
The role of cultural heritage in the development of local tourism in Prizren

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Abstract

Tourism is one of the largest and fastest growing sectors in the global economy and has significant economic, developmental and social effects, whether positive or negative. If done responsibly, tourism can be a driving force for sustainable development, otherwise it can be socially, culturally and economically erosive.

Tourism is defined as a broad service sector with a wide range of simple and complex goods and services supporting it. The tourism industry includes a range of components such as tour operators, travel agencies, accommodation providers, banks, insurance companies, transport companies, commercial enterprises, cultural institutions and all other institutions.

Encouraging a conscious way to experience the natural and cultural heritage for tourism purposes means creating new jobs, reducing poverty, preventing the migration of the rural population, and expressing a sense of pride among the local population and themselves tourists.

The territory of the Municipality of Prizren is rich in objects from the cultural and historical past of ancient times, and the greatest wealth are the values inherited over the centuries that are manifested with perfect architecture and urban structure on the one hand and popular tradition from the other side.

The development of tourism in the Municipality of Prizren is a process that is ongoing, especially in mountainous countries that have begun to invest in hotel facilities, but at the same time requires more attention from municipal authorities and investment as far as possible in the field of protection and promotion of tourist values.

The topic of discussion of this seminar paper is the research of local tourism projects that have occurred in the municipality of Prizren with special emphasis on projects related to cultural heritage. The paper is divided into several chapters and sub-chapters which have a logical order and serve the main purpose of the paper. Descriptive and analytical methods will be used mainly.

Keywords: local tourism, tourism, economic development

1. INTRODUCTION

The development of local tourism in Prizren has sufficient potential to develop thanks to the natural attractions and the cultural and historical heritage it contains. Its geographical position dominates above the city, a very attractive natural landscape and other elements that add indisputable values to this locality, this includes historical, scientific and tourist values. The city of Prizren is known for its cultural values and is visited by foreign and local tourists. Numerous attractions that include natural, historical and cultural features make all of these take on tourist motives. This heritage transmits from generation to generation the values of all these objects that it has. The role of tourism in this country also acts as a key factor in economic development as well as in the knowledge of the ancient history of heritage, cultural and material monuments. The role of marketing is irreplaceable, it is necessary to invest in this direction as well in order for the information to be as effective and continuous as possible in relation to tourism. Good management means that tourism has quality growth and improvements in such a way as to achieve opportunities for further development to be visited at all times. This study will be based on various researches through which the factors will be analyzed, the different elements that affect the motivation of tourists.

2. LITERATURE REVIEW

The role and place of tourism in the Prizren region

Prizren is a city known since ancient times as a unique place in the Balkans because of its cultural and historical values and the various religions that exist in it. Due to its favorable geographical position and the harmonious connection of different cultures, as well as the large number of magnificent monuments, the city of Prizren is rightly called 'museum city' or 'open museum' or 'Dubrovnik the second in the Balkans' and one of the most beautiful cities in Kosovo.

Prizren is one of the most important cities in Kosovo with a rich history. Travel writers, historians, geographers and other scholars known for their works of historical, cultural and political character have written about it throughout history. Prizren has been inhabited since ancient times, as evidenced by the large number of archaeological sites from the Eneolithic, Neolithic, Bronze, Iron Age and antiquity discovered in many places around it.

The city of Prizren lies at the foot of the Sharr Mountains, on the banks of the river Lumbardhi and at the crossroads between the most important trade routes between East and West, and is known as a center of the Prizren Region with material and spiritual heritage and natural beauties is one of the most visited regions in Kosovo.

3. METHODOLOGY

In this study the comparative method is used.

In the region, during the census in the period 2002-2003, more than 500 cultural heritage objects were registered and 383 architectural objects and 13 movable objects were entered into the database. Among these buildings, 168 are buildings of a sacred character, 193 of a secular character and 22 of a utilitarian character. Furthermore, 113 archaeological sites have been registered in the region, divided into Prizren - 22, Suva Reka - 23, Malishevo - 31, Orahovac - 31 and Dragash - 6. Other cities in the region are also known for their natural beauty and cultural heritage sites. The territory of the municipality of Rahovec is full of relics from the former ancient settlements dating from the early Roman-Illyrian era. Suva Reka is known for its archeological sites from all historical periods, while Malisheva is famous for the waterfalls of the Mirushi River, the pool in

the village of Banja, the Cold Cave in the village of Ponorac, etc. Dragashis known for the beauty of Sharr Mountain, its rich spiritual heritage and cultural multiethnicity.

