

# COMMUNITY & HERITAGE

A PUBLIC CONSULTATION CAMPAIGN FOR THE LAKE OHRID REGION

in support of the EU-UNESCO Transboundary Project 'Towards strengthened governance of the shared transboundary natural and cultural heritage of the Lake Ohrid region'



United Nations  
Educational, Scientific and  
Cultural Organization



Project funded by  
the European Union



REPUBLIKA E SHQIPËRIE  
MINISTRIA E TURIZMIT  
DHE MJEDISIT



ICCROM





Project funded by  
the European Union



## A PUBLIC CONSULTATION CAMPAIGN FOR THE LAKE OHRID REGION

An ICCROM initiative in support of the EU-UNESCO Transboundary Project 'Towards strengthened governance of the shared transboundary natural and cultural heritage of the Lake Ohrid region'

### CAMPAIGN REPORT, JUNE 2018

- Authors:** Ana Aleksova, Sarah Court, Francesca Del Duca, Jane Thompson for ICCROM
- Consultation team:** Gani Bego, Amanda Cici, Elena Mitrevska, Marta Pejoska, Elena Simaku
- Contractual reference:** Contract 4500360313 signed by the UNESCO World Heritage Centre and ICCROM on 30 April 2018
- Institutional contribution:** This contract was overseen by Joseph King and Eugene Jo on behalf of ICCROM and Thomas Rigauts for the UNESCO World Heritage Centre. Administrative support was provided by Elena Incerti Medici of ICCROM
- Cover photo and below:** Local people swimming in Lake Ohrid (Amanda Cici, May 2018)

*This report has been produced with the assistance of the European Union. The contents of this report are the sole responsibility of the authors and can in no way be taken to reflect the views of the European Union.*

*The designations employed and the presentation of material throughout this report do not imply the expression of any opinion whatsoever on the part of UNESCO concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. The ideas and opinions expressed in this report are those of the authors; they are not necessarily those of UNESCO and do not commit the Organization.*



# CONTENTS

1.0 NON-TECHNICAL SUMMARY .....	4
2.0 INTRODUCTION .....	5
3.0 METHODOLOGY.....	8
3.1 COMMUNITY QUESTIONNAIRE .....	8
3.2 INSTITUTIONAL STAKEHOLDERS INTERVIEWS.....	11
3.3 VISITORS .....	12
4.0 ANALYSIS OF THE COMMUNITY QUESTIONNAIRE .....	14
4.1 COMMUNITY CHARACTERISTICS .....	14
4.2 ENGAGEMENT WITH HERITAGE .....	14
4.5 TOURISM.....	17
4.6 ACTIVE CITIZENSHIP .....	18
5.0 ANALYSIS OF THE INSTITUTIONAL INTERVIEWS .....	20
6.0 ANALYSIS OF THE VISITOR LOGBOOKS .....	23
7.0 CONCLUSIONS .....	27
8.0 ACKNOWLEDGEMENTS.....	29
Appendix 1: Team profiles.....	30
Appendix 2: Community questionnaire.....	33
Appendix 3: Institutional interview .....	37
Appendix 4: Visitor logbook .....	39



## 1.0 NON-TECHNICAL SUMMARY

This report summarizes the results of the transboundary Consultation Campaign led by an ICCROM team in the Lake Ohrid region (LOR) in order to explore issues related to sustainability of both the heritage and local development. The research carried out in the period May-June 2018 sought insights from and about three key stakeholder groups: local community members, institutional representatives, and visitors. Greater emphasis was placed on the local community as the primary stakeholder in LOR's heritage.

This Consultation Campaign was developed to support the final stages of the joint EU-UNESCO transboundary project which has focussed on capacity building for future conservation and management and which is known as 'Towards strengthened governance of the shared transboundary natural and cultural heritage of the Lake Ohrid region'. This Consultation Campaign was structured, in part, to help map progress achieved within the EU-UNESCO project but, above all, to capture insights that might inform ongoing management planning processes to benefit heritage and support wider sustainable development efforts.

The results of a community questionnaire have highlighted that residents right around LOR are very connected to their region: they visit places around it, they enjoy it, they gain wellbeing from it and they want to protect it. Concerns for future development are balanced by a widespread willingness to contribute to positive change that brings benefits for heritage and society. These local community insights suggest that people-centred approaches to the management and conservation of LOR's heritage would be a very strong – and positive – basis on which to strengthen heritage protection and make it a catalyst of broader wellbeing in the region in the future.

The conclusions that can be drawn from the community consultation are complemented by the outcomes of interviews with municipal public officers. To reinforce evident existing strengths in LOR's management, it would be beneficial to work on ways of achieving greater participation in planning processes for those who regularly reside or work in LOR. Greater management effectiveness can be achieved through drawing more strongly on the capacity of local stakeholders to contribute.

Increasing emphasis has been placed on tourism as a driver of the local economy, yet relatively few residents seemed to have found economic opportunities related to it. Interestingly, the visitors to LOR preferred the idea of community-based hospitality, instead of standard tourism services. This is a development model that could be promoted for the benefit of both residents and visitors, as well as heritage protection agendas. It was also interesting to note that many of the heritage values of LOR that were appreciated by the local community were also appreciated by visitors; they are values strongly tied to human enjoyment of its natural features today but also community traditions that are inseparable from its geology and biodiversity, values that are undermined by augmenting mass tourism facilities.

In conclusion, this Consultation Campaign has been able to measure for the first time that there is a transboundary community which is complex and nuanced but which is united in its sense of connection to Lake Ohrid, its natural environment and its cultural heritage, and in its desire to work for that common cause. It has been possible to demonstrate the community's shared willingness to participate in the decision-making processes for the protection and management of LOR. This research has taken place in parallel to the late stages of the nomination process for the extension to the World Heritage property and this is a unique moment for increasing the contribution of all LOR's stakeholders to a participatory sustainable development process, including future innovation in governance models. The results point to capacity in LOR – among its local institutions, civil society and visitors – for transboundary mechanisms beyond the previous model of committees focused on central government participation.

## 2.0 INTRODUCTION

The Lake Ohrid region (LOR) is home to one of the world's oldest lakes and is one of Europe's most important biodiversity hotspots. The surrounding region is also significant for its cultural heritage within and linked to the natural setting. Two thirds of it lie in the former Yugoslav Republic (FYR) of Macedonia and one third in Albania (Figure 1).



Figure 1: the Lake Ohrid region showing key natural and cultural locations on both the Albanian and Macedonian sides of the lake<sup>1</sup>

In 1979 the Lake Ohrid region (LOR) was first inscribed on the World Heritage List for its natural values and just a year later it was updated to recognize its cultural values, becoming one of the first mixed World Heritage properties under the name 'Natural and Cultural Heritage of the Ohrid region'. In 2009 it was

<sup>1</sup> <https://whc.unesco.org/document/157211>

proposed that the property might be usefully extended to include the Albanian side, as this would significantly reinforce the integrity of the property and its values. This eventually translated into the joint EU-UNESCO Transboundary Project known as ‘Towards strengthened governance of the shared transboundary natural and cultural heritage of the Lake Ohrid region,’<sup>2</sup> a journey which began in 2011 as an exploratory upstream process. Indeed in 2012 a Scoping Mission was carried out by ICOMOS and IUCN to assess the feasibility of extending the inscribed property to Albania and they identified a series of threats that needed addressing, together with opportunities to be taken. The Scoping Report also attempted to identify the causes of those threats in order to more effectively support regional capacity building (Figure 2).

<b>Management challenges</b>	<b>Expertise and knowledge</b>	<b>Transboundary cooperation</b>	<b>Awareness</b>
Institutional arrangements and lack of coordination and cooperation	Need for comprehensive understanding of the heritage and the regional values and their threats	Need to strengthen transboundary management structure	Need for shared common vision both within communities and across boundaries

Figure 2: the above factors were identified as the underlying causes of the challenges in the Lake Ohrid region that needed addressing by the EU-UNESCO Transboundary Project<sup>3</sup>

All this then translated into an ambitious EU-UNESCO project. The four-year intensive implementation phase (2014-2018) is in its closing phase in this period following the submission by the Albanian State Party of the nomination dossier for the extension of the existing World Heritage property, which will be examined by the World Heritage Committee in 2019 (Figure 3).

**The joint EU-UNESCO project**

The project “Towards strengthened governance of the shared transboundary natural and cultural heritage of the Lake Ohrid region” aims to profile this transboundary area by assessing its values and opportunities for sustainable development, and to improve capacities for the effective management of natural and cultural heritage. The project is building a participatory process for integrated management planning and the preparation of a dossier by the Albanian authorities to extend the World Heritage property to the Albanian part of the Lake Ohrid region.

Figure 3: this Consultation Campaign supports the wider aims of the transboundary project

<sup>2</sup> The partners of this project are: UNESCO World Heritage Centre (project coordinator), European Union (main financial contributor), Ministry of Tourism and Environment of Republic of Albania (co-financer), Ministry of Culture of the Republic of Albania, Ministry of Culture of the FYR Macedonia, Ministry of Environment and Physical Planning of the FYR Macedonia, ICCROM, ICOMOS and IUCN. For more information see <https://whc.unesco.org/en/lake-ohrid-region>

<sup>3</sup> <https://whc.unesco.org/document/135161>

This Consultation Campaign should very much be seen in the context of the transboundary project outlined above. As the Advisory Bodies to the World Heritage Committee reach the end of their support to this upstream process, this Consultation Campaign led by ICCROM has sought to contribute to future transboundary management of LOR based on opportunities and needs already identified throughout the process. At this stage in the process, the consultation strategy was also able to draw heavily on other results from the EU-UNESCO Transboundary Project, in particular:

- the first baseline assessment, the management plan supplement and the nomination dossier for the proposed Albanian extension plus the draft management plan (2016-2025) for the existing World Heritage property in FYR Macedonia;
- the experience of a trial public Consultation Campaign that took place in April 2016 with a sample of local residents and visitors in the proposed Albanian extension area of LOR;
- the significant outcomes of group work advanced by practitioners participating in the ICCROM-led regional course hosted in LOR in October 2016 on 'People-Centred Approaches to the Conservation of Natural and Cultural Heritage'.

Given the timeframe available, the Campaign aimed to deliver a snapshot of trends that could help inform detailed planning of future in-depth research necessary for the scientifically-grounded body of knowledge LOR deserves. The objectives were agreed by ICCROM and the UNESCO World Heritage to be the following:

- a. Provide suggested approaches that will support management planning processes across the potential transboundary World Heritage property;
- b. Highlight heritage values that are appreciated by the LOR community on all sides of Lake Ohrid;
- c. Identify existing and potential capacities that reside within the local community and among other stakeholders that can potentially contribute to heritage management and conservation;
- d. Identify existing and potential opportunities for engagement with heritage to support sustainable development in LOR rooted in its cultural and natural heritage assets;
- e. Provide additional data that can help inform future capacity-building initiatives in LOR within the World Heritage Leadership Programme.<sup>4</sup>

The campaign has attempted to gain insights from three key stakeholder groups (local community members, institutional representatives, and visitors) through three different methodologies, allowing select results to be triangulated so that the conclusions are more robust. Emphasis was placed, however, on the local community as the primary stakeholder in LOR's heritage and to which could be given more attention in order to address issues related to the sustainability of both the heritage and local development. All activities have been organized equally on both sides of Lake Ohrid.

