
Sustainable tourism development and human resource education in Kosovo

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Abstract

The tourism sector is one of the main factors for the economic development of a country.

The purpose of this study is to study the various current issues related to sustainable tourism, human resource management, the level of human resource education, training and management as a critical element for the development of tourism in Kosovo.

The purpose of sustainable tourism is to develop a sustainable consumption of tourism in the long run and to continue from generation to generation, whereas the purpose of human resources is characterized by the attributes of the human factor in order to achieve certain objectives and increase productivity and effectiveness in an industry or wherever necessary.

Therefore, a good human resource management is very important and a key factor of success to develop and create a sustainable development in any field.

Human resources are an important element that directly affects the success or failure of an organization or enterprise. Organizational development and human resources are interrelated, so achieving goals within the organization can only be achieved through quality resource management through human resources using a stable organizational structure. All enterprises should also invest in human resource education through training, motivation, evaluation in order to gain a reflection of success in the work development process.

Keywords: sustainable tourism, human resources, human resource management

1. INTRODUCTION

1.1 Sustainable Development

Tourism that fully takes into account its current and future economic, social and environmental impacts, addressing the needs of visitors, industry, environment and host communities.

Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and various segments of warm tourism. The principles of sustainability refer to the environmental, economic and socio-cultural aspects of tourism development and an appropriate balance must be struck between these three dimensions to guarantee its long-term sustainability.¹

Sustainable tourism, which establishes an appropriate balance between the environmental, economic and socio-cultural aspects of tourism development, plays an important role in conserving biodiversity. It strives to minimize its impact on the local environment and culture so that it is available to future generations, while contributing to revenue generation, employment and the preservation of local ecosystems.

In doing so, sustainable tourism maximizes the positive contribution of tourism in preserving biodiversity and thus in reducing poverty and achieving common goals towards sustainable development.

Sustainable tourism provides essential economic incentives for habitat protection. Revenues from visitor spending are often channeled into nature conservation or capacity building programs for local communities to manage protected areas.²

Human resources consist of the human factor that includes education, training and intellectual knowledge at work where it is often defined as human capital. Human resources must be organized effectively at the right time and place to be needed in order to achieve certain objectives.

Thus, sustainable tourism should

1. To optimally use the environmental resources that constitute a key element in the development of tourism, preserving the

¹<https://www.unwto.org/sustainable-development>

²World Tourism Organization

- essential ecological processes and helping to preserve the natural heritage and biodiversity.
2. Respect the socio-cultural authenticity of the host communities, preserve their cultural and vibrant cultural heritage and traditional values, and contribute to intercultural understanding and tolerance.
 3. Ensure sustainable, long-term economic operations, providing socio-economic benefits to all actors that are fairly distributed, including sustainable employment and income-generating opportunities and social services for host communities, and contributing in poverty alleviation.

Human Resources in an enterprise or institution have the main role as it includes Education, training and experience for further development, using all this including the knowledge that human resources ensure that the enterprise or organization provides adequate intellectual capital for development in the future.

2. METHODOLOGY

Data and information are based on secondary data collected from books, online articles, literature, magazines, etc.

Human resources for tourism

Current situation on human resource capacity in the tourism sector

Human resources for tourism constitute one of the most important issues that a tourist destination should consider for the development of tourism. Assessing the data offered in 2012, there are 3,715 active enterprises such as hotels, restaurants, etc.³

Human resource development policies

The analysis of human resources (staff in tourism) showed a small share of employment in this sector compared to the total number of employees - only 5.1% (2012). The analysis also showed the unfavorable educational structure of full-time employees. Tourism as a strategic

³Kosovo Agency of Statistics, Results of the Structural Business Survey 2008-2012, p11

orientation of the development of the Republic of Kosovo requires an appropriate policy in the field of education and culture.

