



The impact of tourism and rural tourism development in Kosovo

BEKË KUQI, M.Sc. PhD.c.

Abstract:

Tourism is an economic activity which is aimed at exploiting the tourism potential. With the difficulties that he has gone through various stages in the Republic of Kosovo development of this activity has achieved alongside economic development of the country. The Republic of Kosovo has enough tourist potential, yet this activity does not address the right place for the economic development of the country. Its development will contribute to increase the GDP of the country. We will thus deserved ranked in the economic development strategy of the country . Tourism in our country is not the most developed but is less identified and less developed and has great need to provide a national marketing, the State, and is organized by a committee of the State in order to develop and identified as ideal for visiting tourism and attract visitor to local and foreign. Even in Kosovo tourism is the important economic branches. Kosovo's tourism industry has achieved 8-10% of local social product, depending on which year is the fact the word and are considering all factors directly (hotel industry, gastronomy) or indirect factors (agriculture, construction, etc.)

These data, however, have only a relative value. Greater participation in local social product can only be explained by the weakness of other economic sectors. Participation major tourist economy in local social product reveals, primarily, the weakness of other sectors of the economy and tourism potential nor is it used enough.

Key words: Tourism, Republic of Kosovo, Product , Economic development, Strategy of tourism, Tourist, Local GDP, Factors.

Entry

Tourism is an economic activity which is aimed at exploiting the tourism potential. With the difficulties that he has gone through various stages in the Republic of Kosovo development of this activity has achieved alongside economic development of the country. The Republic of Kosovo has enough tourist potential, yet this activity does not address the right place for the economic development of the country. Its development will contribute to increase the GDP of the country. We will thus deserved ranked in the economic development strategy of the country . Tourism in our country is not the most developed but is less identified and less developed and has great need to provide a national marketing, the State, and is organized by a committee of the State in order to develop and identified as ideal for visiting tourism and attract visitor to local and foreign

Development of rural tourism can affect the economic development of our country

Development of rural tourism presents important part of economic development. Whether there is sufficient potential for rural tourism development should appreciate the natural and social resources. The Republic of Kosovo with its central position in the Balkan Peninsula is a bridge between the countries of Europe. Kosovo lies in the central part of the Balkan peninsula in southeastern Europe. It is located between the geographical coordinates 41 degrees 53 minutes and 43 degrees 16 minutes north latitude to dm th. that Kosovo is located at a distance almost equal Equator and the North Pole, so its territory is located in the middle belt northern climate.¹ The geographical position of Kosovo is in conjunction with the tourist areas. There are a ser factors that have influenced the way of life of the population. Considerable part of the

¹ F. Reçica & B. Millaku –“Ekonomia e Turizmit” Fq. 365. Prishtinë 2011

population live in rural areas². There are some specifics that distinguishing lifestyle in villages in relation to urban population which is associated with primary activities such as agriculture with its subsidiaries. Taking into account the physical geographical conditions favorable to one side. Also socio geographical conditions in turn are components that will be supporting economic development in this case the approach to the development of rural tourism. The population of the Republic of Kosovo ³. So the population is quite important social factor, which is connected directly to the tourist offer of Kosovo. Population a decade ago was occupied by violent measures, which was dismissed, but had difficulty freedom the movement. Today Kosovo has the youngest population in Europe for the age group which represents great potential for economic engagement activities 52% of the population is aged younger than 19 years, the average age of the population is 24 years 2. Settlements are scattered in different types and shapes. In this case the population lives in the cities, but also in villages that live two ways of living. In rural population in some areas where appropriate physical geographical conditions can organize rural tourism. Rural tourism is based turizëmcili from local organizmiibanorëve which in their households organize accommodation and meals for visitors. We can often wonder whether we commit basis for developing rural tourism organization. These accessed data in rural tourism is one of the forms of tourism which constitute a potential in the mood for the most significant development of tourism. It is about the development of tourism based on large surfaces of the types of soils, the water resources, favorable climatic conditions, which went in favor of the cultivation of agricultural crops animal keeping, where their products can to serve tourists in different countries

² Po aty

³ B. Millaku, Shqyrtime teorike operative dhe analitike te turizmit funksionet në segmentin balnear te banjave, banja e Pejës, Kllokotit dhe ujërat termominerale të Kosovës. Fq. 180. Prishtinë 2008.

Kosovo, with agricultural and livestock products, which will meet tourist consumption.⁴

Factors that influence the development of rural tourism

For development of rural tourism a series of factors:

1. Tourist attractions;
2. Financial factor;
3. Level of education of the local population
4. Habits and customs
5. Rural infrastructure.

Tourism conditions for tourism development

The word tourism in the majority of citizens of different means to visit his friend to walk and relax and enjoy the good, the beautiful natural and artificial good ones that are built by hand and sophisticated machinery managed by man. Tourism is one of the most complex modern society. In developed countries take the form of a complete industry, which interact and are linked to the economy, politics, culture and all other activities.

