

Promotion Activities of the City of Prishtina. A Reality towards Tourism Development

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Abstract:

Tourism and the income deriving from this industry are one of the most important factors that directly impact the economic growth of a country. Thanks to the mainly physical attractions in possession, Kosovo offers real opportunities for the development of tourism which significantly impacts the overall growth of its economy. The income of the country would be of considerable amounts if our country heads toward becoming an attractive destination for tourists. In light of economy of trade, the trade development strategies have to undoubtedly be combined between demand and supply. Quality of service and infrastructure are elements which are intertwined which would attract many tourists.

Based on the touristic values of Kosovo, we distinguish 5 touristic Regions:

- *Touristic Region of Prishtina,*
- *Shari Mountains Region,*
- *Touristic Region of Accursed Mountains,*
- *Touristic Region of Ana Morava and*
- *Touristic Region of Mitrovica*

As for the capital city, speaking foreign languages, education in some branches of tourism and service, nightlife and the youth are some of the potential opportunities to develop tourism and Prishtina is an unexplored city because of circumstances already known.

Therefore, in this paper are treated touristic potentials, management problems and their values, advantages that Prishtina offers thanks to its touristic resources and attractive elements, types or kinds of tourism such as: business tourism, congresses and seminars, cultural tourism, holiday tourism, and also adventure and sports tourism, and in this paper are also analyzed the features of public and private marketing. In the part of public marketing the main objectives of public units are highlighted. Whereas in the part where private marketing has been treated, the focus is on four elements: Price, Promotion, Delivery and Product.

In this paper projects and investments in the improvement of tourism infrastructure will be presented and at the end conclusions of this study will be offered.

Key words: Tourism, Republic of Kosovo, Economic Development, Tourism Strategy, Tourism Movement, Local Gross Product.

INTRODUCTION

TOURISM is an industry with many features including a complex relationship between many businesses, organizations and activities. In order to make sure that all the aspects of industry are touched, this paper will analyze five main components:

TOURISTIC ATTRACTIONS, EVENTS AND ACTIVITIES include natural and manmade features which are interesting for tourists and which present the reason of their visit. Such examples can be unique stores, touristic sites, museums, specific natural beauties, festivals, sport and cultural events, conferences and participation in activities performed in nature.

MARKETING AND TOURISM PROMOTION deals with how individuals or groups organize a plan to “sell” a touristic destination to potential tourists. This includes means and methods to attract tourists such as: advertisements, travel exhibitions, magazine articles, brochures, maps, videos,

trade/promotion signalization, travelling vehicles and information centers for visitors.

TOURISTIC INFRASTRUCTURE includes basic services and necessary and possible facilitations for tourists during their visits in our area, such as roads, parking spots, signalization, drinking water, electricity and other facilitations used throughout activities. Even though tourists do not directly pay for these facilitations, a lack of those or a low quality of infrastructure may decide if tourists will or will not stay in our area, or consider coming back again.

TOURISTIC HOSPITALITY (TOURISTIC TRAINING AND INFORMATION) refers to how tourists have been served, how were they hosted and treated from the receiving staff, managers or operators and citizens throughout their visit in our area. This decides if the tourists had a pleasant and satisfactory experience and if they will come back or encourage others to visit.

SMALL TOURISTIC SERVICES includes all the services that complement the basic needs of tourists in our area: hotels/motels/resorts, camping, restaurants, stores, travel operators/guides etc. While tourism is an economic activity, the success of industry in our area can be directly measured by the annual income generated from these small services as a result of touristic activities.

The purpose of this paper is to help and lead the development of tourism and marketing in the short and long term plan. The product has been created and supported formally from groups of individuals and agencies who represent a wide specter of the industry of tourism for the city of Prishtina. The paper includes a structure for businesses and organizations to analyze the tourism market, values and problems in tourism in order to create objectives which increase the values and overcome the problems and which will be monitored and evaluated in periodical way and if needed, necessary revise can be realized.

PRESENTATION

Tourism and the income generated from this industry are one of the most important factors that directly impact the economic growth of a country.

Thanks to the attractive resources, Kosovo offers real opportunities for the development of tourism which significantly impact in its overall economic growth.

The income of the country will increase considerably in case the capital becomes an attractive destination for tourists.

Prishtina – Capital City of Kosovo – with a metropolitan role, recognized for its economic development, with a contemporary urbanization and quality and efficient service, integrated in regional and international developments, center of a cultural, sport and education abundant life, with strong intellectual and financial service and quality life for all its citizens.

