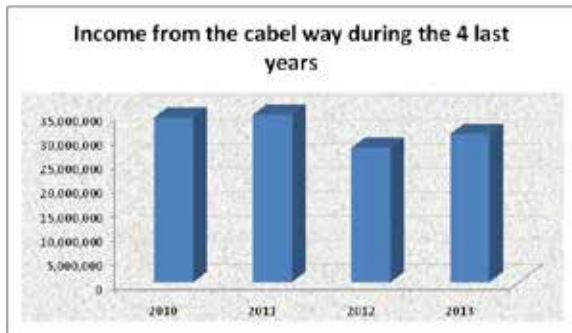


Chart nr. 2

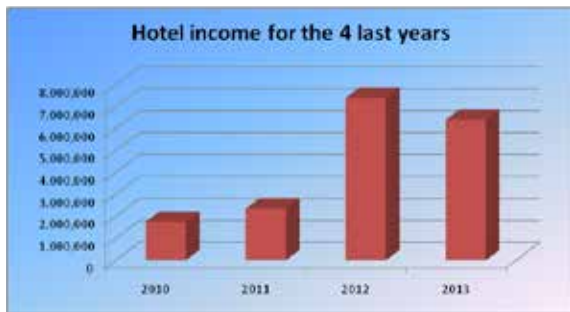
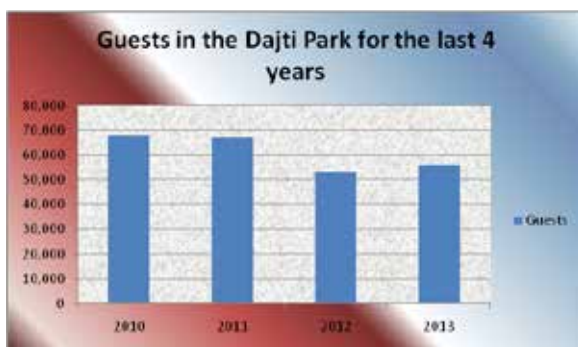


Chart nr.3



Conclusions

As we can see from the chart nr 3 we can conclude that the greater number of visitors coincides of that of years 2010 and 2011. These years are the ones with the greater income from the ticket shop and the cable way usage.

We can notice that these two years do not constitute in gratrof hoteland restaurant use. This is explained by the fact that the large number of visitors in the first two years is justified by the fact that the construction of the cable way was an innovation for the entire region and people show a great interest on the use of this type of transport. But not everyone had the possibility and the opportunities to exploit the hotel and restaurant in this area.

Visitors of two successive years seem to have been periodic guests who use and exploit not only the transportation but also the restaurant and the hotel to spend some wonderful time with their family in the weekend.

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