---

<sup>4</sup> <https://www.iccrom.org/section/world-heritage-leadership>

### 3.0 METHODOLOGY

This Consultation Campaign aimed to increase understanding of the local socio-economic situation, community assets and stakeholder aspirations that could contribute to more participatory heritage management but also secure new insights regarding the array of heritage values that define the Lake Ohrid region (LOR) today. A methodology was drawn up by ICCROM consultants based on three techniques to gain data from three key stakeholder groups:

- a. A questionnaire was administered with members of the local community;
- b. An interview took place with select public officers from key local civic authorities;
- c. A logbook was placed in hotels and other accommodation to gain insights from visitors.

During a two-day workshop (held in Ohrid and Pogradec, 12-13 May 2018) a team of volunteers from the Albanian and Macedonian sides of LOR came together with specialists with experience of previous ICCROM initiatives regarding public consultation and people-centred approaches. The volunteers were invited to provide input on the proposed methodology so that it was tuned to the local situation (Figure 4; Appendix 1). This team delivering the Consultation Campaign were volunteers who between them brought experience from the heritage and tourism sectors but also a consolidated knowledge of LOR, many of them having been involved in previous activities within the EU-UNESCO Transboundary Project. They were also fully briefed so that they were aware of the wider objectives of the research and provided with training to carry out the consultation. Translations into Albanian and Macedonian were provided by the volunteer team.

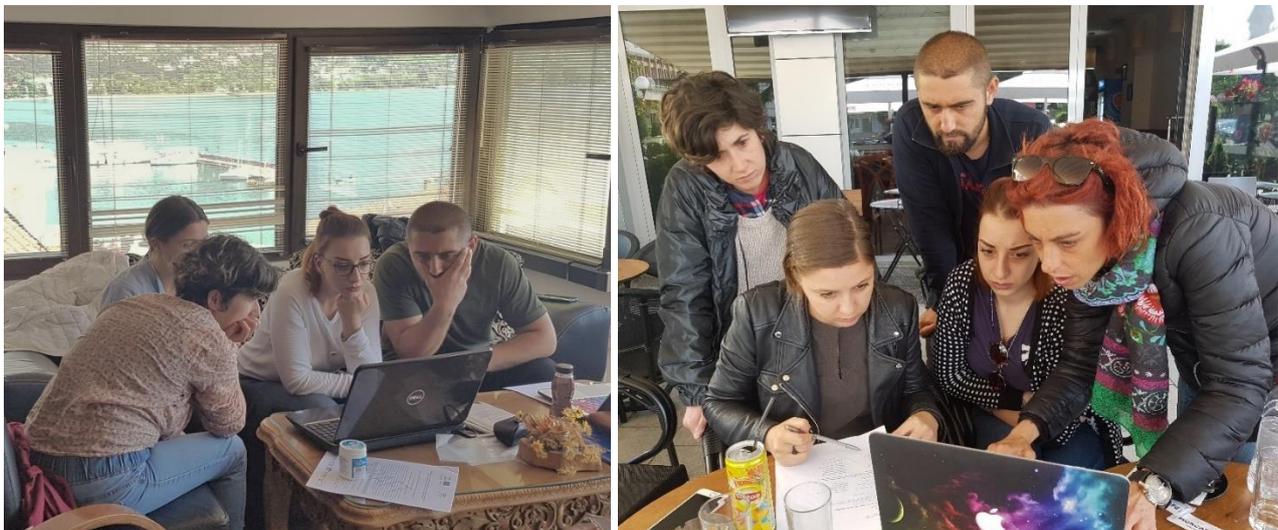


Figure 4: the methodology proposed by the international specialists was checked and adapted to the local situation by the local transboundary team during a two-day workshop held in Ohrid and Pogradec

#### 3.1 COMMUNITY QUESTIONNAIRE

This initiative was the most significant of the actions that was carried out within the Consultation Campaign and reached the largest number of stakeholders. The questionnaires were designed to understand:

- a. local residents' perception of their heritage and its significance;
- b. their potential contribution to managing LOR's heritage;
- c. and the benefits that could be potentially obtained by taking a sustainable development approach.

Questionnaires were administered by the transboundary volunteer team, talking to local people found in public places around LOR. Questionnaires were administered in each of the four municipalities that border on Lake Ohrid (following the practice of the transboundary project to date): Pogradec, Struga, Debarca and Ohrid.

Due to the restricted timeframe for this initiative, it was not possible to reach a full sample of the entire LOR population. However, the methodology was devised so that it was possible to gain a statistically-valid sample of a particular segment of society. Young adults aged 20-44 were chosen as the key segment to target for the following reasons:

- children and adolescents are often difficult to contact and there are a range of ethical issues to observe when designing research methodologies with minors. In addition, they are not always fully aware of the full range of issues that this research wanted to explore;
- older citizens often have a great depth of experience and knowledge, however, younger adults can make a longer-term contribution to community planning;
- young adults often act as a bridge between younger and older generations within community networks.

In order to establish a population sample that provided statistically-valid results for this campaign, stratified sampling was chosen as the appropriate methodology. This is where the entire population is divided into different subgroups (in this case age groups) and respondents for the questionnaire were selected at random from within the chosen subgroup (the 20-44 age group). The total number of respondents needed was calculated using data extracted from the 2011 population census for Albania<sup>5</sup> and the 2002 population census for FYR Macedonia<sup>6</sup>. It was decided to work with a confidence interval of 95% and a standard error of 7% (statistical tools that allow confidence in the results of the sample as being representative of the larger population).

Sample sizes were established for the appropriate age group from within the population data provided for each municipality. The standard statistical calculations gave a very similar sample size requirements for both the Albanian and Macedonian areas of LOR (despite superficially seeming to be different size populations, they are both to be considered within the same order to magnitude for the purposes of sampling calculations) and the slightly higher total of 195 people was taken as the target sample to be reached with the questionnaire on both sides of LOR. This meant that a total of 390 local residents were able to give their opinions on LOR's heritage and sustainable development.

The sample size was proportionally divided among the three municipalities that border Lake Ohrid on the Macedonian side and was also proportionally divided among the former municipal areas that border Lake Ohrid on the Albanian side. This allows for respondents to be selected from a more even distribution around LOR and not just in the main urban centres.

---

<sup>5</sup>[https://web.archive.org/web/20150924035505/http://www.instat.gov.al/media/195826/7\\_\\_korce.pdf](https://web.archive.org/web/20150924035505/http://www.instat.gov.al/media/195826/7__korce.pdf)

<sup>6</sup> <http://www.stat.gov.mk/Publikacii/knigaXIII.pdf>

Table 1: Numbers of questionnaires to be administered in each municipality

ALBANIAN MUNICIPAL AREA	NO OF QUESTIONNAIRES	MACEDONIAN MUNICIPALITY	NO OF QUESTIONNAIRES
Udënisht:	20	Debarca:	7
Çërravë:	25	Ohrid:	98
Buçimas:	37	Struga:	89
Pogradec:	113		
<b>TOTAL ALBANIA:</b>	<b>195 respondents</b>	<b>TOTAL FYR MACEDONIA:</b>	<b>195 respondents</b>

The questionnaire was devised in order to elicit responses from local residents that would provide data on the key themes listed above (Appendix 2). A questionnaire of 15 questions was drafted with the aim of taking no more than 15 minutes to administer with each respondent (Figure 5). Translations into Albanian and Macedonian were provided by the volunteer team.



Figure 5: the local transboundary team worked on both sides of Lake Ohrid to speak with community members

The questionnaire began with some basic demographic details and ensured that the respondent was an appropriate person to speak with (i.e. they were a local resident and between 20-44 years old; questions 1-4). The questions then aimed to elicit an understanding of current levels of engagement with key tangible heritage places in LOR (question 5) and then to gain insights into more intangible heritage links, traditions

and current use patterns (question 6). Question 12 was included to understand the potential intergenerational transmission of values and which values were considered important enough to be shared by the older generation.

Question 7 asked about awareness of the World Heritage property extension as a means to measure more general awareness about management processes and the effectiveness of communication/consultation with the public in recent years. Question 8 offered the respondent the opportunity to comment on a range of statements on a scale of agreement/disagreement which explored respondents' broader feelings towards LOR's heritage.

Question 9 offered a list of factors that contribute to life in LOR, requiring the respondent to rate their satisfaction/dissatisfaction with them. These factors were adapted from OECD indicators for well-being, which (largely) correspond to the Sustainable Development Goals<sup>7</sup>. This question, therefore, allowed a baseline to be established regarding the current situation in LOR which can be used to understand future management options. Question 10 then built on this to try to elicit respondents' sustainable development aspirations, both with regards to heritage and non-heritage issues. Having investigated areas where the public would like to see change, question 11 looked at those areas which are considered so significant that they should be maintained.

Having focused almost entirely on local community values and needs, question 8.7 had moved into the area of tourism and attempted to evaluate the perception of the current situation regarding tourism in LOR, while question 13 investigated the perceived needs of visitors to the region.

The final two questions aimed to measure active citizenship in the LOR region, looking at both the current levels of voluntary contribution by citizens to a range of social and cultural issues (question 14) and by specifically asking the level of interest in contributing to heritage (question 15).

### 3.2 INSTITUTIONAL STAKEHOLDERS INTERVIEWS

In order to explore perceptions of some management aspects more effectively, it was considered important to gain input from some key people working for local civic authorities involved in managing LOR on a daily basis and with significant impact on its heritage. Municipalities in the existing and potentially-extended World Heritage property were identified as the most important target institutions. Given the significantly smaller area of LOR that is the responsibility of Debarca municipality, it was decided to focus on Struga and Ohrid for the FYR Macedonia side, where policy has a greater impact on LOR's heritage; while for Albania the officers were from the Pogradec municipality. The candidates were selected from departments whose remit could most impact on the conservation and management of LOR's heritage. Invitations to participate were sent to 16 public officers and, despite short notice, 13 of them were available to be interviewed (Figure 6). The interviewees at the four municipalities were public officers who hold 'technical' and non-political roles in the following institutions:

- Department of Tourism, Pogradec
- Department for Urban Development, Pogradec
- Department for Finance and Economy, Pogradec
- Department of Taxation, Pogradec

---

<sup>7</sup> <http://www.oecd.org/statistics/measuring-well-being-and-progress.htm>

- Sector for Tourism and Local Economic Development, Ohrid
- Department of Culture, Ohrid
- Department of Budget Coordination in the Sector for Financial Services, Ohrid
- Sector for Urbanism and Environmental Protection, Ohrid
- Department of Local Economic Development, Struga
- Department of Finance, Struga
- Municipality Inspectorate for Tourism, Struga
- Sector for Public Services, Struga