3.1. Legal regulations in the field of tourism in Prizren

All countries, regardless of the level of economic development, strive to develop tourism because of the many positive effects it brings. In general, it contributes to economic growth and development, promoting international understanding and peace, improving the living standards of the population, stimulating local trade and industry, and protecting cultural heritage and the like.

One of the most important factors that determines and channels the development of tourism in a country is the tourism policy., Is a conscious activity of the central government in the field of tourism by taking various measures and activities to achieve the planned goals and objectives. Tourism policy that is in line with the country's broader economic development policy can often be lacking due to the vaguely defined priorities, goals and strategies in the field of tourism.

Laws for the regulation of tourism activity, together with other laws that have contact points with tourism and hospitality and indirectly affect their development, represent a legal basis for the development, management and operation of tourism. The procedure of reviewing and evaluating the relevant laws and regulations is considered as part of the comprehensive tourism development planning process, or, if they do not exist, then their preparation is imminent.¹

In order to achieve the goals set in the field of tourism, it is inevitable that all tourism offer holders plan and implement their activities in order to attract as many tourists with the existing offer, but at the same time, to take care of the conservation of all resources through the realization of the concept of sustainable tourism development. In this context, the country is presented as one of the main carriers of the tourist offer, and thus a manager of overall growth and development of tourism. Its role in tourism planning is variable, mainly depends on the level of tourism development, and can be active or passive. As a result, the country can intervene to a greater or lesser

¹Kuqi B., Kosovo Tourism Development Perspective within the European Tourism Market, Doctoral Dissertation, Faculty of Tourism and Hospitality - Ohrid, 2017, p.203-205

extent in the field of tourism by taking various measures and activities. In doing so, it should take care to formulate such a tourism development policy that will be in line with the country's global development policy.

The active role of the country presupposes a deliberate, conscious activity of the country in the field of tourism where it adopts the general policy for tourism development and a tourism plan which describes the goals, specific policies and structure of tourism development. At the same time, it provides a budget for the promotion and marketing of tourism, creates favorable conditions for investment in the tourism sector, adopts and implements laws regulating the development of tourism, improves and encourages all types of traffic and takes other measures similar. In some cases, the country may have a more specific development role by providing some or all of the infrastructure needed for tourism development, as well as by investing in tourism facilities, especially when the private sector is not interested or needs big investment.

On the other hand, the state can play a passive role in tourism planning, in cases when it undertakes activities and measures that may have an impact on tourism, but do not have a specific and direct purpose. Exactly the whole problem in the field of legislation in the field of tourism in Kosovo lies in the lack of legal acts that would more closely regulate the activity of tourism and hospitality. Unfortunately, today in Kosovo, there is only one law - the Law on Tourism in Kosovo, which does not meet the contemporary needs of this activity.

On the other hand, when it comes to specific regulations or bylaws, it should be mentioned that there is only one Administrative Instruction that refers to the regulation of the process of classification and categorization of hotel facilities at the national level.

3.2. The role of tourism on the economic development of Prizren

Kosovo does not have direct access to the sea, but has a mountainous-hilly character, but still has a favorable climate, numerous natural resources and rich cultural and historical heritage, which are considered as a basis for tourism development.

According to the data of the tax administration of Kosovo, most of the tourism business entities operate in the region of Prishtina (36.6%), followed by the region of Prizren (17.2%), Peja (10.1%), Gjilan (9.3%) and others.

Facilities that make up the tourism industry are hotels and motels with restaurants, hotels and motels without restaurants, youth hostels and mountain vacations, caravan campsites, short stays, restaurants, bars, canteens, kitchens and travel agencies.

If we analyze the ownership structure in tourism enterprises, it can be seen that 68.20% are sole proprietorships, 15.20% are public enterprises, 7.60% are limited liability companies, 6% are joint stock companies and 3% are limited partnerships. If tourism enterprises are analyzed in terms of the nationality of their owners then about 97% of the owners of tourism enterprises by nationality are Albanians, and 3% of other owners belong to other ethnic communities. By age, almost 44% of homeowners are aged 22 to 41, and 56% are aged 42 to 65. Analyzed by gender, 93% of tourism business owners are male and only 9% are female.²

Based on the research we are referring to in this paper regarding the total value of production, most owners of tourism entities believe that this amount does not exceed 100,000 euros per year (85% in 2011 and 83.4% in 2012) . Only 3% of owners have stated that the production value of their subjects is over 5 million euros per year.³

