

Agrotourism as a competitive alternative with other tourism preferences of customers in tourism

PhD(c) LAVDIM LAJÇI

Department of Agribusiness, Economy and Agrobusiness Faculty
Agricultural University of Tirana

M.A. DOKTHENË LAJÇI

Department of Banking, Finance and Accounting
University of Pristina

Abstract

In offering tourism services we find strong divergences between tourism activities that are realized in different tourism areas. Claiming that another mentality is created for tourism activities, it is thought that unlike traditional tourism activities it would be accepted agrotourism as a tourism activity. In the Republic of Kosovo, this opportunity of development in another direction should be accepted as an excellent opportunity to develop the country in the economic and tourism aspect. Because of the fact that in Kosovo there is an attractive diversity in the organization of settlements and attractive rural spaces, although there is no sea, yet are the basic factors for the development of agro-tourism. In this aspect, Kosovo would benefit greatly if it is oriented towards the potentials of agro-tourism development, promoting rural areas and the opportunities that agrotourism develops in function of the country's progress.

This paperwork aims at comparing consumer preferences in tourism and analyzing the level of what the agrotourism consumer is interested in agrotourism services compared to other tourism alternatives in the Peja region of Kosovo. Therefore, for the purpose of the study, a study was conducted using a questionnaire for the target analysis. Descriptive statistics are used for data analysis. Models that are used for data processing are represented by the ANOVA model which is used for data processing related to testing of the raised hypothesis. This analysis has been the focal point for drafting

important conclusions and reviews regarding the development of agrotourism in the Peja Region of Kosovo.

Key words: agrotourism, agrotourism services, tourism activities, economic development, tourist preferences.

1. INTRODUCTION

In the opportunities offered today to develop the economy of the country, the tourism dimension in general and especially agrotourism has not been paid due attention. By the time we are living, with the pressure that causes the intensity of different developments in people's lives, in ecosystem, biodiversity, technology etc., agrotourism appears as a very important form in the development of certain areas that meet some of the elementary preconditions as is the case with Kosovo. In case we want to change the country's economic situation and develop it, we can not bypass agrotourism as a growing tourism and economic phenomenon with an extraordinary development potential. The influence of agrotourism in the given reasons below has made us think so: the development of rural areas in the terms of infrastructure, the abolition of the migration of the residents from rural areas towards the cities, the reduction of unemployment, the intertwining of cultures and the preservation of the environment. However, in Kosovo this has not yet begun to be fair, so agrotourism is still not seen as a development opportunity and why not as a profitable business, but since there are some small initiatives in this regard, we raised it as a problem that should be studied. Therefore, in this study, we aim to explain why the potential customer of the tourism service is desensitized, uninterested and does not consider agrotourism as a vacation alternative, recreation or entertainment in Kosovo, considering that agrotourism is an excellent opportunity to do something different. In this regard,

we have taken the potential customers thoughts, who exercise their tourism activity or think to practice it in agro-tourism farms.

2. MAIN OBJECTIVE

Through this paper we aim to identify consumer preferences in tourism using survey as a direct instrument in finding these preferences. So the main goal is to research whether tourists prefer agrotourism as vacation and creativity, or have not been sufficiently sensitized for this opportunity. We intend to consider this work as a good initiative for the audience of this field for the future. This paper addresses some of the main problems faced by tourists during their tourism activities in the Peja region as one of the most attractive tourist city in Kosovo.

3. KOSOVO'S PERSPECTIVE IN THE FIELD OF TOURISM

If it is to be done the identification of the determining factors for a country's tourism development, it is important to recognize some of the most important economic indicators. The Republic of Kosovo lies in the southeastern part of Europe, or in the central part of the Balkan Peninsula with an area of 10,905.25 km² and with about 2 million residents. In the southwest there is limited to Albania, north-west with Montenegro, while in the north-east with Serbia and south with Macedonia. Currently in Kosovo there are 38 municipalities with 1,469 settlements organized according to the laws of the country. With about two million people of quite young age, Kosovo itself contains a powerful element for the development of tourism in general and in particular agrotourism. When we mention agrotourism, we think that the agricultural capacities in the country are increasing every day, by increasing the commitment of cheap labor force to farm activities. In the

following table we are presenting general country data, just to have information on where the survey was conducted.