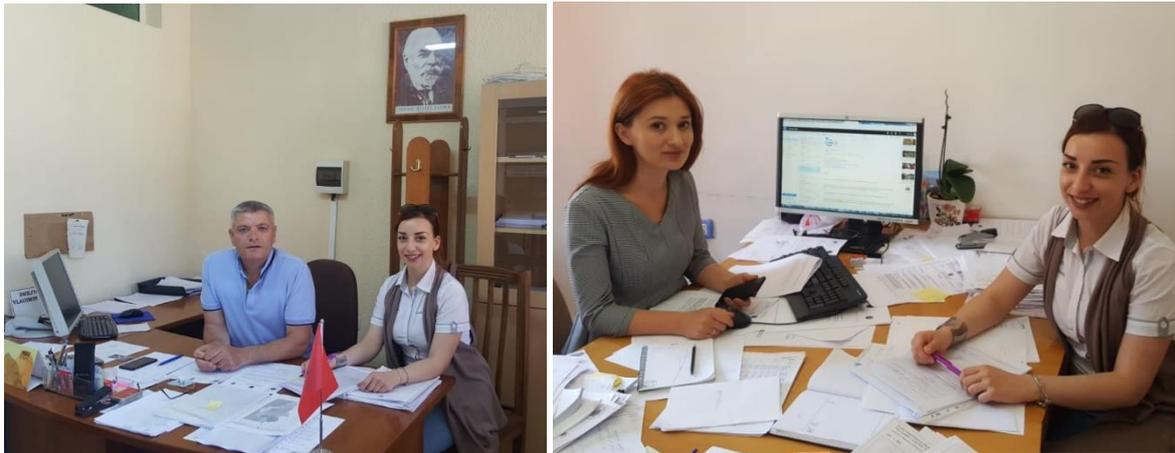


Figure 6: public officers in the three main LOR municipalities were requested to contribute to an interview

The methodology for the interview process had two stages and followed the format found in Appendix 3:

- the questionnaire for the community (Appendix 2) was administered with the public officer, asking them to provide their perspective as a local resident. This had the advantage of introducing the themes of the interview from a more neutral perspective while provoking thoughts on a broad range of issues (15 minutes);
- some additional questions were then asked regarding the work of the specific municipality/department to ensure that more in-depth information was gathered, exploring how relevant policy is currently applied and what future potential there is to support heritage management processes within a sustainable development framework (15 minutes).

### 3.3 VISITORS

Although the emphasis of the Consultation Campaign was on local communities, a third targeted initiative attempted to offer some context by gaining the views of visitors to LOR. This approach was adopted due to the perceived importance of tourism by many stakeholders involved in the EU-UNESCO Transboundary Project to date and its potential role, if managed well, for contributing to sustainable development. Although it was not possible to gain a statistical sample within the constraints of this particular initiative, some interesting insights from visitors were obtained and made a useful comparison to the data from the residents' questionnaire but also to some extent offered an update of data gathered in the 2016 trial.

A logbook was prepared in the form of a short-printed questionnaire (5 questions) that a visitor could complete for themselves (Figure 7; Appendix 4). The logbooks were developed to be bilingual (English-Macedonian and English-Albanian) so that they could target both national and international visitors. This allowed data to be gathered on this stakeholder group when time and human resources were very limited.

Hotel and homestay managers were asked to leave the logbook at their reception desk and encourage all their guests for a week to complete it. A range of visitor accommodation was contacted in order to gain the views of visitors who enjoy a different range of services.



Figure 7: guests at various hotels and visitor accommodation were asked to complete a logbook in which they could record some basic demographic data and opinions on LOR

In addition to some basic demographic data on the visitor's place of residence (question 5), the focus of questions 1 and 2 was on the values of LOR (both tangible and intangible) as perceived by visitors, which could be used to inform future protection and enhancement efforts within management processes. There was also a question to understand to what degree current visitation patterns are transboundary (question 3). In addition, a question on preferred forms of tourism measured the potential interest among existing visitors for hospitality and visits that could potentially contribute to the sustainable development of LOR (question 4).

## 4.0 ANALYSIS OF THE COMMUNITY QUESTIONNAIRE

### 4.1 COMMUNITY CHARACTERISTICS

This questionnaire did not attempt to impose a definition of who was a LOR resident but allowed respondents to self-identify as coming from the Lake Ohrid region (LOR). An initial question tried to establish the various relationships that respondents had with LOR. Half of the Albanian respondents were found to be permanently resident in LOR (49%) while slightly fewer Macedonians are resident (39%). Albanians were more likely to be part of a family that had lived in LOR for generations (41%) than Macedonians (14%), showing much more migration among Macedonian residents. There were more Macedonians (7%) who retained a second home in LOR while living elsewhere, compared to only 3% of Albanians with a second home in LOR. With regard to work, Macedonians seemed to have greater success in finding employment in LOR with 27% of them working in the region; by comparison only 5% of Albanians had a job in LOR.

### 4.2 ENGAGEMENT WITH HERITAGE

When investigating the community's relationship with their heritage, a first question attempted to explore current levels of engagement with some key places around LOR (question 5). As might be expected there was overall a trend for higher numbers of Albanians to have visited places on the Albanian side of the lake, and higher numbers of Macedonians visiting in FYR Macedonia (Figure 8). However, overall there was a high level of transboundary visitation among LOR residents to places of cultural and natural importance. By far the most visited place within LOR was the old town of Ohrid, which has been visited by 91% of residents around the lake. The monastery of St Naum (FYR Macedonia) was also well visited by all communities, with 84% of respondents having been there. Other key locations seemed to be the old town of Struga (FYR Macedonia; 77%), the inland villages of FYR Macedonia (70%), Pogradec old town (Albania; 68%) and Drilon spring in Tushemisht (Albania; 68%), showing an even distribution of regional visitation around the lake. This level of mobility and cultural awareness is not always to be found in communities in and around World Heritage properties.

A follow-up question was asked to gain insights into more intangible heritage links, traditions and current use patterns (question 6). Respondents were asked which activities and features they associated with LOR and were offered a range of options from which they could choose five (Figure 9). Although respondents provided answers across the range of options, there were three answers which were by far the most important features of LOR for residents from both sides of the lake: swimming (64%), lakeside walks (54%) and a clean lake (51%). This emphasizes that the values which are locally-held are very much tied to Lake Ohrid itself and very simple enjoyment of it.

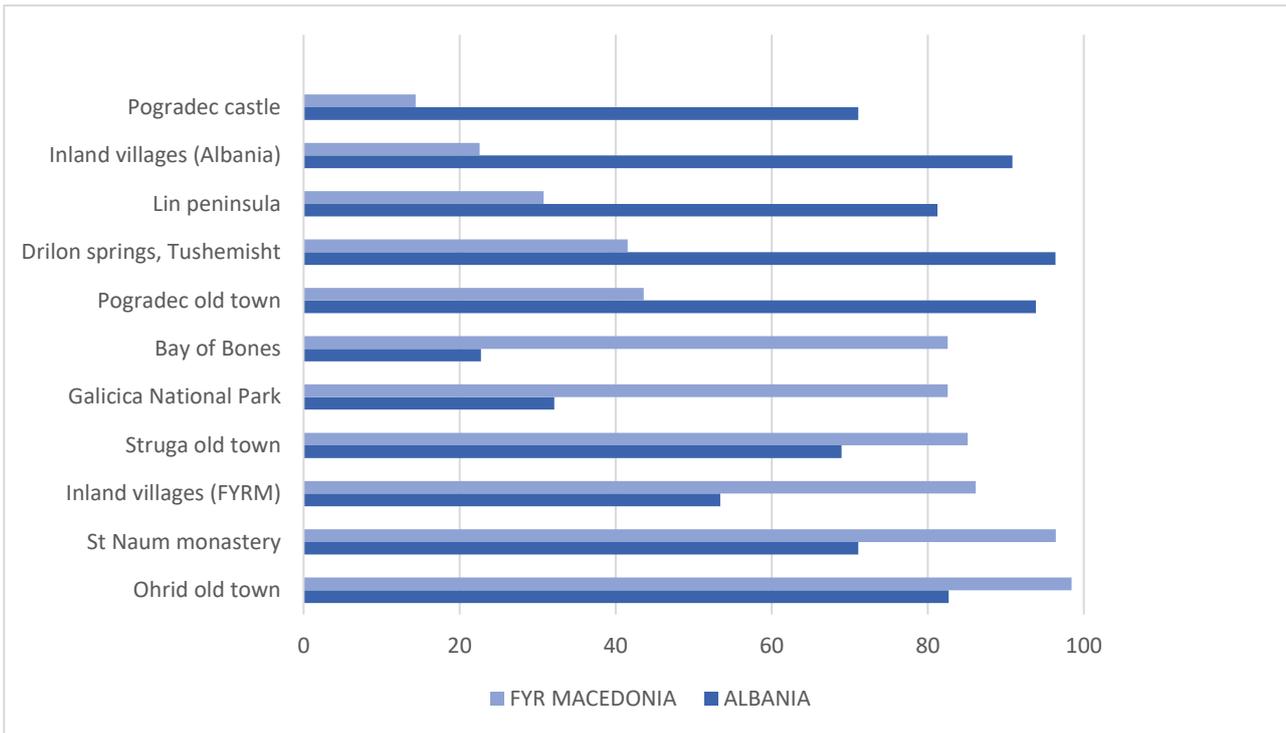


Figure 8: the numbers of community members who have visited significant places around LOR (question 5)



Figure 9: the activities and features of LOR that were selected by local community members as being the most significant (question 6)

This result was confirmed by questions 8.1 to 8.4, which invited respondents to score statements related to their connection to LOR on a scale from 1-5 (1 = strongly agree, 5 = strongly disagree). The responses were remarkably similar for the Albanian and Macedonian communities. For each of the following four statements, the community agreed that:

- I enjoy daily life in the Lake Ohrid region (4.2)
- I am proud to live in/I am proud that I may soon live in a World Heritage property (4.3)
- I like the surrounding natural landscape (4.6)
- I feel at peace when I'm near Lake Ohrid (4.6)

These are a very strong set of statements that reveal the local communities' positive connection to the place in which they live and the enjoyment and wellbeing they gain from it, notwithstanding the strong debate among institutions and heritage practitioners regarding the vulnerability of the heritage values in the existing World Heritage property, reflected in the activation in 2017 of Reactive Monitoring.<sup>8</sup>

Question 11 explored which features of LOR's heritage are of such value to the communities that they would want to retain them, even while change might take place towards sustainable development objectives. Both Albanians and Macedonians considered the most important feature to protect for the future was a clean water system full of unique forms of life (37%), followed by the traditional buildings in the historic town centres (20%). The other priorities then differed, with 21% of Albanians wanted to protect the landscape and 18% of Macedonians supporting traditional crafts and construction.