Almost 63% of hotel and resort owners own the facilities where they work, and the remaining percentage work in rental facilities. The average market value of the premises where the tourist and catering activity is performed is 1 million euros. More than half (54%) own land, which is 360,000 euros on average, and 90% of all entities own technology and machinery worth 315,000 euros.⁴

One third of respondents answered that they have invested in new products and services in 2012, and the average value of investments is over 76,000 euros. Moreover, one-fifth of entities have made innovative changes through the use of new technical and technological equipment and software, while 15% of entities have

²Ministry of Trade and Industry of the Government of the Republic of Kosovo, Ministry of Foreign Affairs of Finland and UNDP, Project entitled 'Trade Aid', Tourism Sector Profile, 2014, p. 7 - 8

³Ibid, page 12

⁴Ministry of Trade and Industry of the Government of the Republic of Kosovo, Ministry of Foreign Affairs of Finland and UNDP, Project entitled 'Trade Aid', Tourism Sector Profile, 2014, p. 14

introduced marketing, product and service development, and product promotion as a new practice.⁵

3.3.SWOT analysis of tourism in the city of Prizren

Of most of the methods used in the process of planning and preparing development strategies, SWOT analysis is most often used, which assesses the strengths and weaknesses, as well as opportunities and challenges, ie risks that arise in a particular project or organization. As a strong point of the municipality of Prizren and the development of tourism, we single out the favorable geographical position, natural resources, cheap labor, the interest of foreign tourists, opportunities for various recreational activities and ecotourism, as well as the region's tradition of species development. Other tourism, among others, are considered as a very strong side for the development of Tourism in Prizren. So, the strong points refer to the natural and human resources in this region and will remain as a force only if they are used properly in the direction of tourism development.

However, there are also weaknesses in tourism development in the region. Since all the weaknesses are interrelated, it is very difficult to separate them from each other and list them, it is not possible to say categorically what is the weakest point for the development of tourism in Prizren. Unfair competition and institutional negligence is one of the main problems facing the development of tourism not only in Prizren but throughout Kosovo. From all the parameters it can be concluded that institutional negligence or insufficient care is involved in all aspects of tourism and the economy in general. Unfair competition can also stem from the fact that there is insufficient and strict control over all laws and bylaws over how tourism companies operate and operate in Kosovo, or it is a way to get rich overnight at the expense of other enterprises.

Development of technological infrastructure, development of cooperation in the field of tourism, changes in legislation according to EU standards, capacity building in the field of tourism, as well as the provision of services for payment by installments and similar methods,

⁵Ministry of Trade and Industry of the Government of the Republic of Kosovo, Ministry of Foreign Affairs of Finland and UNDP, Project entitled 'Trade Aid', Tourism Sector Profile, 2014, p. 16

are considered real development opportunities .of tourism in Prizren and throughout Kosovo.

Financial constraints due to high bank interest rates, market entry, lack of coordination between central and local governments and market access opportunities by non-professionals and organizations are the main risks faced by the development of tourism in Prizren and in the territory of Kosovo in general.

All banks in Kosovo operate at high interest rates, and fixing this problem is a real challenge for the whole country. This in turn can contribute to easing the investment climate for the construction of new facilities, financing important and similar projects.

The entry of substitutes in the market is a great risk because it will force tourism companies to increase imports and be dependent on such operations, and in turn means outflow of funds, decrease in the number of employees in the sector, increase of operating costs, higher interest rates, etc. Based on all that has been mentioned so far, it can be concluded that the Municipality of Prizren can be considered a developing tourist destination, but the image of an attractive, interesting and valuable destination for tourists should be further strengthened through the preservation of cultural heritage and natural resources, coordination between the public and private sector, strong promotion of tourism for the whole tourist destination, as well as promotion of real tourism products and services.

4. CULTURAL-HISTORICAL HERITAGE AS A POTENTIAL FOR TOURISM DEVELOPMENT IN PRIZREN AND THEIR MANAGEMENT

The greatest treasure of Prizren is the cultural heritage of past centuries. It is a combination of very beautiful and typical architecture and urban structure on the one hand and popular tradition on the other. Prizren's cultural heritage is a rare color of attractions in Kosovo. Prizren is the place where different civilizations meet, whose contribution today is a factor that Prizren has the value of a world city with a great cultural heritage.

In the middle of the city passes the river Lumbardhi where many events and festivals are held that make Prizren the capital of modern art in Kosovo. In Prizren and the surrounding areas there are a number of cultural monuments from different eras, which have great

historical and cultural value not only for Prizren and Kosovo, but for the entire region.