Prishtina is the capital and the biggest city in Kosovo with a population of around 198.241 according to the registration of population in 2011 with a density of 347 inhabitants/km².

Prishtina has 42 villages in total. In the municipality of Prishtina, except Albanians, there are also other communities living such as: Serbs, Turks, Bosnians, Roma etc. The municipality of Prishtina has 17 public libraries. The main library has approximately 58.475 books and 16 branches.

Part of the Highway R7 Prishtine-Prizren-Durres passes through the territory Prishtina. It has exits in the south in Fushe Kosova and in the north in the village Mazgit. Also this highway is connected to the R6 Highway that goes towards the border with Macedonia, the construction of which has started in the year 2014 and it is expected to be completed in 2017, and this highway will connect Prishtina with Skopje through Ferizaj and Hani i Elezit. Other important roads for Prishtina are the M9 highway which connects Prishtina and Medvegja in

the border point of Multidova in the Gollaku Highland in northeast and in the west passes through the city of Peja, Gorge of Rugova until the border to Montenegro and through the neck of Cakori until Plava in Montenegro.

Around 13,306 businesses operate in the municipality of Prishtina, around 54% of which deal with trade and hospitality, 15% with transport, 8% with real estate and only 4% with processing activities. This shows a not very favorable distribution of businesses in the Municipality of Prishtina.

TOURISTIC POTENTIALS OF THE REGION OF PRISHTINA

Many capital cities have their objects and buildings that become their symbols. Their history, cultural and natural heritage are part of the offer. Prishtina is a relatively new city, but with its abundance, cultural and natural resources and being close to the seaside with the construction of the highway, makes it a special region for the development of tourism.

ADVANTAGES FOR A SUSTAINABLE DEVELOPMENT OF TOURISM

Prishtina is a very important region on the development of tourism, where are highlighted the potentials and touristic zones, advantages, achievements and problems for the tourism strategy.

Some of the advantages are:

- It is a great economic center;
- It is an important educational, cultural and scientific center;
- It is a strategic point for the development of tourism because of its double strategic function;
- It is a great center of national and international touristic flux;

- Affects the distribution of tourists and travels in the whole country.

NATURAL RESOURCES

Natural resources are created naturally and reflect the geographical environment, not only of Prishtina but of a part of Kosovo. With the flora and fauna, and landscapes which are specific landscape forms that create an attractive environment for many tourists.

CULTURAL AND TOURISTIC OBJECTS

Among the touristic and cultural objects in the Municipality of Prishtina we have:

The National Park of Gërmia

Geographical position: It is located in the northeast of the capital of Kosovo and includes an area of 62km². Peak of Butosi with an altitude of 1050m is the highest peak of Gërmia. Landscape is mainly composed of hills of different altitudes and slopes. It is distinguished the valley of river Vellusha which springs in the western part of Butosi hill which represents the most characteristic landscape with an altitude of 1000m and longitude of 8km. The water of these springs is connected to a network which pours it in the pool of Gërmia which makes it very attractive for many local and foreign tourists.

This park is also equipped with a lake and different restaurants and villas around it. With some minimal commitment, in the mountains around, new touristic zones could be established which would generate not only tourists from the region of Prishtina, but from all Kosovo and more. From the so far researches there are 610 kinds of vascular flora gathered in 82 families and 83 kinds of mushrooms, 5 of them endemic kinds and 12 medical kinds. Kosovo Environmental

Protection Institute performs the professional supervision. According to IUCN (International Union for the Conservation of Nature) Gërmia Park is in the international list of protected areas (IUCN, 1990 United Nation List of National Parks and Protected Areas).

The recreational zone has an area of 41.40.52 ha, which starts from the pool and further inside of Gërmia including the meadows, former children playground, sport fields and restaurants and different benches around it. Therefore, these natural attractions and the clean air of Gërmia attract the attention of many people from the capital and the region to pass a part of their day or their weekends in it.