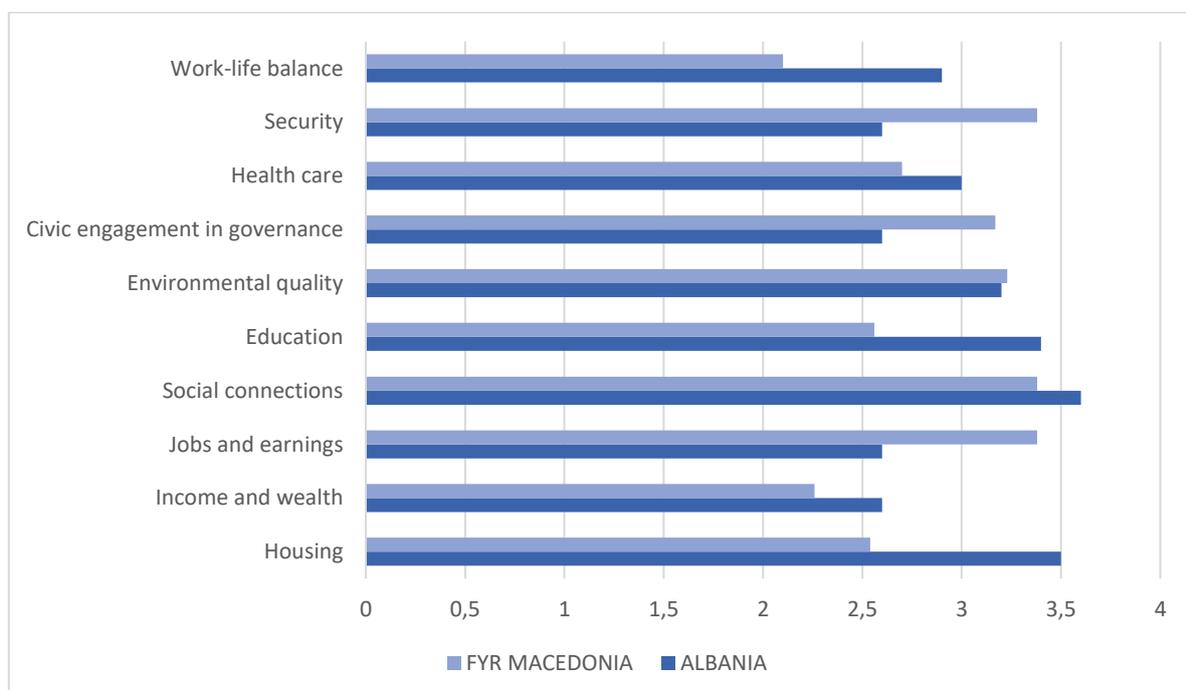


Figure 10: in many areas the communities of the LOR have similar levels of satisfaction with various dimensions of their lives (1 = very dissatisfied, 3 = neutral, 5 = very satisfied) (question 9)

<sup>8</sup> <https://whc.unesco.org/document/158740>

A follow-up question then tried to build on this by eliciting respondents' aspirations with regards to sustainable development (question 10; Figure 11). This question offered the respondent with 20 options from which they were invited to choose up to five personal priorities, ranking them according to importance. While there were differences in the priorities expressed by Albanian and Macedonian residents, there were some issues that were a high priority for both communities. By far the highest rated sustainable development issue that gained the most community support was that of preserving LOR's heritage for future generations (52%). Another key shared concern was that a way should be found to attract and retain youth and young families to the LOR areas (47%). Two other options that gained large support from both sides of the lake were the need to control urban development (40%) and the need to raise awareness of LOR's significance (39%).

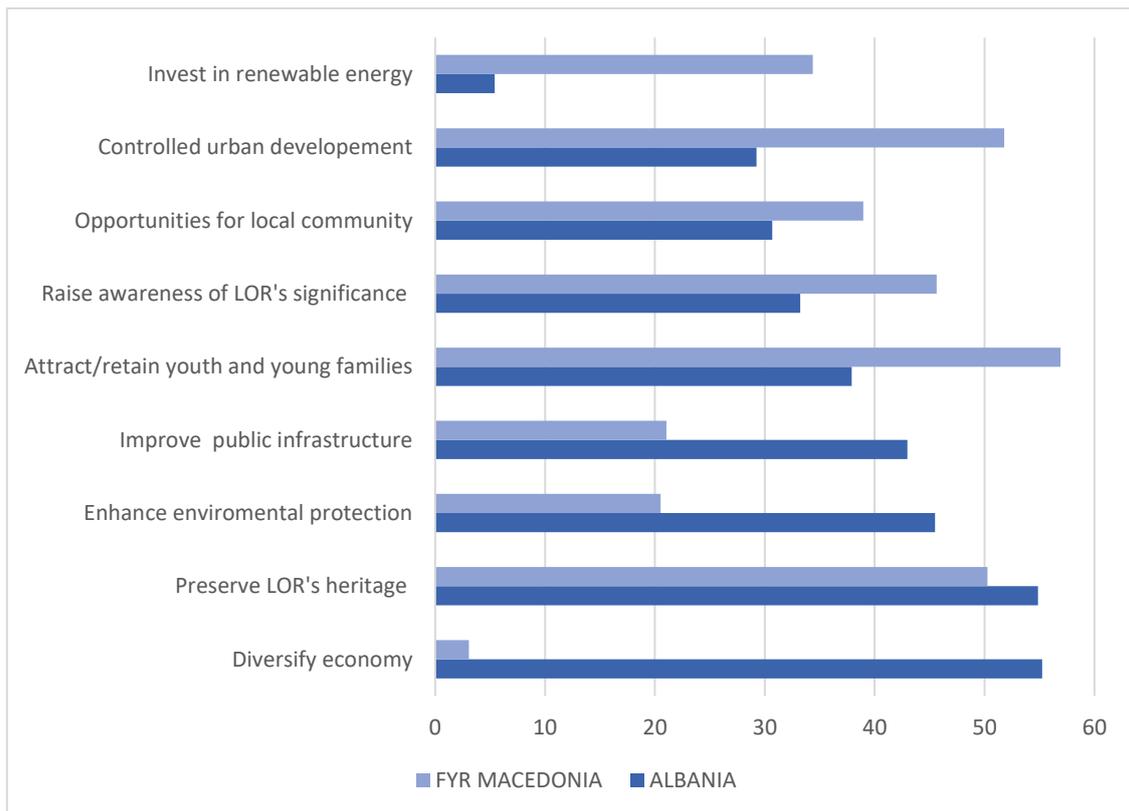


Figure 11: the sustainable development priorities according to local community members (question 10)

#### 4.5 TOURISM

The subject of tourism was first mentioned in question 4, when people were asked to state when their work is connected to LOR tourism. Twelve percent of Macedonians work in this sector, whereas only 3% of Albanians work with tourism.

In particular, respondents were asked whether they thought that tourism brings benefits to the local community and whether it brings disadvantages. These answers were given as a number from 1 to 5, where 1 = strongly disagree and 5 = strongly agree. Both Albanian and Macedonian respondents gave similar responses with regard to perceived benefits, with an average score of 4.3 (agree), they made it clear that they saw that tourism can bring benefits to local community. Instead there were different opinions with regard to disadvantages: whereas the Albanian respondents were not overly concerned with the disadvantages that tourism can bring (2 = disagree), Macedonians instead perceived that there were disadvantages to tourism (4.2). This is perhaps due to their longer experience of greater visitor numbers and

the impact this has had in terms of tourism-driven urban encroachment and infrastructure (also now formally acknowledged by the activation of a World Heritage Reactive Monitoring for the existing property<sup>9</sup>).

In question 8.7 respondents were asked if they felt that LOR was ready to welcome larger numbers of visitors. The question required an answer between 1 (strong disagreement) and 5 (strong agreement). In this case there was an interesting difference between responses from the two sides of the lake: the Albanian community feels relatively confident about welcoming visitors (average score = 3.49 which is above the neutral score of '3'), whereas the Macedonians seemed less confident (average score = 2.54). It is encouraging to see the openness of the Albanian community to increased visitation to their region. However, it is interesting to see that the Macedonian community is perhaps maturing an understanding of how visitation might need to be organized in order to contribute to sustainable development and broader wellbeing among local communities, given their longer history of attracting tourism.

Question 13 went on to investigate the perceived needs of visitors to the region, asking the respondent to choose up to three options for priority improvements. Only a very low number of respondents did not believe improvements were necessary (2%). There were significant shared concerns, as well as differences in the priorities identified by respondents from each side of the lake (Figure 12). For example, the Albanian community felt very strongly that the lakeside road needed relocating (73%), as well as calling for better care of the lake and its environment (59%), new boat services and docking facilities for transportation across the lake (49%), site presentation and interpretation (46%) and the demolition of inappropriate buildings/development (43%). Instead the Macedonian community felt strongest about the need to demolish of inappropriate buildings/development (77%), the need for new land-based public transport connections to and around LOR (73%) and for better care of the lake and its environment (66%). Many of these are issues that have been raised during the EU-UNESCO Transboundary Project and it is helpful to see that there is broad support for these challenges to be addressed, which is undoubtedly also a result of the 4-year Project.

#### 4.6 ACTIVE CITIZENSHIP

Question 14 sought measure active citizenship in the LOR region by looking at current levels of voluntary activity. It was found that 55% of Albanians currently take part in some form of voluntary social activity, with a quite even distribution over each of the social and cultural areas listed. In the FYR Macedonia 75% of respondents stated that they were involved in some form of voluntary activity, although there was a major emphasis on sporting activities (21%), activities relating to young people and children (13%) and recreational/social clubs (11%). The remaining respondents were again distributed relatively evenly across the other categories. It is worth noting that the combined total of these responses shows that currently 65% of LOR's young adults are active within their communities, a trend that suggests great potential participation if other forms of active citizenship were encouraged.

The final question in the questionnaire then specifically asked the respondent if they would be prepared to volunteer in some way to improve LOR as a way of measuring the level of interest in contributing to heritage (question 15). There was a very high positive response to this question on both sides of the lake, which 83% of all respondents willing to volunteer their time and efforts for the benefit of the region (Figure 13). This is perhaps one of the most significant results of the consultation, particularly in the context of the previous answers summarized above and the consolidated heritage awareness they demonstrate. It indicates the huge

---

<sup>9</sup> <https://whc.unesco.org/document/158740>

– and largely untapped – potential for participatory management that could bring benefits to both LOR’s heritage and its residents.