They are considered as the most important cultural monuments in the Municipality of Prizren:

- Connection of Prizren
- Prizren Castle,
- Girls' Castle,
- Hamam of Gazi Mehmed Pasha,
- Beledia,
- Stone Bridge,
- Naleti Bridge,
- Arasti Bridge,
- Suzy Celebi Bridge (Tabakana).

4.1. Cultural-historical monuments as tourist potential and their management

4.1.1. Prizren Castle

Prizren Castle is located above the city, on a river terrace dominated by the Lumbardhi River and has an area of 15,776 square meters. The exact time of construction is not known, but it is assumed that the fortress was built in the VI century and at different times was used as a settlement of the local population, but also for military purposes.

The base of the castle contains a network of tunnels. Such a tunnel was used in 1938 as a canal and water supply reservoir as part of the Prizren hydroelectric system at the time. Since 2010, as part of the International Documentary Film Festival 'Dokufest', an open-air cinema has been improvised at the entrance of the Kale where the films of the participants are broadcast, turning it into an object of cultural importance.

4.1.2. Hamam of Gazi Mehmed Pasha

Gazi Mehmet Pasha Hammam is located in the center of the city and belongs to a complex called Arasti. This building was built in 1573/1574, at the time when Mehmet Pasha was building his mosque nearby.

This hamam is considered to be one of the largest hamams in the Balkans. The hammam consists of two parts - one for men and one for women, and in addition to the Daut Pasha Bath in Skopje and Gazi Husret Bey in Sarajevo, this bath also belongs to the most

successful architecture of the Ottoman Empire in the Balkans. This facility operated until 1926.

4.1.3 Beledia

Beledia is the first building of the Municipal Council of Prizren which was built at the end of the XIX century, and the nearby bridge is called Beledia Bridge. This building is the best evidence of the political culture and administration of Prizren, and today serves as a center for human resources and training on cultural heritage.

4.1.4. Stone Bridge

This bridge was built by Ali Bey in the 16th century. There is an oriental style of construction - from stone blocks connected with limestone, in the form of a curve. Today he is a living witness of all the floods and challenges over time. It was damaged during the Great Flood in 1979, so it was rebuilt in 1982 to preserve its original appearance.

4.1.5. Castles of girls

Girls' Castle is the first of three fortresses in the eastern part of the city. It is located at the mouth of the river Lumbardh and the remains of the walls called 'Grad' can be seen from the main road and the Castle of Prizren.

Over the centuries, this fortress has constantly changed its names. It is believed that it was built at the same time as the Monastery of the Archangels, and later this fortress was conquered by the Ottoman army.

4.1.6. Namazja Mosque –Kêrêkut

It is located on the northwest side of the city, near the Prizren-Gjakova highway. The word 'namazja' comes from the Persian word meaning 'place of prayer - worship'. After the fall of Prizren under Ottoman rule in 1455, Isa Bey, as commander of Fatih Sultan Mehmed, built the mosque in a very short time so that daily prayers could be performed. This mosque was located on the outskirts of the city at that time. Namazja Mosque is the first building of Islamic culture in the city of Prizren. The chief builder and construction supervisor was Chaush Ahmed. After the establishment of a full Ottoman administration in Prizren, this mosque was left unattended due to the fact that other mosques were already being built at that time. Because this mosque

was located on the outskirts of the city, it was used for prayer by farmers working the land. Archaeological excavations at the Namazja Mosque were carried out in 1969 and 1989, but unfortunately no protective measures were taken at that time. In 2000, IMM from Prizren, due to the value of this building, prepared a preliminary design for the restoration of the mosque. With the support and mediation of Turkish KFOR forces, the Turkish government financially supported the project.

4.1.7. Connection of Prizren

The League of Prizren is located in the urban part of the city, surrounded by the river Lumbardh, the Marashi complex and the houses in the castle.

Photo 1. Prizren League, house - museum



In addition to cultural and material values, this complex is a historic event because the Constituent Assembly of the League of Prizren was held in the Madrasa and Mosque of Mehmet Pasha on June 10, 1878. Today that building has been turned into a museum and is protected by law, so it is an attractive place to be visited by tourists.

4.2. National costumes as a special tourist and cultural value

If you are in Prizren during weddings that usually take place during the summer, you will be able to notice the popular costumes of the residents. The women are dressed in white suits, with a white silk shirt, have a silver belt in the middle and in the vest or glass they put gold free as jewelry. If you are in Prizren during weddings that usually take place during the summer, you will be able to notice the popular

costumes of the residents. The women are dressed in white dimmers, with a white silk shirt, in the middle they have a silver belt while in the vest or they put gold lira as like jewelry.