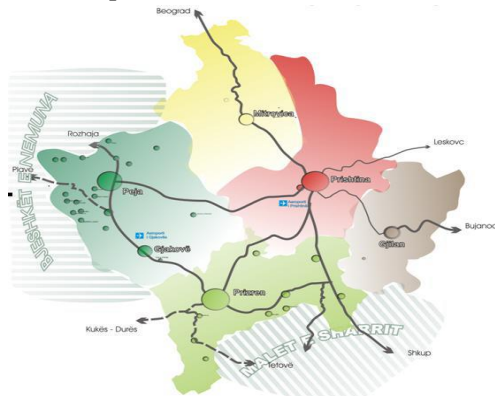
Table 1. General data for the Republic of Kosovo

Nr.	Indicators	Numerical values
1	Surface	10,905.25
2	Settlements	1,469
3	Municipalities	38
4	Population	1,798.56
5	BPV / 2016	6,070.113
6	Per capita income / 2016	3,386

Source: KAS, Statistical Yearbook of Kosovo, 2018

Kosovo has a favorable position for the development of many types of tourism, we can understand from its very fact that its geographic position creates possible connection with many other places around, which is well seen from the country tourism map presented below.

Figure 1. Tourism map of Kosovo



Source: ASK

With a large population of unemployed and not well-worked lands, Kosovo needs to look at agro-tourism as a powerful alternative to economic and social development.

Agrotourism is an activity that has to do with staying on farm and accommodation in its premises enjoying the life of the

farm by participating in various activities within the farm (fruit gathering, animal feeding, sailing, horse riding, etc.). So, based on the characteristics of agritourism, we can see that our country can learn and benefit greatly if it is oriented towards this type of tourism by utilizing and maintaining its potentials, in order to transform them into a powerful asset of development.

Tourism as an activity differs from other business activities, due to the complexity and diversity of services and is taking the primacy of many other economic activities. However, although tourism is turning into one of the main sectors of the economy and as the largest revenue generator, although in the Republic of Kosovo, tourism services are provided by private capacities without any analysis or construction of any development strategy. This is due to the lack of co-ordination between public and private sector activities and the financial inability of the last one mentioned. Though a country with many problems, Kosovo has not built any proper strategy for orienting its tourism development. As a result, we have been encouraged facing big opportunities that the country has for tourism development of rural areas to identify agrotourism as a problem that requires treatment. By not wanting to ignore the past (the ruined economy under occupation and the last war), in this study we are focused on discussing the real opportunities of tourism development and the country occupied by agrotourism in the group of traditional types of tourism such as sea tourism or mountainous. What are the requirements of tourism customers and what kind of tourism they prefer within the framework of a tourism offer that Kosovo offers as a new country with an unclear perspective on tourism development, will be addressed in the follow-up of this study. In order to help increase agro-tourism attractiveness, relevant, central and local institutions, in addition to improving infrastructure conditions, should help farmers attract more consumers through various cultural events, sales fairs of agricultural products and other

farm products. This would increase consumer interest and agrotourism as an activity would create advantages over other types of tourism. In this regard, Kosovo has a lot to do, because as far as we can see from the survey, agrotourism still stands behind traditional tourism activities. The figure below represents a space in the Peja region where currently offers agro-tourism services:

Figure 2: One agrotourism area



Source: author

4. METHODOLOGY

In order to see what the tourism preference of consumers is, we have conducted a research on hypothesis confirmation that "the potential customer of tourism service considers agrotourism as a vacation alternative, recreation or entertainment alternative, or the contrary." For this purpose, 150 people were surveyed, qualified as a potential tourism customer and data was processed by SPSS. Data are listed in several tables and are evaluated according to the procedure shown below. Responses asked by respondents relate to the frequency of visits to the farm and their preferences for tourism: they prefer more agrotourism, sea tourism, mountain tourism, cultural tourism or historical tourism. Data processing is done to ascertain the

preference of respondents, always in the opinions expressed by the respondents.

5. RESULTS

After the survey was completed data collection was made and their processing was done, where the demography of the respondents was first presented and then analysis, according to the following steps:

Table 2: Have you visited an agrotouristic farm, how often?