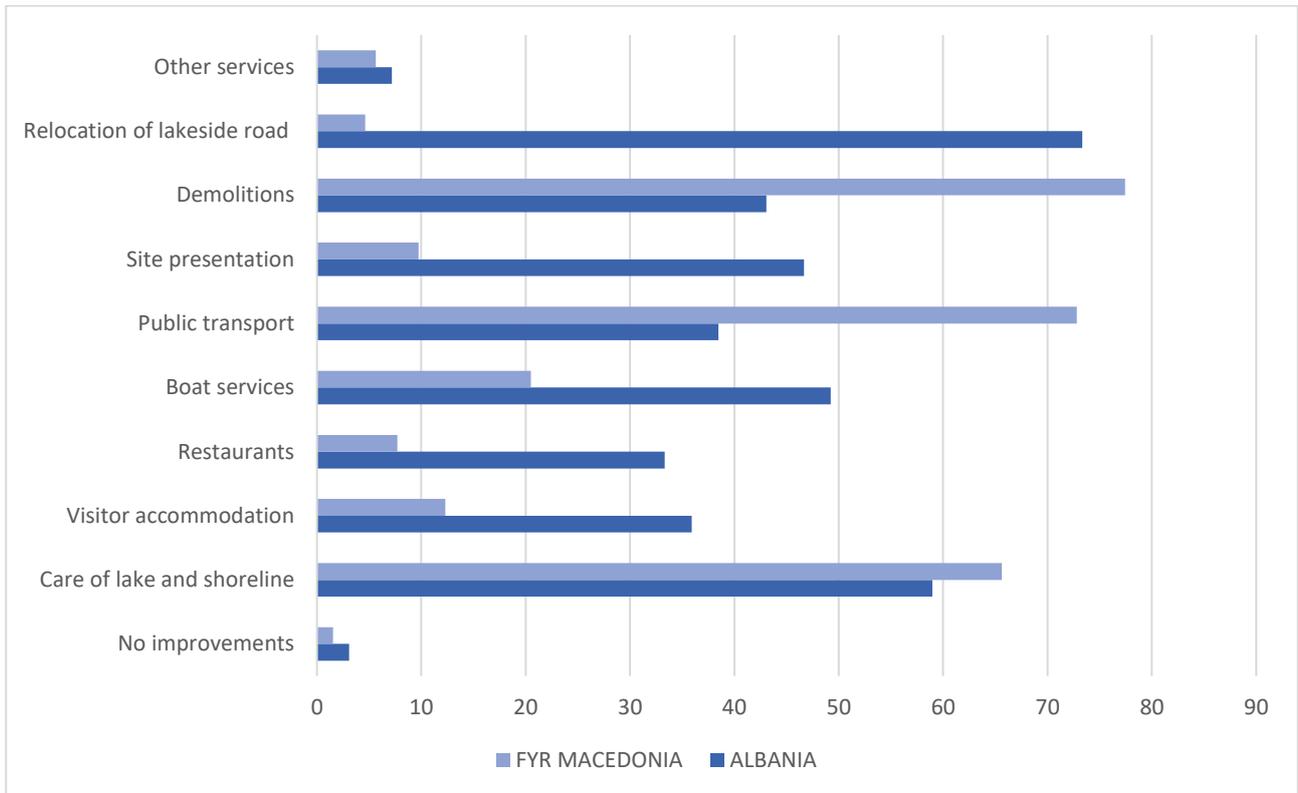


Figure 12: priorities identified by communities on both sides of Lake Ohrid when asked what new visitors to LOR might need (question 13)

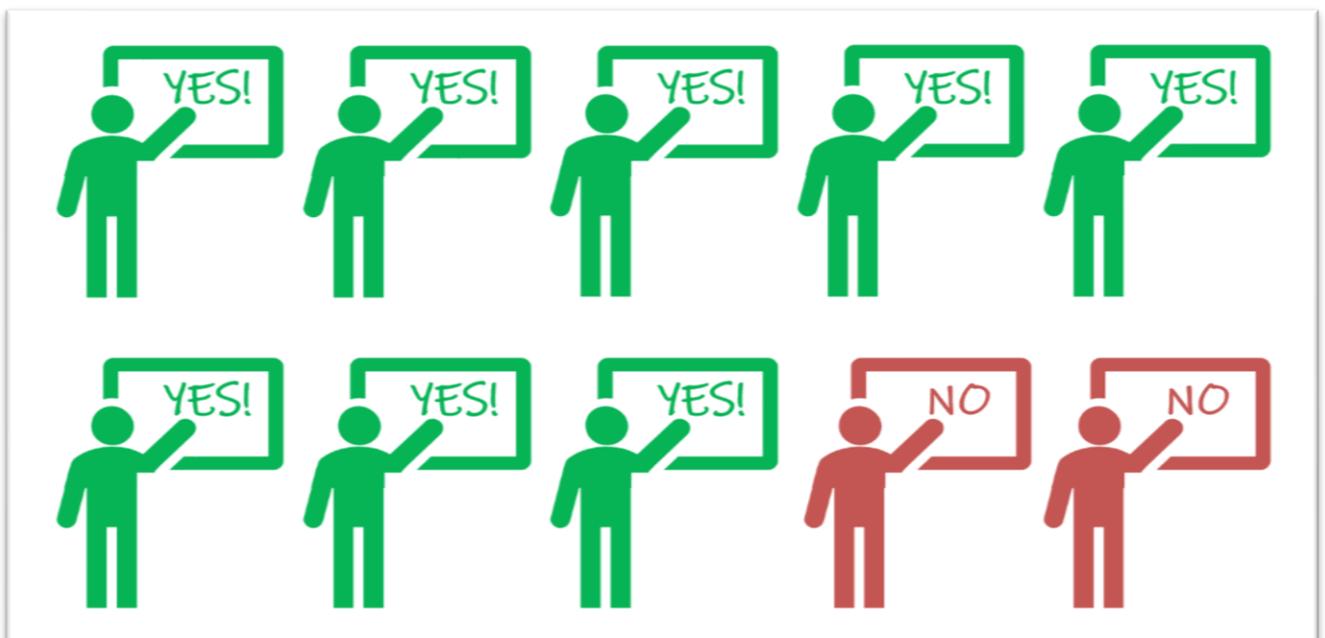


Figure 13: when asked if they would be prepared to volunteer to help improve LOR, 83% of local people said they would like to contribute (question 15)

## 5.0 ANALYSIS OF THE INSTITUTIONAL INTERVIEWS

A sample of public officers from the municipalities of Pogradec (Albania), Ohrid (FYR Macedonia) and Struga (FYR Macedonia) who were kind enough to contribute to the Consultation Campaign by agreeing to give an interview (Appendix 3). The following analysis of the dataset from the interviews cannot describe precise phenomena due to the limited number of interviews, the impossibility of screening all departments systematically and the organizational differences between the local authorities on the Albanian and Macedonian sides of the lake. However, interesting trends have been highlighted.

The first question concerned the factors that influenced the work of the department. By far the most influential factors noted by almost all the interviewees were national policies and/or projects (92% listed this – it should be noted that only one person did not consider it a relevant factor), followed closely by local policies and/or projects (85%). There were some differences between the answers given by the officers of the different countries: Macedonian public officers considered short-term political cycles and capital investment projects to influence their work to some degree, whereas these were not given as factors by any of the Albanian officers.

The officers were then asked to comment on which of these factors have an overall positive impact on safeguarding and contributing to the wellbeing of the Lake Ohrid region (LOR). With by far the majority vote, it was clear that positive impacts were perceived to come from national policies and/or projects (69%), international policies and/or projects (61%) and local policies and/or projects (53%). The selection of these options out of the range provided, shows that there is much greater positive perception of institutional initiatives, much more than private or community projects, perhaps reflecting on the interviewees role within a public institution.

The interview then made reference to the World Heritage Supplement to the Management Plan for Pogradec Protected Landscape 2017-2027 as the most recent strategic planning document. Although only written for the Albanian extension of the LOR World Heritage property, it captures current priority planning areas while also reflecting the strategic emphasis of the draft Management Plan of the State Party of FYR Macedonia for the existing World Heritage property. The public officers were asked to discuss the ways in which their municipality currently contributes in these strategic areas and where there is potential to create opportunities to do so in the future.

In general, there was greater confidence that current municipal actions are supporting: the protection and management of LOR; the protection of the attributes and values of the World Heritage property; the integration of local development with World Heritage values; and the implementation of management plans for the area. Just under half of the interviewees (46%) felt that their municipality contributed to these areas of activity. There was lowest confidence that public enjoyment aims were being met (15%).

Overall, the public officers of Pogradec were most confident in their municipality's current contribution to these strategic areas (although it should be noted that the areas listed did in fact come from a document aimed at the Albanian side of the lake). The officers from Struga were much less positive about their current efforts. However, it should be noted that the interviewees from Struga were on average much more specific about where they saw future potential to make a contribution to these strategic goals. The officers from Ohrid gave responses that lay between these two points of view.

The public officers were then asked to provide some examples of current actions being carried out by their municipality in these key areas and their responses are summarised in Table 2 below.

Table 2: the programmes and actions being carried out by the LOR municipalities in support of various strategic management areas

STRATEGIC AREAS	POGRADEČ ACTIONS	OHRID ACTIONS	STRUGA ACTIONS
Protecting and managing Lake Ohrid	Legislation Territorial development/urban planning City cleaning Lake shore depuration	Environment programmes	Project activities Legislation Controls
Protecting and sustaining cultural attributes of the Outstanding Universal Value of the World Heritage property and other values and heritage	Maintenance of Lin mosaics Strategic territorial plans Planning permissions granted on consideration of values Protection of cultural attributes	Management plan for LOR heritage Projects for the promotion and sustainability of heritage	Project activities Inspections
Integrating local development with World Heritage values	Projects for the Castle, Tombs of Selca, etc. Financial incentives for local development	Promotion of traditional crafts Awareness raising campaigns through the media Projects for tourism and local economic development	Shaping projects according to national legislation requirements Documentation of urban heritage
Enabling public enjoyment of World Heritage	Infrastructure upgrades Tourism initiatives Events e.g. WineFest, etc.	Promotion activities for Ohrid	Promotion activities for World Heritage
World Heritage buffer zone management	Strategic plans for preserving traditions and territorial planning Erosion reduction projects Tourism and cultural activities	<i>It should be noted that the existing World Heritage property, which currently lies only within FYR Macedonia, does not have a buffer zone</i>	
Implementing management plans for the area	Strategic Environment Evaluation which contains development strategies General local plan Plan for use of public/private spaces as income generation for urban decorum	Management plan updates Application of existing legislation	Implementation of proposed projects Integrations to plans Budget allocation for environmental, tourism, development and infrastructure projects

When discussing the potential to collaborate with local interest groups, 77% of the interviewees reported that their institution was already working with other stakeholders. According to the particular activities that municipalities are advancing, they have contact with a range of organisations, associations and community groups. The degree to which the interest group is engaged varies but the examples provided suggest that the municipalities are usually working with stakeholders on the central sections of the 'Ladder of Participation'.<sup>10</sup> It is encouraging to see diverse examples of collaboration in each of the municipalities, while greater efforts to move up the 'ladder' are to be encouraged so that genuine partnership with community groups in appropriate projects can be achieved around LOR.

With regards to transboundary cooperation, 70% of interviewees referred to some form of collaboration across the LOR border, even if the complexity of these projects varied. All the public officers stated that they would benefit from transboundary cooperation in the future and listed examples where it would be helpful, such as risk management, preservation of cultural heritage, conservation of the environment and biodiversity, tourism planning and recreational use of LOR, economic development, urban development, waste management and transport infrastructure.

Finally, the public officers were asked for their opinions on areas that could benefit from additional support and capacity building if there was ever to be a future programme to support LOR. The issues they raised were: waste water management, conservation of the lakeshore, tourism development and improved visitor experiences, appropriate improvements to Lin, protection of local traditions, infrastructure improvements, economic development, lake cleaning, transboundary communication, protection of species at risk, continuous professional development, support for the management of protected areas, awareness raising, increased knowledge creation, sustainable urban development, change management.

---

<sup>10</sup> A method used in various forms to measure the degree to which local communities are involved in government. See <http://www.participatorymethods.org/sites/participatorymethods.org/files/Arnstein%20ladder%201969.pdf>

## 6.0 ANALYSIS OF THE VISITOR LOGBOOKS

As mentioned above, logbooks were placed in a range of tourist accommodation types on both sides of the lake. However, given the timeframe of this research it was not possible on this occasion to ensure a sample that was statistically representative of all visitors to the Lake Ohrid region (LOR). It should also be noted that a campaign carried out at a single point in the year cannot hope to capture seasonal variations in visitation. The intention instead was that analysis of the data gathered could illustrate trends that are likely to be indicative of visitation in general. These results could also inspire and inform further research in this area to verify conclusions drawn and usefully explore some issues in greater depth.