3. SUSTAINABLE TOURISM AND HUMAN RESOURCES

Tourism has proven to be an important source of income generation and job creation in many economies. Because tourism encompasses a number of industries and services and encompasses social, cultural and environmental dimensions beyond physical development and marketing, tourism has a strong potential to influence sustainable and inclusive growth, it is envisaged to manage all resources in such a way that economic, social and aesthetic needs are met while preserving cultural and environmental integrity, without damaging biological diversity and life support systems.

Achieving sustainable tourism is an ongoing process and requires ongoing impact monitoring, introducing the necessary preventive and / or corrective measures when necessary. Sustainable tourism should also maintain a high level of tourist satisfaction and provide a meaningful experience for tourists, raising their awareness of sustainability issues and promoting sustainable tourism practices among them.⁴

Human Resources refers to the people you work with in an organization.

William R. Tracey, in *The Glossary of Human Resources*, defines Human Resources as "the people who work and run an organization," in contrast to the financial and material resources of an organization. A human resource is a single person or employee within your organization.⁵

Human resources describe the people who make up the workforce of an organization, industry, business sector or economy. "Human capital" is sometimes used synonymously with "human resources", although human capital typically refers to a narrower effect (i.e. knowledge that individuals embody and economic growth). Likewise, other terms sometimes used include labor, personnel, co-workers, or simply people.

⁴<https://www.unwto.org/sustainable-development>

⁵The Human Resource Glossary by William R. Tracey

The term Human Resources is also used twice to describe the people who work for a company or organization and the department responsible for managing employee-related resources.

The term human resources was first coined in the 1960s when the value of labor relations began to attract attention and when notions such as motivation, organizational behavior, and selection evaluations began to take shape. It may seem a little strange to refer to people as "human resources". Human resources are all people who with one skill or another work for or contribute to an organization.

Human resources are also responsible for developing the organization of activities which generate the culture of the organization. They are charged with supervisory responsibilities to ensure that the organization appropriately builds teams and inspires employee empowerment.⁶

4. "HUMAN RESOURCE DEVELOPMENT" EDUCATION AND ITS IMPORTANCE

It is now considered that education, knowledge of human resources are the primary priorities of the national strategy and policy, social policy, technical-technological, cultural and economic development of each state.

Ways of education are:

1. Formal education and
2. Informal education.

Formal education - Means the regular education of human potential, starting from the initial education, up to the higher university one. It is a formal formal system, to which developed countries condition great importance and seriously follow the changes and the introduction of innovations. Non-formal education of human resources - Enterprises should try to bring various innovations to innovate the knowledge of their managerial staff, through: 1. Experience Exercise Seminars - Importantly, the first are pre-experience seminars that attract people with academic backgrounds in order to create management experience and business studies.

⁶(<https://eksperienca.com/cka-quajme-burim-e-njerezore/>)

The purpose of the seminars is:

- 1) To improve the quality of management in the enterprise,
- 2) To improve the effects of production in the enterprise,
- 3) To teach attendees to reduce production and service costs,
- 4) To increase motivation, etc.

Human resource training is one of the best intangible investments. Through trainings, the gaps during the regular schooling are filled, filling them for their maximum use in the enterprise.⁷

Education plays a vital role in the development process. Success in the workforce comes from education.

Education is an effective tool for transforming society through human resource development. It in itself is a basic need because it enhances an individual understanding of himself, his society and his natural environment and gives him access to his cultural heritage. Improves the standard of living, increases productivity by improving skills at work.

Education, an important indicator of human development strategy, is the key to open the door to modernization. To create skills and knowledge for resource development for economic, social, cultural and political growth and to provide ways of participation, to create a better society for all are the goals of the human resource development strategy.

4.1 Human Resource Management in Kosovo

Human resource management presents a challenge for managers in this technological age where knowledge and skill interact with each other. Human resource management is more focused on employees, mainly focused on organizing employees, finding and training them, committing payments and rewards to be done for them, meeting their needs, relying on their work as well as in solving problems which may cause their dissatisfaction. (Mullins, L. 2002 p.418)

So people are considered the key resource of any organization. Therefore all organizations develop human resource management in order to use these resources for the success of the organization.