Tests of Between-Subjects Effects

Dependent Variable: how often do you visit farms

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	21.721 ^a	18	1.207	2.989	.000
Intercept	109.126	1	109.126	270.346	.000
gender	.106	1	.106	.262	.610
education	2.269	1	2.269	5.621	.019
status	4.369	1	4.369	10.824	.001
region	8.272	6	1.379	3.415	.004
gender * education	.240	1	.240	.595	.442
gender * status	.000	0	.	.	.
gender * region	2.252	3	.751	1.859	.141
education * status	.429	1	.429	1.063	.305
education * region	2.161	3	.720	1.785	.154
status * region	.000	0	.	.	.
gender * education * status	.000	0	.	.	.
gender * education * region	.000	0	.	.	.
gender * status * region	.000	0	.	.	.
education * status * region	.000	0	.	.	.
gender * education * status * region	.000	0	.	.	.
Error	43.998	109	.404		
Total	554.000	128			
Corrected Total	65.719	127			

a. R Squared = .331 (Adjusted R Squared = .220)

Levene's Test of Equality of Error Variance

Dependent Variable: how often do you visit farms

F	df1	df2	Sig.
2.103	18	109	.010

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.
Design: Intercept + gender + education+ status+ region

The table "Tests of Between-Subject Effects" shows the main results of the variance analysis. Factors such as gender, social status, education and consumer region are marked with F, in this case we have (F = .262, F = 10.824, F = 5.621, F = 3.415 with Sig. <0.05 except for gender where we have the statistical value too low F = .262 and Sig. .610). The average that has emerged is higher in the social status of the respondents who participated (M = 4.369) in the relation to other groups surveyed. This difference is statistically significant.

We conclude that most of the factors examined have a significant impact on the final results and agro-tourism demand.

In the 3d Table is given the appreciation of preferences based on responses given by respondents to their tourism preferences.

Table 3. How do you evaluate agrotourism in relation to other alternatives?

*Assessment * Preference Crosstabulation*

Count

	preference				
	agrotourism	sea tourism	mountain tourism	cultural tourism	historical tourism
Assessment1	23	75	55	1	0
2	40	38	58	9	1
3	50	30	36	24	10
4	25	1	0	94	28
5	12	6	1	22	111
Total	150	150	150	150	150

Source: author

Responses given by surveyed tourism customers are collected in Table 2 and are listed with a greater significance of 1 to 5, which are then processed by SPSS in the “crosstabulation” table, table number 3. If we analyze the initial results, we see that consumer preferences are still for sea tourism, mountain tourism and then comes to expression of agro-tourism, graded ratings with number 1 according to the degree of importance.

Ongoing is Table 4, which shows the percentages of responses given to all preferences of the respondents.

Table 4. Assessment of customer preferences

*Assessment * Crosstabulation Preference*

		preference					Total
		agrotourism	sea tourism	mountain tourism	cultural tourism	historical tourism	
Assessment 1	Count	23	75	55	1	0	154
	Expected Count	31.0	30.8	30.8	30.8	30.8	154.0
	% within vleresimi	14.9%	48.7%	35.7%	0.6%	0.0%	100.0%
2	Count	40	38	58	9	1	146
	Expected Count	29.4	29.2	29.2	29.2	29.2	146.0
	% within vleresimi	27.4%	26.0%	39.7%	6.2%	0.7%	100.0%
3	Count	50	30	36	24	10	150
	Expected Count	30.2	30.0	30.0	30.0	30.0	150.0
	% within vleresimi	33.3%	20.0%	24.0%	16.0%	6.7%	100.0%
4	Count	26	1	0	94	28	149
	Expected Count	30.0	29.8	29.8	29.8	29.8	149.0
	% within vleresimi	17.4%	0.7%	0.0%	63.1%	18.8%	100.0%
5	Count	12	6	1	22	111	152
	Expected Count	30.6	30.4	30.4	30.4	30.4	152.0
	% within vleresimi	7.9%	3.9%	0.7%	14.5%	73.0%	100.0%
Total	Count	151	150	150	150	150	751
	Expected Count	151.0	150.0	150.0	150.0	150.0	751.0
	% within vleresimi	20.1%	20.0%	20.0%	20.0%	20.0%	100.0%

Source: author

If we analyze the responses given by the respondents in relation to their tourism preferences, according to the degree of importance, we see that the most requested tourism alternatives, are still sea tourism with 48.7%, mountain tourism 35.7%, and agro tourism with 14.9%. these data are found at the maximum estimation according to customer preference at number 1 in the table " Assessment * Crosstabulation Preference".

Table 5 shows the safety values with the Chi-Square test.