The logbooks were made available to visitors for one week and during that time a total of 141 visitors completed a logbook in their accommodation, 76 people staying in Pogradec and 66 in Ohrid. The visitors came to LOR from 25 different countries, of which 93% were Europeans (Figure 14). The foreign countries that were most represented were: Germany (9% of visitors), France (8%), the United Kingdom and Norway (both 7%). The non-European countries represented were the USA (4%), Canada and Australia (both 1%) and Turkey (less than 1%).

While the logbook did not ask visitors to state their reason for staying in LOR (which might extend beyond tourism to include business and other reasons), the answers that were provided show that all respondents were aware of LOR's heritage and engaged with it. It is worth noting that no Macedonian visitors were recorded in the logbooks and that no Albanian visitors were recorded as staying in FYR Macedonia. Further research might confirm if this is an anomaly due to the need for visitors to volunteer to complete the logbook (i.e. this is not a representative sample of all visitors); due to seasonal variations in visitation; or that Macedonians and Albanians use alternative accommodation types, such as private accommodation. Instead 32 Albanian visitors were recorded on the Albanian side of the lake; 50% of these visitors came from Tirana and another 28% from Durres. This indicates that national trends accounts for 43% of visitors to the Albanian side of LOR, which is a healthy basis for promoting more sustainable tourism practices and for encouraging non-tourism visitation to engage with heritage.

With regard to the transboundary nature of current visitation, it emerged that 51% of visitors to LOR have visited the other side of the lake. When this data was analysed in more detail there were some national differences: while 68% of visitors to the Albanian side of LOR have also travelled across the border to visit FYR Macedonia, only 32% of visitors to FYR Macedonia have visited Albania (Figure 15). This shows a solid base of visitors who are prepared to cross the border and suggests that further transboundary visitor strategies might be fruitful.

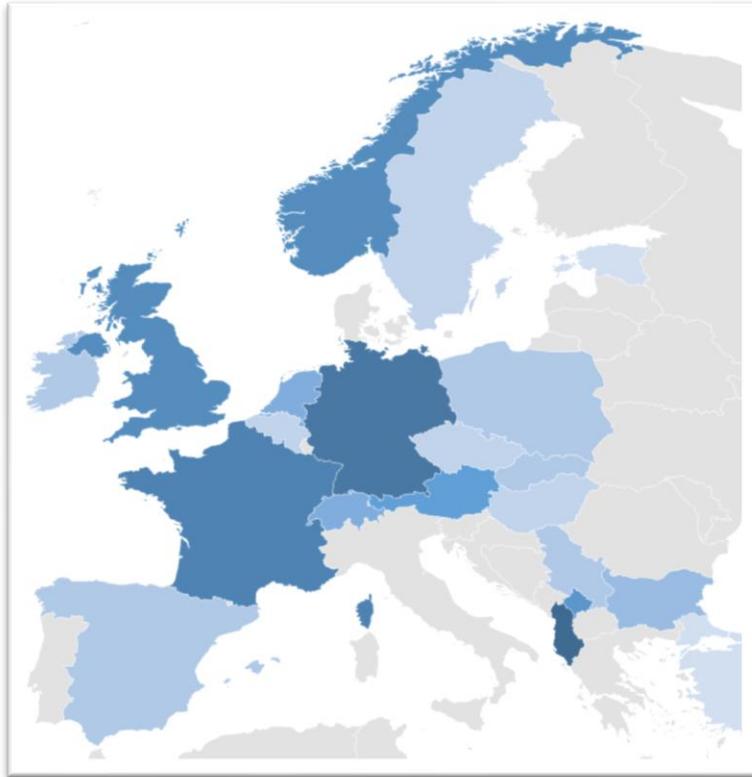


Figure 14: the European countries that account for 93% of LOR visitation

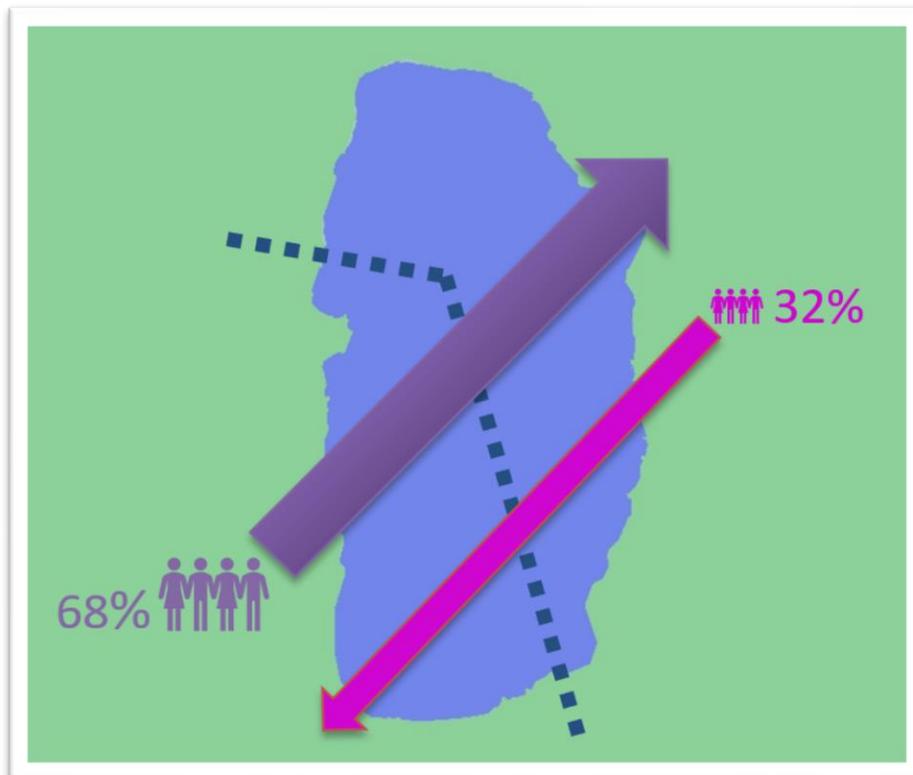


Figure 15: nearly two thirds of visitors to Albania also choose to visit places on the Macedonian side of LOR, while a third of visitors to FYR Macedonia also cross the border into Albania

When asked about their preferences for standard tourist services versus community-based tourism options, 84% of visitors stated that they would prefer the community-based options. Furthermore, every one of the visitors to the Macedonian side of the lake (100%) were favourable towards community-based tourism. Although the percentage was lower (69%) among visitors in Albania, these are significant results that highlight the potential for investing in forms of hospitality and visitation that connect to the local community.



Figure 16: a large majority of existing visitors to LOR expressed enthusiasm for community-based hospitality

Visitors were asked to name their favourite place to visit in LOR and a fifth of all visitors (20%) named Ohrid, in particular the historic town centre. Another popular destination was the Lin peninsular with its village and archaeological basilica (17%) and the church of St John Kaneo was chosen by 11% of visitors. Other specific places named were Drilon (6%), St Naum monastery and its springs (6%), and Pogradec (4%). Various villages (Tushemisht, Radozda, Trpejca and Lagadin) were named by 6% of visitors. When the answers regarding cultural heritage were analysed, it emerged that 15% of visitors had named a place associated with religious heritage.

Many visitors gave answers referring to the natural environment of LOR with 13% mentioning the lake itself, along with lakeside walks and beaches; a further 7% named the mountainous landscape or specific mountains as their favourite places. Overall 20% of visitors made some reference to LOR's natural heritage when replying to this question.

These responses show that current visitors have broad interests in both the natural and cultural heritage of LOR, with a detailed knowledge of various locations around the lake. They show great sensitivity to a sense of place both in their choices of cultural places that still retain many heritage assets, as well as appreciation for the unspoilt natural context. This message should reinforce efforts to protect the full range of values that LOR expresses and ensure that development, in particular of tourism infrastructure, is sensitive to what both

residents and visitors recognise as significant. It is also perhaps a tribute to the progress made by several initiatives in recent years in LOR, large and small. Examples are the EU-UNESCO project, within which this Consultation Campaign took place, through the importance given to, for example, newsletters, visitor leaflets, signage and walking itineraries. Other previous modest but significant steps include the World Heritage in Young Hands project implemented at a transboundary scale in LOR thanks to involvement from the Pogradec association 'Unë, Gruaja.'<sup>11</sup>

Finally, visitors gave a wide variety of answers to the question regarding their preferred activities in LOR. A majority of existing visitors are very active and 59% of them mentioned a physical activity (walking, hiking, swimming, biking, etc.). Forty-three per cent gave responses that were specifically tied to the presence of the lake (boating, swimming, sunbathing on the beach, enjoying views of the lake, walking along the lakeshore, etc.). Forty per cent of respondents made reference to nature, views of the landscape and enjoying outdoor places. In addition, 16% of visitors referred to cultural tourism, enjoying sightseeing, walking through the historic town centres, and visiting churches. It is interesting to note that 13% of visitors noted their satisfaction at eating and drinking in LOR, the majority enjoying local produce and cuisine, and many commenting on specific locations that made their experience more memorable. While it should be noted again that this single campaign might be influenced by seasonal variations in visitation, these listed activities do provide general insights into what makes a visit to LOR special for current visitors and the perceptions of the vast majority were tied to specific sense of place and identity. Again, this underlines the need to protect and consolidate these existing strengths of the visitor experience.



Figure 17: the favourite activities of visitors to the Lake Ohrid region

<sup>11</sup> [www.facebook.com/unegruaja/](http://www.facebook.com/unegruaja/)

## 7.0 CONCLUSIONS

The community questionnaire was unambiguous in showing that people right around the Lake Ohrid region (LOR) are very connected to their region: they visit places around it, they enjoy it, they gain wellbeing from it and they want to protect it. Quality of life is a major area in which LOR residents see significant margins for improvement, identifying many ways in which they would like to improve the region, but they do draw great satisfaction from their social connections. By far the highest rated sustainable development issue that gained the most community support was that of preserving LOR's heritage for future generations and the need to retain youth and young families to the LOR area. While another related issue that gained large support from both sides of the lake was the need to control urban development. These concerns for the future were balanced by a widespread willingness to contribute to positive change that brings benefits for heritage and society. These local community insights suggest that 'people-centred approaches' to the management and conservation of LOR's heritage would be a very strong – and positive – basis on which to strengthen heritage protection and make it a catalyst of broader wellbeing in the region in the future.

The conclusions that can be drawn from the community consultation are complemented by the outcomes of the interviews with public officers. These revealed a confidence in their institutions being able to achieve results when implementing agreed-upon plans. It would be beneficial to work on ways of achieving greater participation in planning processes for those who regularly reside or work in LOR and increasing opportunities for the strengths and capacities of local stakeholders to be harnessed. Building on the collaborations with local municipalities that have already been tested, new and more effective forms of partnership between local government and other local stakeholders could be identified to better achieve shared sustainable development objectives.

Within these broader sustainable development considerations, some indications have been gained on the potential role of tourism. Increasing emphasis has been placed on tourism as a driver of the local economy, yet few residents seem to have found economic opportunities related to it and respondents from the FYR Macedonia, in particular, perceived disadvantages from the current state of tourism. This is perhaps due to their longer experience of greater visitor numbers and the impact this has had in terms of tourism-driven urban encroachment and non-strategic infrastructure.