In other words, human resource management is a management activity which represents a set of policies, programs and plans that the

⁷Dr. Ymer Havolli 24 Human Resources Management Chapter 10 “Human Resources Development” Education And Its Importance

organization adapts to the goal of making employees work at high capacity. This includes everything from recruitment, selection to the rules that determine how employees are trained.

So the need for human resources is demanding in every field and for the development arises the need to manage these human resources in order to be efficient in achieving objectives in a structured way.

4.2 Education

Different levels of education require a different approach to tourism, both in terms of the role of education and teaching, as well as development. In the field of primary education, curriculum structure is needed:

- to develop the awareness of tourism as a potential industry that will be the basis for the socio-economic progress of the population;
- Through the relevant subjects and their content (biology, ecology, geography, chemistry.) to develop an awareness environment of young people, to build an active and environmentally responsible attitude.

Providers of tourism education and vocational training are mainly vocational high schools and universities.⁸

5. BASIC PRINCIPLES OF SUSTAINABLE TOURISM DEVELOPMENT

1. The development process must be sustainable - the economic objective must be balanced with the protection of the environment, culture and the well-being of the community:

- We will work for positive results in the long run and not for profit maximization in the short run.
- Tourism development will be based on and support the protection of the environment, including natural resources, ecosystems, landscapes, biodiversity, etc. and, in some areas, will also be supported by improving the existing environment.

⁸<http://www.kolegijglobus.com/wp-content/uploads/2017/10/Conferevce-VII-14.pdf>

- Tourism development will ensure the social structures and social welfare of residents of tourist destinations, people working in this business and the whole society.
 - Tourism development will support the protection and preservation of cultural heritage, customs and cultural traditions.
 - Tourism resources will be inventoried, audited, protected and improved.
 - All new tourism development projects will be evaluated in advance and, after implementation, will be monitored in terms of their potential impact on the above criteria
2. Planning method to ensure quality, sustainable development and priority
- To ensure sustainable development and prioritization of actions, it is necessary to implement a tourism planning method at both levels, based on the principle of leadership by expertise, participation, balanced results for sustainable development and ranking of actions according to priority.
3. Tourism development should be driven by market orientation and quality
- Ongoing market research at all levels (national, regional, local and business) leads to the selection of target groups with the highest potential and provides knowledge of customer expectations and requirements.
 - The offer, quality, standards and management of the tourist product (all destination, village or single tourist business) are addressed to the consumer.
4. Planning, development, priority activities and management will be based and focused on tourist regions, tourist products within tourist destinations and tourist attractions
- Tourism product development plans will be based on tourist regions, tourist destination and tourist attractions
 - For the organization of the tourist offer from the geographical point of view, the basis for the integration of the main products in the market will be the tourist regions
5. Tourist destination is the essence and key point of tourism development
- Product development will be focused and linked to the destination where it will be developed.

- The development and realization of tourism products will take place in the framework of joint planning and creation of the destination.
 - Projects that support the development of tourism will be ranked by priority and will focus on priority tourism products across destinations.
 - Tourism development should be directed and coordinated by consolidated professional structures. The Ministry responsible for tourism is the structure responsible for directing and coordinating the development of tourism in the country.
 - Tourism management structures at national, regional and local level should be the main points for orienting product development and marketing towards target markets and for ensuring direction and coordination in the process of destination development.
6. Tourism development will be based on a collaborative approach
- The key to having a successful and sustainable tourism product is the cooperation and involvement in tourism development of all stakeholders.
 - The level of involvement of local government and local population, stakeholders and local businesses is essential to ensure a successful planning and development process at the destination.
7. Supporting a competitive tourism industry as a driving force of development
- Creating a favorable business climate, regulatory framework and industry standards will help to lay a sound foundation for the development of the tourism industry.
8. Human resource development as the main resource of service industries
- People are one of the most valuable resources in tourism. The warmth, hospitality and professionalism of the local population, staff and hosts, who seek to meet customer expectations, are the most important success factors in the tourism development process.
 - Development of human resources and creation of specific expertise at all levels is a key factor of the tourism strategy.