Table 5. Security Assessment
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	721.838 ^a	16	.000
Likelihood Ratio	728.651	16	.000
Linear-by-Linear Association	249.625	1	.000
N of Valid Cases	751		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 29.16.

As seen above, the value calculated by SPSS of Pearson Chi-Square is $X^2 = 721,838$. To make the score significant, the size of Sig. should be 0.05 or less.

In this case the value of Asym. Sig. (2-sided) $p = 0,0000,05$. so we can conclude that the result is important and there is conection between the tourism preferences. We will verify this with the help of the following table - table no. 6 contains the data in which the correlation analysis was done.

Table 6. Correlation analysis

Correlations

		agrotourism	t. sea	t. mountain	t. cultural	t. historical
agrotourism	Pearson Correlation	1	.019	-.299**	-.461**	-.368**
	Sig. (2-tailed)		.706	.000	.000	.000
	N	414	414	414	411	414
t. sea	Pearson Correlation	.019	1	-.556**	-.356**	-.165**
	Sig. (2-tailed)	.706		.000	.000	.001
	N	414	414	414	411	414
t. mountain	Pearson Correlation	-.299**	-.556**	1	.116*	.036
	Sig. (2-tailed)	.000	.000		.019	.471
	N	414	414	414	411	414
t. cultural	Pearson Correlation	-.461**	-.356**	.116*	1	.010
	Sig. (2-tailed)	.000	.000	.019		.839
	N	411	411	411	411	411
t. historical	Pearson Correlation	-.368**	-.165**	.036	.010	1
	Sig. (2-tailed)	.000	.001	.471	.839	
	N	414	414	414	411	414

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

So, based on the correlation analysis that analyzes the impacts between variables, or issues raised, gives us the right to validate the hypothesis. Below we present the result in which we can rely on based on the ANOVA model with which the variance analysis is done:

Table 7. Analysis of variance

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
agrotourism	Between Groups	.187	1	.187	.140	.708
	Within Groups	194.003	146	1.329		
	Total	194.189	147			
t. historical	Between Groups	.266	1	.266	.538	.465
	Within Groups	72.295	146	.495		
	Total	72.561	147			
t. sea	Between Groups	.002	1	.002	.002	.969
	Within Groups	156.775	146	1.074		
	Total	156.777	147			
t. mountain	Between Groups	.087	1	.087	.131	.718
	Within Groups	97.393	146	.667		
	Total	97.480	147			
t. cultural	Between Groups	3.040	1	3.040	5.226	.024
	Within Groups	84.361	145	.582		
	Total	87.401	146			

Source: author

As we can see from the table above, we can say that there is a difference between the groups in their preferences towards tourism offer.

6. CONCLUSIONS

Due to the fact that until recently agriculture in the country was organized in small capacities and there was not enough space in the farms for additional activities, the state did not carry out its work in favor of farmers and farmer's awareness of tourism has been very low, so that the tourism customers have not yet established a conviction that our country can offer conditions for tourism activities within the farm. As a result, tourists still show their preferences for sea and mountain tourism, bypassing agrotourism as a very good opportunity for rest and fun. Therefore, such situation should serve as a strong impetus for the responsible institutions to act as shortly as possible in this regard and to enable the creation of more favorable conditions for the exercise of agro-tourism activities within the existing farms whether as an additional business or complementary business for the farm. In this regard, we can conclude that in the absence of awareness of the effect of agrotourism in the absence of necessary support for farmers and in the absence of basic infrastructure, farmers cannot provide good services to consumers and this situation has affected consumers to give the answers that are presented in this paperwork.

CONSULTED LITERATURE

1. Arroyo. G.C & Barbieri. C & Rich. R.S. (2013), Defining Agritourism / Article in Tourism Management.
2. Mahaliyanaarachchi R P (2015), Agritourism Farm & Farm Stay, Sabaragamuwa University of Sri Lanka.

3. SznajderM., PrzeborskaL., Scrimgeour F. (2009), Agritourism.
4. Susan D. Ryan & Sean A.Hayes (2009) – Your Agritourism Business in Pensylvania: A resource Handbook.
5. Anketa e Ekonomive Bujqësore – 2017, Agjensioni i Statistikave i Kosovës.
6. Gorica, K. Menaxhimi i turizmit të qendrueshëm, 2015.
7. Musabelliu B, Drejtim Agrobiznesi, 2009.