Development of tourism in the economy of a country can have direct and indirect impacts. In direct impacts of tourism on the economy, the most important are: the impact on the social product, the national income growth, the development of economic activities that constitute the tourist economy (hotels, transport, trade, cultural institutions etc.), Increase of employment, raising the level of living standards, increase investment in improving the balance of payments, the development of underdeveloped areas etc. The indirect effects of tourism are those economic activities, which do not participate in direct services to visitors, but provide tourist economy. These effects appear, first of all, in economic activities such as agriculture, construction, industry, handicrafts etc. The

⁴ B.Millaku Ekonomia e Turizmit

following table reflects the values of the benefits of the tourism industry.

Tourism comprises the activities of persons traveling and settle in a place outside the place of residence, for holidays, business and other purposes not longer than one year.

Within the limits of the framework of the definition of tourism, travel reasons can be identified:

- Business trips, conferences, exhibitions, public meetings etc.
- Relaxing vacation in sunny and in the sea, vacation in the mountains, cities, hiking, canoeing, rivers etc.
- Tourist events with cultural content, artistic festivals, folk festivals, classical, pop-concerts, sporting events, traditional anniversaries etc.
- Health Tourism on the coast and in places where there are sources of thermal waters.
- Visiting friends and relatives
- Pilgrimage etc.

Travel goals are necessary commercial segment. Each segment has different requirements trading and specific rules.

Currently, the most common tourist segment in Kosovo is "visiting friends and relatives" and "business trips". But this we can say that was the period before the war and now tourism is a purpose built not for tourism to visit his friend but to taste and experience of a particular good.

Why must strengthen the tourism sector?

In many countries the tourism sector is important sector for economic development. The development of the tourism industry has significant positive impact on the economy and society of a country. Tourism not only has an impact on the development of the country but also in identifying the country's culture and natural beauty, through the identification of

tourism added different cultures dealings with local, affecting the exchange of education and the establishment of local businesses foreign ones.

Competitive tourism product not only has to do with the spatial extent and the reception of visitors, but also affects revenue growth and reduce unemployment in certain tourist environment, which results in improving the quality of life. In addition to the benefits that the local population, the state is the beneficiary of the development of the tourism industry. Another beneficiary of tourism is well developed tourist business community itself. With tourism development can realize these kinds of trips:

Holidays - Pilgrimage

Journeys (more than 5 days)

Walking around town

Various cultural events sports,
health etc.-

Visits to friends and relatives

Business trips:

Individual

Conferences, fairs

Sessions, debates

The benefits of tourism sector

The benefits of tourism reflect on three key dimensions: population - the state - business community. These benefits result in improved overall quality of life.

Benefits from tourism business

State: employment of citizens, revenues from taxes and fees, foreign exchange

Population: higher standard vital

Businesses: downs, profit etc.

Beneficiaries from tourism⁵

Kosovo's tourism potentials

Table 1.2; Existing segments with potential in Kosovo

Types of tourism	Actual	Possible	Initial
Transit	X		
Nature			X
Water Resources		X	
Health	X		
Winter	X		
Culture - History			X
Rural		X	
Hunting - Fishing		X	
Alpine			X
Speleo (Cave)		X	
Adventure			X
Scientific		X	

In terms of natural heritage, Kosovo border regions constitute the main sources of natural tourist offer unique product, as is the case with the south-western region of "Albanian Alps" at the border with Albania and Montenegro, south-eastern region of mountains' Shar 'border with Albania and Macedonia and the northern region of mountains' Kopaonik' border with Serbia.⁶ Cultural heritage in Kosovo is also very diverse. Small forts as Albanian towers, mills and bridges, mosques and churches, Turkish baths, castles and archaeological

⁵ MTI-departamenti I Turizmit prishtinë

⁶ www.mti-ks.org/sq/Divizioni-i-Turizmit

settlements, which all offer a rich history of region. Speaking Given the natural and cultural riches of Kosovo, segments as listed below currently represent the main pillars of tourist offer:

1. Cultural Tourism: The Medieval objects included in the list of cultural heritage of UNESCO, with a total of 41 archaeological sites of the highest importance, with some night life coupled with diverse music scene, with exceptional hospitality of the natives. Kosovo has much to offer in relation to cultural tourism.⁷

2. Mountain and alpine tourism: With winter resorts and skier as Brezovica in the Sharr Mountains. Kosovo has the opportunity to strengthen and improve its position as a destination for winter holidays. With respect to the provision of services and tourism products throughout the four seasons, already Rugova Valley only to have developed a significant number of tourist offers with tour operators.