6. TOURISM, AND THE GOALS OF SUSTAINABLE DEVELOPMENT IN KOSOVO

Viewed from the tourism aspect, Kosovo is a developing country. There are important and attractive tourist destinations to attract tourists from neighboring countries as well as from the region.

The basic goals of the development of the tourism economy are:

- Renewal, complete revaluation, protection of tourism potentials and creation of a new tourist image,
- Restructuring and modernization of the overall tourist offer,
- Selection and promotion of tourism development according to the criteria of available spaces and their quality as natural resource carriers,
- Establishment of ecological standards that will enable efficient protection of natural resources,
- Promoting the development of tourist regions with more favorable opportunities for the maximum extension of the tourist season and increasing the degree of utilization of the capacities of the tourist offer,
- Renovation of hotels and raising their standard,
- Objects of lower value in extraordinary locations to be replaced with high quality objects,
- Creation of the necessary infrastructure (recreational contents),
- Securing construction potential (land).⁹

7. PROBLEMS OF SUSTAINABLE TOURISM AND THE LEVEL OF HUMAN RESOURCE EDUCATION IN KOSOVO

Kosovo's position is weak: lacking financial resources, market-friendly product and professionally qualified staff.

The offers are oriented almost exclusively in the market that has low payment opportunities (low-budget). This remains the main market, as much work remains to be done to create quality products.

The weaknesses of the monostructure are also increased by the fact that the hotels are built according to impersonal criteria of

⁹<http://www.ammk-rks.net/repository/docs/Turizmi.pdf>

operation. Currently tourist requirements in Kosovo are related to domestic and foreign guests.

Neighboring countries, and those from the region that are in the process of transformation, may become important in the future. The largest group of low-income tourists in those countries can currently not be considered due to poor road network infrastructure and long vehicle journeys. Charter packages they certainly can not pay. Those with higher pay options are looking for more exclusive destinations.

Jobs and well-being depend not only on the attractiveness and competitiveness of the Kosovar tourism economy, not only on a significant part of the population, but also on the progress of the country's economic power in general. Now the tourism economy of Kosovo is in a very difficult situation, because:

- Social sector hotels that have about 70% of beds in Kosovo are old, in poor condition and not well equipped, have been, but even now are oriented to transit and business tourism based on prices,
- The number of guests in socially owned hotels is small (leisure facilities, gastronomic alternatives, etc.), neither before nor now Kosovo has not built its tourist image, efficient local sales are little or not present as a marketing instrument or KNOW-HOW,
- Hotel management is neither competitive nor market economy oriented and has no modern communication and information systems.

To these can be added these problems:

- Poor organization and management of tourism policy at the national level,
- Poor connectivity of the tourist offer (lack of attractive tourist product),
- Lack of a long-term socio-economic development strategy,
- Lack of Kosovo spatial plan,
- Poor training of the management staff and lack of development of the management system in the tourist and hotel enterprises of Kosovo,
- Problems with energy, water and sewage and waste,
- Destruction of nature and urban centers by illegal construction,
- Lack of sales channels and cooperation of bidders,

- "Black Market"
- Weak investor interest due to unresolved land ownership, investment benefits and categorization.¹⁰

8. TOURIST REGION- CURSED MOUNTAINS

Tourist value has almost all areas of Kosovo in forms and dimensions, depending on resources and level of development.

The physiognomy of the attractive elements of Kosovo clearly guides in mountainous regions, tourist transit directions, large cities, baths, complexes and natural and cultural heritage assets, hunting localities and villages.

Cursed Mountains is the potentially most important tourist region of Kosovo. Extremely quality natural spaces, great opportunities for receiving visitors and cultural-tourist monuments create unlimited opportunities for tourism development.