Interestingly, the visitors to LOR preferred the idea of community-based tourism instead of standard services and this is a development model that could be promoted for the benefit of both residents and visitors, as well as heritage protection agendas. It was also interesting to note that many of the heritage values of LOR that were appreciated by the local community were also appreciated by visitors; they are values strongly tied to human enjoyment of its natural features today but also community traditions that are inseparable from its geology and biodiversity, values that are undermined by augmenting mass tourism facilities. Current visitors seem to have broad interests in both the natural and cultural heritage of LOR, with a detailed knowledge of various locations around the lake. They show great sensitivity to a sense of place both in their choices of cultural places that still retain many heritage assets, as well as appreciation for the unspoilt natural context. This suggests that any efforts to protect LOR's natural and cultural heritage would meet with widespread support from a broad range of interest groups. It also points to the importance of diversifying visitation in ways that have few negative impacts on local cultural and the natural environment, as well as spreading visitation across the region; such diversification would mean LOR's is less impacted by international economic or tourism trends, something that is vital for sustainable and equitable development.

In conclusion, this Consultation Campaign has been able to measure for the first time that there is a transboundary community which is complex and nuanced but which is united in its sense of connection to Lake Ohrid, its natural environment and its cultural heritage, and in its desire to work for that common cause. It has been possible to demonstrate the community's shared willingness to participate in the decision-making processes for the protection and management of the LOR. This research has taken place in parallel to the late stages of the nomination process for the extension to the World Heritage property and this is a unique opportunity for increasing the contribution of all LOR's stakeholders to a participatory sustainable development process, also through future innovation in governance models.

The results point to capacity in the LOR region – among its local institutions, civil society and its visitors – for transboundary mechanisms beyond the previous model of committees based on central and local government participation and limited to themes such as like water and watershed management. Once endorsed and with implementation fully underway, both the draft 'Natural and Cultural Heritage of the Ohrid Region – Management Plan 2016-2025' for the existing World Heritage property in FYR Macedonia, as well as the more recent 'World Heritage Supplement to the Management Plan for Pogradec Protected Landscape 2017-2027' for the potential World Heritage extension property and buffer zone in Albania will be important tools for making progress. They promote models of co-management whereby partners cooperate in managing the area and implementing shared plans within specific mandates and responsibilities.

The outcomes of this 2018 Consultation Campaign show the potential benefits of mentoring a variety of localized transboundary pilot initiatives at a grassroots level addressing a range of themes. These could then act as catalysts for the genuine crosscutting implementation of the management planning tools. Such a web of initiatives could come together over time and reinforce resilience in LOR so that continuity and change in this vast landscape of cultural and natural heritage are managed successfully. New emphasis could be placed in the future on opening up institutional frameworks and isolated professional sectors (such as that of heritage practitioners) to greater participation from civil society and the local associations. In this way LOR could become an open classroom for the heritage sector's need to shift from managing a series of cultural monuments or natural features to managing an entire 'bio-cultural continuum' of nodes and connections.<sup>12</sup> LOR could become an international model of best practice for heritage management approaches which bring benefits to both civil society and to heritage.

---

<sup>12</sup> Descola, P. (2013) *The Ecology of Others*. Chicago: University of Chicago Press.

## 8.0 ACKNOWLEDGEMENTS

Thanks are due to all the community members of LOR who gave up their time to answer a questionnaire.

The cooperation of public officers in the interview process was very much appreciated and the authors would like to thank:

- Branko Arnaudovski, Head of the Sector for Urbanism and Environmental Protection, Ohrid
- Antonio Baleski, Project Manager in the Sector for Tourism and Local Economic Development, Ohrid
- Avdulla Cano, Director of the Department of Tourism, Pogradec
- Elizabeta Chadikovska Gagovska, Head of the Department of Finance, Struga
- Farie Karriqi, Director of the Department for Finance and Economy, Pogradec
- Aco Kitrozovski, Head of the Department of Budget Coordination in the Sector for Financial Services, Ohrid
- Vladimir Mato, Director of the Department of Taxation, Pogradec
- Dashmir Nasufi, Head of the Sector for Public Services, Struga
- Natmir Nexhigi, Municipal Inspector for Tourism, Struga
- Besmira Niko, Director of the Department for Urban Development, Pogradec
- Armend Pushkule, Municipal Inspector for Tourism, Struga
- Mitre Veljanoski, Head of the Department of Culture, Ohrid
- Vladislav Zhupan, Head of the Department of Local Economic Development, Struga

Thanks are also due to the hotels and homestays who allowed a logbook to be made available to their guests:

- Apartments Marija, Ohrid
- Apartments Darija, Ohrid
- Hotel Titanik, Drilon
- Rosa B&B, Lin
- Villa Lara, Ohrid
- Villa and Winery Mal Sveti Kliment, Ohrid



## Appendix 1: Team profiles

### ANA ALEKSOVA (ICCROM Consultant, Regional Specialist)



Ana Aleksova has worked for the Directorate for Protection of Cultural Heritage, at the Macedonian Ministry of Culture since 2014, recently becoming a Junior Associate for International Assistance and Cooperation. She is responsible for activities related to international cooperation and heritage management related to UNESCO World Heritage. She contributed to the preparation process of the Management Plan for the World Heritage property "Natural and Cultural Heritage of the Ohrid region", and she has been involved in a range of activities within the EU-UNESCO Transboundary Project for LOR. She has worked for ICCROM supporting capacity building in both Rome and LOR.

### GANI BEGO (Albania)



Gani Bego is from Pogradec, Albania, where he lives and works. He has Bachelor's and Master's degrees in Forestry from the Agricultural University of Tirana. He worked as an inspector for the Forestry Directorate of the Albanian Ministry of the Environment from 2013 to 2015. Since 2015 he has been working as a management specialist of protected areas. He has been involved in many of the EU-UNESCO Transboundary Project initiatives, including workshops on Management Planning and Soft Tourism and the ICCROM Course on Promoting People-Centred Approaches.

### AMANDA CICI (Albania)



Amanda Cici has a MSc in Architecture and Urban Design and MPR in the Restoration of Cultural Monuments. She has worked as a conservation architect for two years in the Korca/Pogradec Sector of the Regional Directorate of National Culture and she also has experience working with museums. Involvement in the EU-UNESCO Transboundary Project for the Lake Ohrid Region: participant in the following initiatives: Management Planning Workshop, Transboundary Meeting, ICCROM Course on Promoting People-Centred Approaches to the Conservation of Nature and Culture, Guidelines for the built heritage of LOR.

### SARAH COURT (ICCROM Consultant, International Specialist)



Sarah Court is a heritage practitioner who is primarily concerned with the relationships between heritage and society, participatory approaches and interpretation. Her professional practice is mainly based at World Heritage properties in Italy and beyond, and includes consultancy for ICCROM's World Heritage Leadership Programme. Involvement in the EU-UNESCO Transboundary Project for the Lake Ohrid Region: co-coordinator of the ICCROM Course on Promoting People-Centred Approaches; resource person for the course on Promoting nature, culture and heritage in the Lake Ohrid region; and contribution to a trial questionnaire campaign.

**FRANCESCA DEL DUCA (Community and Consultation Specialist)**



Francesca Del Duca is a heritage consultant specializing in heritage communities and sustainable tourism who has worked extensively with Jane Thompson and Sarah Court on delivering public consultation campaigns in various parts of the world. For the last five years, she has been involved in Italy's largest audience development campaign at the World Heritage property of Herculaneum, also coordinating related activities to increase community engagement. In addition, she has contributed to other public consultations and visitor research related to heritage, most recently in Cyprus.

**ELENA MITREVSKA (FYR Macedonia)**



Elena Mitrevska has a Bachelor's degree in Graphical Engineering and Design from the University of St Kliment Ohridski.

She has worked as a wine bar manager for the past two years in Villa & Winery Mal Sveti Kliment. She also has the experience in working with hotel management. She has been involved in a number of activities in which she has been working with decision making. This is the first time she has been involved in the EU-UNESCO Transboundary Project for the Lake Ohrid Region; she was contacted through the network of participants in previous activities.

**MARTA PEJOSKA (FYR Macedonia)**



Marta Pejaska is an architect who has gone into silversmith practice. She lives and works in the city of Ohrid where, since 2014, she has been the first owner of a private art atelier and gallery for contemporary jewellery and filigree in FYR Macedonia. Over the years as a jewellery architect she has become one of the pioneers of the contemporary design scene in FYR Macedonia.

Involvement in the EU-UNESCO Transboundary Project for LOR: resource person for the ICCROM Course on Promoting People-Centred Approaches; participant in the course on Heritage supporting sustainable development opportunities in the Lake Ohrid Region.

**ELENA SIMAKU (Albania)**



Elena Simaku has a degree in English Language and a Master's in Education in English Language. She has work experience in a range of areas, including tourism, communications, advertising and marketing, recently focusing on tourism. She continues to be an active participant in various volunteer projects and continues her professional development through training, seminars, conferences, etc.

This is the first time she has been involved in the EU-UNESCO Transboundary Project for the Lake Ohrid Region; she was contacted through the network of participants in previous activities.

JANE THOMPSON (ICCROM Consultant for LOR)



Jane Thompson is an architect and a qualified project manager working to improve the management and conservation of cultural heritage. Since 2001 she has held a senior management role overseeing the Herculaneum Conservation Project, Italy.

Co-author of the UNESCO resource manual *Managing Cultural World Heritage* and *World Heritage Capacity Building Strategy*. She helped draft the Policy for the Integration of a Sustainable Development Perspective into the Processes of the World Heritage Convention. She is currently ICCROM's consultant supporting the EU-UNESCO upstream process for the Albanian extension to the Ohrid Region's World Heritage.



## Appendix 2: Community questionnaire

Date \_\_\_\_\_ Time \_\_\_\_\_:\_\_\_\_\_

H m

1. How old are you? (specify) .....

2. Gender:  Male  Female

3. Nationality? (specify) .....

4. Which of these applies to you: *(Choose any that apply)*

- I have been a resident in the Lake Ohrid region for ..... years  
If so, where? .....
- I live most of the time somewhere else but I have a second home in the Lake Ohrid region  
If so, where? .....
- My family has lived here for generations
- I work in the Lake Ohrid region
- My work is connected to tourism in the Lake Ohrid region
- Other (specify) .....