The mountain range of Gërmia has managed to retain its natural values. However, the negative effect of the human factor has left its marks. There are some obvious damages of different ecosystems through exploitation of forests and as a result of this there is erosion and ground slippage. Therefore, a greater commitment is required starting from the citizens, managing companies, municipality organs of Prishtina to the highest state institutions. Regional Park Germia. In the classification done according to the IUCN standard which Kosovo applies, Regional Park Germia is listed in the fifth category, Protected land a water landscapes. The need for protection came from the necessity, fauna and flora resources and the landscapes created from those, combined with the mountain-hill landscape that this park has which includes the biggest part of the mountain with the same name. Germia Park is located in the east of Prishtina heading towards northeast. It is exactly in these coordinates: L=516594m, V=4724646m, H=696m and with an aerial distance of 3km from the center of the city whereas 5km road distance. The suburban east part of the city is almost attached to this park (separated by only hundreds of meters). Germia is under protection since 1987 because of its natural resources suitable for scientific, educational and recreational-touristic activities. Because of its

altitude, climate factors, geographical components and other local factors this park is covered in forest vegetation in around 80% of its territory whereas the other part in grass vegetation. Forest vegetation is mainly deciduous with the exception of some parts where the coniferous vegetation was cultivated. Some creeks that flow in the area of this park dump their water in the artificial lake of Germia which is located in the western part of Germia Park, respectively in the main entrance of this park from the city of Prishtina. Germia Park has an area that is used for recreation and its mainly spread throughout the grass vegetation and in between (grass-forest areas). Starting from the lake of Germia in the both sides of the valley there are pedestrian paths some kilometers long which go in the forested area which especially in the warm seasons are very pleasant and recommended for walks, picnics etc.

Based on the so far researches and experiences we can say that the regional Park of Germia, with its surroundings, mainly mountains, populated with rich flora and fauna has created recreational attraction which is used as a small complementing touristic motive. Being close to the capital and close the Badovc lake, there is a good opportunity for Germia that this initial attraction can be used for new touristic orientations in developing recreational attractions. These activities, except their impact in completing the overall touristic offer will especially impact the touristic offer of Prishtina in particular.

Monument “Skenderbeu”

This monument dedicated to the national hero Gjergj Kastrioti – Skenderbeu is located in the administrative center of the city and it was placed there in 2001. Many inhabitants living in Kosovo or Diaspora visit this object, but there are also many foreign visitors.

The monument of the national hero “Zahir Pajaziti”

The first statue placed in Prishtina is visited by many local and foreign visitors and also very often from Kosovo, Albania institutions, students of all schools of Kosovo etc. It is worth mentioning that many cultural and sporting events are organized in this square.

Monument NEWBORN

This monument was placed in the center of Prishtina on the day of Independence of Kosovo to mark the birth of the Republic of Kosovo, in order “to take the signatures” and later relocate it in its permanent location close to the Palace of Youth. What is special about this monument is that they change its colors every year.

Theatre of Kosovo

The Theatre of Kosovo in Prishtina also known as the “National Theatre of Kosovo” is located opposite to the square Skenderbeu.

The foundations of this theatre were in Prizren in 1946 where it was established first as a local theatre later to be a national theatre. After the World War Two the professional theatre was established in its foundations. Very soon this after was transferred in the capital of Kosovo, Prishtina. During the 10 years after the war, this theatre was home of many national and world dramas. Recently there have been efforts to raise this theatre in an international level in which plays in different languages will be performed.

National Library of Kosovo

The building itself of this library has a specific history which represents the social and political circumstances of Kosovo of the second half of the past century. It was constructed in 1982 and this object preserves different books which citizens have the opportunity to read inside the building.

Library Hivzi Sylejmani

The building of the city library was built in 1930. It became famous from Miladin Popović – former leader of the Regional Committee of the Communist Party of Kosovo – who stayed here in 1944. From 1948 this building became the Library of the City of Prishtina.

Gallery of Arts

The Art Gallery of Kosovo was established in 1979 as a cultural institution to represent the visual art and the preservation and protection of valuable pieces. On these 30 years of activity this institution has organized many collective and individual exhibitions, national and international, where thousands of artists have exposed their work. Their works were visited from hundreds and thousands of art connoisseurs, many international delegations, and from many celebrities of political and cultural backgrounds.

National Museum of Kosovo

The Museum of Kosovo was built from Austrians for the Turkish military in 1898. The museum has had a wealthy collection of prehistoric objects discovered in Kosovo. The biggest part of these artifacts shows the life of Illyrian and Romans time. In 1998b, more than 1,247 artifacts were sent to Belgrade for an exhibition. The museum is still waiting for their return. From 1999 until 2002, it was the main office of the European Reconstruction Agency.

Clock Tower

The clock tower was built in the 19th century. The original bell was brought from Moldova and holds the inscription “This bell was built in 1974 for Jon Moldova Rumen.” In 2001, the bell was stolen. In the same year, French KFOR troops replaced the old mechanism of the clock with an electric mechanism.