The tourist region of the Cursed Mountains has a polycentric character, as such it will be developed in the future. The Cursed Mountains region itself will be used to organize the entire tourist offer with a business throughout the year (especially in the summer and winter season). In addition to the development of all kinds of winter sports at altitudes above 1,000 m. offer ideal opportunities for summer mountain tourism (hiking, mountaineering) as well as the development of health tourism.

In terms of their physiognomy, the Cursed Mountains can be classified into natural potential mountain tourist regions that offer opportunities for the formation of complete tourist offers based on the extremely attractive potential of the mountain massif.

According to the specifics and natural characteristics, especially according to the features of the relief, the biogeographical diversity of the extremely rich water resources, the richness of the landscapes and the motifs of the environment, the Cursed Mountains are undoubtedly the most unique mountain massif in the Western Balkans.

The Cursed Mountains have culminating value in:

¹⁰<http://www.ammk-rks.net/repository/docs/Turizmi.pdf>

- The richness, frequency, variety and peculiarities, geomorphology of objects (mountains, gorges, canyons, caves, etc. and their attractive features),
- Morphological conditions for the development of winter sports, mountaineering and spel tourism,
- Denibration and potential capacities of ski trails (65,396m and as many skiers per hour), with other spaces and conditions for the development of winter sports tourism.

In the procedure of classification of tourist areas and localities must take into account certain conditions and criteria, such as:

- Morphological characteristics,
- Position, frequency and order of tourist resources,
- Possibility of developing two-season tourism,
- Road connections,
- Possibility of water and electricity supply,
- Aesthetic elements,
- Ecological requirements,
- Complementary attractions.

8.1 Measures in the field of spatial development

Quality spatial planning is one of the most important prerequisites for the long-term and sustainable development of tourism.

Space, in the narrow and wide sense, is the basic precondition for the arrival and stay of guests and at the same time it is a factor of destination development and an active factor that conditions it. The construction of tourist infrastructure has a long-term character, therefore the integrated planning of the development of the space is the basic condition for the successful long-term functioning of the tourist destination. Spatial plans are one of the basic documents of tourism development, because they orient and determine the planning of all branches and economic activities that actively participate in the formation of the tourist offer.

Spatial planning and environment Currently Kosovo has a spatial plan and relevant laws, lacking municipal development plans, urban development plans and regulatory plans. The concept of fair use of space, urban and rural arrangements is missing.

Natural Heritage and Biodiversity Kosovo is characterized by a biodiversity and natural heritage. Currently about 4.27% of the area is

legally protected, where the main part is occupied by the National Park "Sharr Mountains". The flora of the Sharr Mountains makes up about 25% of the Balkan Flora and about 18% of the European flora. Negative impacts mainly result in deforestation and damage to forests, destruction of key values, dirt in their most representative parts, etc. Investments in the protection, popularization and advancement of protected areas are lacking. The awareness of visitors and the population of protected areas is still low for their preservation and their transformation into a potential economic resource in terms of poverty reduction.

CONCLUSIONS AND DISCUSSIONS

One of the important assets for the development of sustainable tourism is the human factor that positively influences the development that brings economic benefit to the country and enterprises which requires continuous quality management to maintain this long-term sustainability towards improvement higher and higher.

The role and impact of education in this regard is indisputable.

Enterprises in Kosovo need to invest in this direction because human capital is a success which brings greater benefits to enterprises and economic development of the country.

The development of tourism should also be based on the level of education by promoting awareness of environmental protection, natural and cultural values that possess a country that leads to sustainable tourism development. Also in Kosovo it should be oriented towards professional knowledge about tourism that should be expanded deeper in educational institutions such as secondary education and universities to offer relevant courses in this field.

The creation of good management practices that eliminate the problems of tourism opens new avenues and leaves room for improvement where any improvement with a positive impact leads to tourism and economic development that creates a long-term sustainability.

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