3. Rural tourism, eco-tourism and alternative tourism: Hotels' bed and breakfast ("Bed and Breakfast") but is part of the tourist offer in the Velika hoc (Novo Brdo) and some of the other areas of Kosovo. This type of accommodation is currently part of local and regional tourism offer.

4. Visits cross-border and regional: In recent years, a number of collaborations have been initiated with neighboring countries (Albania, Montenegro, Macedonia) and with countries like Turkey, which are to generate growth in the number of visits and visitors in Kosovo. Projects initiated by donors to create an identity ("branding") of "Western Balkans", in relation to the activities of so-called "trekking" and "haiking".

⁷ Po aty

5. Meetings and conferences: meetings and conferences can be considered as one of the most lucrative segments of the current bid. In particular, seminars, conferences and trainings are currently as a result of the presence of a large number of international organizations and various companies operating in the country.⁸

Conclusion

Tourism in all countries whether developed or undeveloped is the State priority, and is also supported by local businesses, but when you stop comparative terms, entire research, analysis, see more diversity and differences between countries regarding support of local tourism development, we say that the support function not only in theory but also in practice to be shared a special buzhet of laws designed to standardized and harmonized with EU member countries, as well as split one buzhet to develop business to create collaboration agreements between local businesses and foreign, and then create state facilities to move goods cheaper in good boundaries in country.

The positive effect of the development of the tourism industry is not limited to the tourism sector, but it also reflects the development of other sectors of the economy of a country, as shown in the following figure.

The sectors that will benefit from tourism sales worth between 50 and 25%, are the industry of transport (planes, cars, buses, ships), wholesale and retail industry, the publishing industry, information technology and communication, agriculture, fishing, etc. The sectors that benefited sales worth less than 25% are: cosmetics industry, textile industry, architecture, banking system, building etc. Consequently, the development of the tourism sector has a positive impact, not only in the sectors highlighted, but also the development of other similar industries and the service sector,

⁸ www.mti-ks.org/sq/Divizioni-i-Turizmit

the employment, the overall economic situation in the region and the state itself. Visitors who come from abroad, with the consumption of tourism products and the use of infrastructure, services, goods, and human resources affect export growth of a country. This means that the promotion and development of tourism leads to increased export values and reduce the country's imports.

Literature

1. A. Pushka: Metodat kuantitative në Gjeografi, Prishtinë 1981.
2. B. Millaku – Shqyrtime Teorike operative dhe analitike te turizmit funksionet ne segmentin balnear te banjave, banja e Pejes Kllokotit dhe ujërat termominerale te Kosovës-Prishtinë 2008.
3. F. Reçica & B. Millaku-Ekonomia e Turizmit Prishtinë 2011.
4. F. Reçica & B. Millaku- Marketingu i udhëtimeve turistike Prishtinë 2012.
5. M. Gashi “Vlerat turistike ne Kosovë” Plani regjional hapësinor i KSAK Prishtinë 1969.
- 6 .M. Gashi : “Uslovi i mogcnosti za razvoj turizma SAP Kosovu, Prishtinë 1977.
7. M. Gashi : “Turizmi si fenomen shoqëror bashkohes”, Çasopis “Përparimi”, br.5. Prishtinë 1963. god.
8. M. Gashi : “Osnovni potencial turističkih vrednosti Kosova”, ekspertiza izrađena za potrebe i rade regionalnog prostornog plana Kosova, Priština 1969.
9. Faulkner, B., & Russell, R. (2000). Turbulence, chaos and complexity in tourism systems: A research direction for the neë millennium. In B. Faulkner, G. Moscardo and E. Laës, (Eds.), Tourism in the 21st century: Lessons from experience (pp. 328–349). L

10. Studimi Makroekonomik për sektorin e Bujqësisë: Taksimi, çmimet, mekanizmat tregtare dhe nxitëse në bujqësi dhe në sektorin e ushqimit në Kosovë, GFASTOAS 2002;
11. Studimet e Entit për Zhvillim dhe Planifikim të Kosovës (1988);
12. Kosovo Economic Memorandum, ëWorld Bank, May 2004, Prishtinë;
13. Strategjia për zhvillimin e qëndrueshëm bujqësor dhe rural në Kosovë, MBPZHR, maj 2003, Prishtinë;
- Sistemi i arsimit dhe zhvillimi ekonomik i Kosovës, Riinvest, 2004;
- Statistikat e punës dhe punësimit të vitit 2002 në Kosovë, MPMS, maj 2003;
14. E-International Scientific Research JournalLondon: The socio – Economic
15. Rindërtimi i Kosovës pas luftës – Strategjia dhe politikat, Riinvest, 2001;
16. World Tourism Organisation (UNETO) Statistics Departament.
17. World Travel and Tourism Council (2004), Annual Report: Progress & Priorities 2004/05.
18. Tooman, L.A. (1997), “Tourism and Development,” Journal of Travel Research, Vol. 35, No. 4, 33-4