Big Mosque (officially known as The Mosque of Sultan Mehmet II al-Fatih-u)

This mosque was built in the years 1460-1461 from Sultan Mehmeti II al-Fatih-u (as is documented from the carvings in the wall above the main door of the mosque) only eight years after the fall of Constantinople. It is located in the heart of the old city center and it is the biggest and most famous mosque of Prishtina. Its dome once was the biggest in the region, whereas today it is the only mosque build from Sultan Mehmet II that is still standing in these regions. From the year 1953 this mosque is called “The Mosque of Sultan Mehmeti II al-Fatih-u”.

The Bazaar Mosque

This mosque today is located opposite to the Museum of Kosovo, built in the 15th century from Sultan Bajazit in memory of the Ottomans victory in the year 1389. Today there is nothing left from the old bazaar, except for the name of the mosque that is a reminder of it. Many changes and restorations have changed the original look of the mosque, but its symbol the stoned roof of the minaret has survived for more than 600 years.

Hammam (Turkish Bath) of Prishtina, in its background the Mosque of the King

It dates from the 14th century. It was once a basic part of the complex of the King’s Mosque (Fatih) and has served as a social meeting place for the men and women of the city. This Hammam has had 14 domes with small holes so that light would penetrate inside the building. After a fire in 1994, the past regime permitted the construction of three stores which unfortunately closed its old entrance.

Ethnologic Park “Emin Gjika”

This building was property of the famous family Gjinolli. From 1957 this group of buildings, including the servants house, guest house and the family house, belongs to the Museum of

Kosovo. Emin Gjinolli was known after the nickname 'Emin Kucuk' – from Turkish 'Little Emin' – which later became 'Emin Gjiku'. During the 1990s this complex was used as a nature's museum. In 2003 the renovation of the complex started with the help of donators to make it an ethnologic museum.

Mosque of Jashar Pasha in the Center of Prishtina

Its name derives from Jashar Mehmet Pasha who was a wealthy citizen of Prishtina and governor of Skopje in 1842. According to the inscriptions inside the mosque, its construction finished in the year 1834.

Llapi's Mosque

Llapi's Mosque in Prishtina was built in 1470 during the conquest of the Ottoman Empire and it is one of the most ancient constructions in Prishtina. It is located close to the center of Prishtina (Tophane neighborhood). Its real name is "Mosque Ramadanije" but because of many residents of Llapi prayed there it took the name "Llapi's Mosque".

The Fountain between the Mosque of Bazaar and the Mosque of Jashar Pasha

This is the only public fountain of its kind in Prishtina, which has survived until today. In the past there were tens of such fountains that offered refreshment and abdes (cleaning ritual before prayer).

THE COMPILATION OF THE PROFILE FOR THE TOURISM MARKET

The city of Prishtina first has to set the existing and priority potential segments of the market (based on the main purpose of travelling) before developing and promotion of necessary touristic attractions, services and required infrastructure to develop a successful touristic industry. Therefore, the first step

in the process of the development is the quick discovery of the characteristics of these segments of market. This was achieved through a survey with the community by answering a series of questions about all the segments of the market that are currently being visited or that can attract tourists to visit this city and later on a list was compiled based on the importance according to the current and potential situation. Based on the analysis of responses of the respective questions for each segment, the Committee listed **Five Main Segments of the Market** as the most important for the development of tourism in the city of Prishtina according to their level of importance:

- Daily tourists, passionate for nature, culture and sports
- Tourist coming for shopping and services
- Tourists coming for business reasons, conferences, meetings
- Tourists visiting their friends and relatives
- Transit tourists

These market segments are more realistic and the aim is to work on these segments despite the fact that Prishtina has a bigger potential to attract tourists that may pass more time (more than one day) and can be offered a diversity of recreational activities. But in order to aim for tourists that spend more time a better organization of the products and touristic offer is needed and also a better promotion of the resources of Prishtina.

The number of visitors (local and foreigners) and the nights they spent in Kosovo during the years 2008 – 2015:

Years	Number of Visitors		Nights	
	Local	Foreigner	Local	Foreigner
2013	45,380	50,074	54,867	83,883
2014	46,477	61,313	55,274	102,066
2015	60,200	79,238	81,372	120,669

The number of visitors and nights spent (local and foreigners) in the region of Prishtina during the period 2008 – 2015:

Prishtina	2013	2014	2015
Visitors	68,687	77,167	89,050
Nights spent	102,323	114,489	130,269

We can clearly see from the tables the number of the visitors and nights spent in Kosovo and in Prishtina.