Photo no. 2. The bride from Zhupa – Prizren



This is just a general representation of the women's costume in this city. Because there are different cultures throughout the region, there are also different national costumes. The main elements that are characteristic for the folk costumes in the region of Prizren are shirts, dimijas, mintani,, socks, opings, scarves, jewelry, jackets, etc.

5. ANALYTICAL PART - PROBLEMS FACED BY THE MANAGEMENT OF LOCAL TOURISM PROJECTS IN PRIZREN THROUGH THE PRISM OF CULTURAL HERITAGE

Proper management in tourism and hospitality means a more efficient and effective work, which in turn is a step forward in the economic development of the country, the creation of new jobs and increasing the level of well-being of the population. Such management means positive propaganda for the country and the attraction of tourists that bring with it new income and increased cooperation on a social and cultural level.

Kosovo has not yet built an image of tourism, efficient sales are lacking or are very little present as a marketing tool, there is no immediate knowledge nor modern communication and information systems. To this condition can be added even more problems from many spheres of daily life.

5.1. Problems with the management of cultural heritage tourism projects

The cultural heritage of a country consists of tangible and intangible goods which, as an expression or evidence of human creation in the past and present or as joint works of man and nature, due to archeology, ethnology, historical, artistic, architectural, urban, environmental, technical, value or property, sociological and other scientific or cultural contents or functions have cultural and historical significance.

Kosovo is facing additional problems in tourism, respectively, these are problems arising from the links between tourism and cultural monuments. This is because, in addition to the positives, cultural tourism can not be considered without the negative effects it can have on cultural monuments.

They are caused by:

- Uncontrolled and excessive use of cultural monuments for tourist purposes,
- Non-domestic behavior of tourists towards cultural values,
- No dialogue between caretakers and tourism specialists,
- Lack of standards for protection and presentation of cultural heritage,
- Lack of development plans and programs,
- Lack of plans for the management of the cultural heritage of the city as an urban tourist destination,
- Increased commercialization of cities has a negative impact on the cultural and spiritual experience for tourists,
- Tourism products and services are not sufficiently based on key elements of cultural heritage and if such products exist, then they are not based on quality standards ,
- The cultural heritage that exists in rural destinations and is of great importance for tourism, does not have a special status of a protected place and can cause the destruction of that heritage,
- cultural and historical heritage values are not adequately protected from abuse, theft, destruction, alienation or usurpation,
- not including cultural heritage (archaeological, architectural, material and spiritual) in all spatial and development plans,
- not preparing conservation plans and managing areas of cultural and historical importance for all municipalities,

- Inadequate or insufficient organization of activities in the form of exhibitions, exhibitions, fairs, concerts, festivals, cultural events where all cultural and historical heritage will be exhibited (laws, customs, rituals, dance, music, songs, crafts, etc,
- Not supporting projects that will encourage the development of crafts and the cultivation of traditional and local gastronomy.

Namely, the most basic purpose is the protection and preservation of cultural heritage (history, tradition, food, songs and dances, clothes, rituals and customs) as an identity to be passed on to future generations, and if there is a possibility.

Certain objects need to be rebuilt and turned into museums to display national clothing, ceramics, utensils, weapons, decorative items, work tools, musical instruments and other wooden household items used for food and drink, which are typical of those places and landscapes.

6. CONCLUSIONS AND RECOMMENDATIONS

Prizren is one of the most important cities in Kosovo with a rich history. Prizren has relatively good conditions and opportunities for the development of many types of tourism because this region has many natural resources such as special geomorphological forms, hydrography, climate, rich flora and fauna, endemic species of plants and animals and other attractive elements that make it one of the most attractive destinations in the region. However, the lack of infrastructure and capital investments make it impossible to use those natural and cultural-historical resources for the development of tourism in this country. No matter how much a destination has natural and cultural tourist resources, if there is no infrastructure to enjoy those natural and cultural beauties, then such resources remain untapped.

The tourist offer in Prizren is directed not only in the domestic market, but also in the foreign tourist one, so the competition of this tourist destination in the international markets should increase by taking a series of measures and activities from all entities involved in the field of tourism from the whole country. The city of Prizren is frequented by a large number of tourists, both foreign and local.

appropriate recommendation regarding the drafting of a local cultural heritage plan would help the strategic planning of cultural heritage, while the municipality of Prizren would have a significant potential for local economic development, as well as a tourism policy in regarding sustainable development so that tourism is developed in all seasons. The Municipality of Prizren must create and provide suitable conditions in order to meet or satisfy the demands and needs of tourists, so as to impress foreign tourists to visit again.

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