5. I have visited:

- |  |   |
|--|---|
| <input type="checkbox"/> The old town centre of Pogradec (AL)                          | <input type="checkbox"/> Drilon Springs, Tushemisht (AL)    |
| <input type="checkbox"/> The old town of Ohrid (MK)                                    | <input type="checkbox"/> The Lin Pensinsula (AL)            |
| <input type="checkbox"/> The old town centre of Struga (MK)                            | <input type="checkbox"/> Pogradec Castle (AL)               |
| <input type="checkbox"/> Inland villages of the Pogradec municipality (AL)             | <input type="checkbox"/> The Monastery of St Naum (MK)      |
| <input type="checkbox"/> Inland villages of the Ohrid/Struga/Debarca municipality (MK) | <input type="checkbox"/> The National Park of Galičica (MK) |
|  | <input type="checkbox"/> Bay of Bones (MK)                  |
|  | <input type="checkbox"/> Other (specify) .....              |

6. We'd like to know what activities and features you associate with LOR:

*Please number your top five priorities in order of preference, with one being most important and 5 being least important.*

- |  |   |
|--|---|
| <input type="checkbox"/> Swimming                  | <input type="checkbox"/> Singing and music                                    |
| <input type="checkbox"/> Going on boats            | <input type="checkbox"/> Crafts   |
| <input type="checkbox"/> Fishing                   | <input type="checkbox"/> Photography  |
| <input type="checkbox"/> A clean lake              | <input type="checkbox"/> Poetry and writing                                   |
| <input type="checkbox"/> Lakeside walks            | <input type="checkbox"/> A meeting of cultures and languages                  |
| <input type="checkbox"/> Hiking                    | <input type="checkbox"/> Somewhere to get away from it all                    |
| <input type="checkbox"/> Cycling                   | <input type="checkbox"/> Visiting historic monuments                          |
| <input type="checkbox"/> Beach tourism             | <input type="checkbox"/> Exploring old town/village centres                   |
| <input type="checkbox"/> Nightlife                 | <input type="checkbox"/> Local and national cultural festivals                |
| <input type="checkbox"/> Health and wellbeing      | <input type="checkbox"/> Agricultural traditions, for example (specify) ..... |
| <input type="checkbox"/> Religion and spirituality |   |

Culinary traditions, for example (specify) .....

Other, for example (specify) .....

**7. The FYR Macedonian side of Lake Ohrid has been recognized as World Heritage by UNESCO. It is soon hoped that the Albanian side will also be included.**

**Were you aware of this?**

Yes

No

**8. Please tell us how much you agree with the following statements, where 1 = strongly disagree and 5 = strongly agree**

*1 Strongly disagree*

*2 Disagree*

*3 Neither agree nor disagree*

*4 Agree*

*5 Strongly agree*

1. I enjoy the daily life in the Lake Ohrid region

1

2

3

4

5

2. I am proud to live =or I am proud that I will soon live in World Heritage site.

1

2

3

4

5

3. I like the surrounding natural landscape

1

2

3

4

5

4. I feel at peace when I'm near Lake Ohrid

1

2

3

4

5

5. Tourism to Lake Ohrid brings benefits to the local community

1

2

3

4

5

6. Tourism to Lake Ohrid has disadvantages for the local community

1

2

3

4

5

7. The Lake Ohrid region is ready to welcome larger numbers of visitors

1

2

3

4

5

**9. I am satisfied with these dimensions of life in the Lake Ohrid region:**

*1 Very dissatisfied*

*2 Dissatisfied*

*3 Neither satisfied nor dissatisfied*

*4 Satisfied*

*5 Very satisfied*

Housing

1

2

3

4

5

Income and wealth

1

2

3

4

5

Jobs and earnings

1

2

3

4

5

Social connections

1

2

3

4

5

Education

1

2

3

4

5

Environmental quality

1                   2                   3                   4                   5

Civic engagement in governance

1                   2                   3                   4                   5

Health care

1                   2                   3                   4                   5

Security

1                   2                   3                   4                   5

Work-life balance

1                   2                   3                   4                   5

**10a. Which of the following are the most important sustainable development priorities for your community over the next 3-5 years?**

*Please number your top five priorities in order of preference, with one being most important and 5 being least important.*

- |  |   |
|--|---|
| <input type="checkbox"/> Preserving the heritage of Lake Ohrid for future generations  | <input type="checkbox"/> Forming international partnerships for economic development purposes |
| <input type="checkbox"/> Raising awareness of the significance of Lake Ohrid region    | <input type="checkbox"/> Improving access and availability of affordable housing              |
| <input type="checkbox"/> Enhancing environmental protection                            | <input type="checkbox"/> Improving access to quality healthcare                               |
| <input type="checkbox"/> Conservation of traditional buildings                         | <input type="checkbox"/> Improving education opportunities and trainings                      |
| <input type="checkbox"/> Controlled urban development (height, scale, materials, etc.) | <input type="checkbox"/> Improving government cooperation                                     |
| <input type="checkbox"/> Promoting local traditions and crafts                         | <input type="checkbox"/> Improving public infrastructure (water, sewer, roads, etc.)          |
| <input type="checkbox"/> More opportunities for local community                        | <input type="checkbox"/> Improving telecommunications (broadband, cell phone, etc.)           |
| <input type="checkbox"/> Attracting and retaining youth and young families             | <input type="checkbox"/> Investing in renewable energy projects                               |
| <input type="checkbox"/> Developing/promoting tourism                                  | <input type="checkbox"/> Quality of life  |
| <input type="checkbox"/> Diversifying the economy                                      | <input type="checkbox"/> Other (specify) .....  |
| <input type="checkbox"/> Expanding opportunities for agricultural development          |   |

**11. As the community around Lake Ohrid and its needs change over time, what aspects of its heritage do you think should stay the same? (choose one answer)**

- |   |   |
|---|---|
| <input type="checkbox"/> Traditional buildings in the historic town centres | <input type="checkbox"/> Archaeological sites and historic monuments      |
| <input type="checkbox"/> Traditional crafts and construction                | <input type="checkbox"/> Underwater archaeology                           |
| <input type="checkbox"/> Traditional farming and agriculture                | <input type="checkbox"/> Industrial heritage (e.g. mining, railway, etc.) |
| <input type="checkbox"/> Traditional jobs                                   | <input type="checkbox"/> Other (specify) .....                            |
| <input type="checkbox"/> Protected landscape                                |   |
| <input type="checkbox"/> Local wildlife species                             |   |
| <input type="checkbox"/> Clean water system full of unique forms of life    |   |

**12. Are there any values transmitted to you by the older generations in the LOR? If yes, please specify.**

- Yes (specify) .....  No

**13. If a lot more visitors come to Lake Ohrid, then they might need:(Not more than 3 options)**

- No improvements are needed
- Better care of the lake, its shoreline and the countryside inland, in particular in (specify place) .....
- New types of visitor accommodation in towns and villages around the lake or inland, for example (specify place) .....
- New restaurants and other food vendors, in particular in (specify place) .....
- New boat services and docking facilities for transport across the lake
- New land-based public transport connections to reach and/or explore LOR, for example (specify).....
- Presentation of sites/interpretation
- Demolition of inappropriate buildings/urban development
- Relocation of roads from lake side
- Other services around the lake, for example (specify) .....

**14. Have you been part of any groups, associations or organizations in the past year that have helped in these areas? (Please exclude giving money or anything that was part of your job)**

- |   |  |
|---|--|
| <input type="checkbox"/> Children's education/school                        | <input type="checkbox"/> Safety and first aid                    |
| <input type="checkbox"/> Youth/children's activities (outside school)       | <input type="checkbox"/> The environment, animals                |
| <input type="checkbox"/> Education for adults                               | <input type="checkbox"/> Justice and human rights                |
| <input type="checkbox"/> Sport/exercise (taking part, coaching or watching) | <input type="checkbox"/> Local community or neighbourhood groups |
| <input type="checkbox"/> Religion   | <input type="checkbox"/> Citizen's groups                        |
| <input type="checkbox"/> Politics   | <input type="checkbox"/> Hobbies, recreation/arts/social clubs   |
| <input type="checkbox"/> The elderly  | <input type="checkbox"/> Trade union activity                    |
| <input type="checkbox"/> Health, disability and social welfare              | <input type="checkbox"/> Other (specify) .....                   |
|   | <input type="checkbox"/> None                                    |

**15. If the management of the LOR included opportunities for citizens to be active and contribute to the improvement of the Lake Ohrid region, would you consider volunteering?**

- Yes
- No

## Appendix 3: Institutional interview

Name of interviewee: .....

Department name: .....

Job title: .....

A) Which of these factors has the greatest influence on the work carried out by your department? (Please choose the 3 most significant factors and rank them from 1 = greatest influence to 3 = less influence).

- ..... International policies and/or projects +
- ..... National policies and/or projects +
- ..... Local policies and/or projects politics +
- ..... Short-term political cycles nationally/locally (e.g. changes in policy occur following elections) +
- ..... Capital investment projects (transport infrastructure, etc.) +
- ..... Private sector developers (lakeside hotels, etc.) +
- ..... Community interests +
- ..... Other (specify) ..... +

B) Which factors have an overall positive impact on safeguarding and contributing to the wellbeing of LOR? (Please circle the “+” symbol above next to the relevant positive factors)

C) The World Heritage Supplement to the Management Plan aims to promote good management of LOR so that the World Heritage property will be managed well on both the Albanian and FYR Macedonian sides. The strategic planning document identifies the following key areas where management efforts will be focused. Please indicate which areas your department currently contributes to or could potentially contribute to:

	ALREADY CONTRIBUTES	COULD POTENTIALLY CONTRIBUTE
1. Protecting and managing Lake Ohrid (pollution control and reduction, fishery management, safeguarding biodiversity, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
2. Protecting and sustaining cultural attributes of the Outstanding Universal Value of the World Heritage property and other values and heritage (safeguarding archaeological and architectural heritage, landscape, local traditions etc.)	<input type="checkbox"/>	<input type="checkbox"/>
3. Integrating local development with World Heritage values	<input type="checkbox"/>	<input type="checkbox"/>
4. Enabling public enjoyment of World Heritage	<input type="checkbox"/>	<input type="checkbox"/>
5. World Heritage buffer zone management (ecosystems, land use and livelihoods)	<input type="checkbox"/>	<input type="checkbox"/>
6. Implementing management plans for the area	<input type="checkbox"/>	<input type="checkbox"/>

D) For each box that was ticked above, please list exactly how your department contributes (please list programmes/activities carried out) and measurable results achieved.

- 1: .....
- 2: .....
- 3: .....
- 4: .....
- 5: .....
- 6: .....

E) Within your work have you ever collaborated with local interest groups? (e.g. civic society, associations, local NGOs, etc.) Please list them and the contribution that the interest group made.

.....  
.....  
.....

F) Has your work ever involved working with institutions, organisations or civic society across the border? (i.e. for Macedonian officers working with Albanian institutions or Albanian officers working with Macedonian institutions).

If **yes**, please list the activities where you have cooperated across the border and with which institutions/organisations.

.....  
.....  
.....

G) Are there areas of your work where you would find benefits from cooperation across the border? (i.e. for Macedonian officers working with Albanian institutions or Albanian officers working with Macedonian institutions).

If **yes**, please list those areas where it would be helpful to have transboundary cooperation.

.....  
.....  
.....

H) If there is potential for a new programme to help the Lake Ohrid region, in which of these areas would it be helpful to gain additional support and capacity building?

.....  
.....  
.....

## Appendix 4: Visitor logbook

	WHERE IS YOUR FAVOURITE PLACE IN THE LAKE OHRID REGION?	WHAT IS YOUR FAVOURITE THING TO DO IN THE LAKE OHRID REGION?	HAVE YOU ALSO VISITED THE ALBANIAN/MACEDONIAN SIDE? <i>(this varied according to the location of the logbook)</i>		DO YOU PREFER STANDARD TOURISM SERVICES (hotels, restaurants, visits, etc.) OR COMMUNITY-BASED OPTIONS (home-stays, family-run restaurants, community-led visits, etc.)?		WHERE DO YOU LIVE? (TOWN AND COUNTRY PLEASE)
1			<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Standard services	<input type="checkbox"/> Community-based	
2			<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Standard services	<input type="checkbox"/> Community-based	
3							