Prishtina as a capital has the highest number of visitors and nights spent, and makes the absolute total number compared to other cities, as is the case for all the capitals of regional countries.

CONCLUSION AND RECOMMENDATIONS

In order to start realizing the objectives of this topic, the studying of various materials of this space and terrain surveys have begun.

Despite being a small touristic-economic area, I have tried to find the right space aggregate and the level of touristic costumers considering the psychological, cultural and economic state for touristic usage as a potential touristic clientele.

In all the developed and not so developed countries, tourism is a state priority and it is also supported from local businesses, but when seen from the comparative, research and analytical aspect, we notice that there is a diversity and differences between countries when it comes to the support of the local tourism. We say this because in order to have support not only in theory but also in practice there needs to be a special budget allocated to compile standardized and harmonized laws with the countries of EU, and also to have a budget allocated to develop business, to create cooperation agreements between local and foreign businesses, and later to create state facilitations for the free movement of goods in the borders.

As a result, the development of the tourism sector has a positive impact, not only in the aforementioned sectors, but also in the development of other similar industries and the sector of services, employment, in the overall economy in the region and the county itself.

Tourism in the city of Prishtina represents great values being attributed with a number of activities which are directly and indirectly linked, it represents a complex of activities that have a great importance in the economy of the vicinity.

Assessing suitable spaces for the development of tourism in the capital when the touristic value in using the well preserved natural environment represents a significant natural resource which can be considered as a very rare economic value, especially in the current state of a massive degradation of nature throughout the globe.

The objects mentioned represent attractive and aesthetical attributes which spark the curiosity for natural landscapes and at the same time are touristic motives.

From the researches of the natural and social touristic values in Prishtina, we can conclude that this area is one of the rare spaces in Kosovo that possesses important touristic values. The main factors that impacted in the creation of these touristic values are: geographical features, geological-morphological heritage, climate, hydrologic and biologic features etc. *As a result, the development of the tourism sector has a positive impact, not only in the aforementioned sectors, but also in the development of other similar industries and the sector of services, employment and the overall economic state of the city of Prishtina and Kosovo.*

Foreign visitors, by consuming touristic products and using infrastructure, services, goods and human resources impact in the increase of production and increase of the living standard. This means that the promotion and the development of tourism leads towards increase of export and decrease of import for the country.

Monitoring, analyzing and assessing are of a great importance in the development of Prishtina and in achieving its objectives, encouraging quality projects on the development of infrastructure and other developments.

The assessment of the impact in the development of tourism has to be looked if:

- 1) sources/funds cannot be provided for a special objective and it is necessary to postpone it until the means are provided.
- 2) After a great commitment, an objective is not realized and is not suitable then it can be withdrawn.

There will also be suitable objectives which will further strengthen the tourism industry. They will be reviewed from interested parties in order to put extra information to help the implementation. During this study these touristic potentials were treated:

1. Management problems,
2. Advantages that Prishtina offers thanks to its touristic resources and
3. Its attractive elements.

Some of the types of tourism for possible development were also highlighted such as: the tourism of businesses, conferences and seminars, cultural tourism, holiday tourism and the tourism and sport and adventure etc. The features of public and private marketing will be analyzed.

In the public marketing part we will highlight main objectives of public units.

Whereas in the private marketing part the focus will be in these four elements:

Price, Promotion, Distribution and Touristic Product, We are dealing with the presentation of projects and investments, improvement of infrastructure of tourism.

Prishtina and its advantages for the development of tourism:

1. Geographical position;
2. Great economic, educational, cultural and scientific center;
3. Strategic point for the development of tourism with a double strategic function in the touristic flux;
4. Center of national and international touristic flux;
5. Distribution of tourists and travels throughout the country;
6. Increase of touristic standard;
7. Increase of employment;
8. Development of businesses in the relevant sectors;
9. Improvement of infrastructure;
10. Opportunity to develop rural zones;
11. Natural, cultural and historical resources;
12. Natural touristic potentials
13. Cultural heritage;
14. Prishtina as a relatively new city;
15. Being close to seaside after the construction of the new highway, so all these are part of the offer.

RECOMMENDATIONS

1. Improvement of the image as a touristic zone;
2. Promotional improvement;
3. Presentation, distribution and the quality of the touristic product;
4. Improvement and preservation of the environment;
5. Making more suitable destinations;
6. Investments from the income of tourism;
7. Increase of pride at the local residents;
8. Continuance with projects in this field.

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