

MARKETING MANAGEMENT IN RURAL TOURISM IN KOSOVO

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Abstract: In recent years, Kosovo has undergone a number of changes in mountainous areas, while the marketing role in their promotion was small, and then all these changes are also reflected in the development of mountain tourism that are an important element for the country's economic development.

The rural tourism has been a basic occupation and source of income for a great number of families in rural areas because of its social and economic significance.

The rural tourism in Kosovo is under development, but unfortunately, lacking a genuine marketing campaign that would promote and provide opportunities for increasing the number of visitors.

Media is the way of propaganda message is conveyed to an audience, which should be informed and influenced by propaganda. How successful is the plan propaganda conditioned by good choice of means necessary to carry out the analysis on the basis pre-prepared requests that need to make a rational decision. Most often they don't go for the choice of only one means, since they are rather in complementary than in by substituting for each other. Basically, the optimal combination is required funds for a specific business propaganda plan or campaign. A number of development projects have been implemented in Kosovo by organizations and institutions in Kosovo various, which have largely received international funding. The most common agencies donors for tourism development projects were the European Union, the German Agency for Tourism GIZ International Development, United Nations Development Program, Agency The United States of America for International Development and some other agencies national. In addition, there is a consensus among sector experts and policy makers that while tourism is not considered as a priority area, sector development and its impact on growth Kosovo's economy will continue to be limited. Tourism is governed by a level law central, but lacking a development strategy. At the same time, responsibility for the sector is placed under the Ministry of Trade and Industry, and is managed by only three officials who also make up the Tourism Division. The aim of this article is to present the problems and the trends of the current situation and to identify the overall level of investment so far and the need for new investments in rural tourism in Kosovo.

Keywords: Development, rural tourism, investments, marketing.

1. INTRODUCTION

When talking about management history, it is necessary to distinguish between management as practice and management as a scientific discipline. The essence of the industrial revolution lies in emphasized the technical division of labor and the replacement of workers by the operation of machines. Steam machine application it had the effect of lowering product costs and prices as well as expanding the market.

They were necessary managers to plan what needs to be done, to determine who will do what, and to guide and coordinate human efforts and ensure that the goals set are achieved. She is so lost the need for skilled expensive workers was already done by semi-skilled workers who were faster and easier to get into business and easier to replace. The end result was far higher quantity in slightly poorer quality but the cost of production is significantly reduced and thus profits far jumped.¹¹¹

Activities aimed at the efficient provision, deployment and use of human and material resources in order to achieve a given goal are a function of management. Carriers of these activities are specially trained people to perform management functions - managers. Floor the term management in Anglo-Saxon terminology implies management of organizational systems in various fields of social activity. In such a form, with specific transcription and pronunciation, this term has entered many world languages. Initially, the owners of the equity invested in the company were the holders of the management function and management. They even participated in executive jobs. This was possible in smaller ones enterprises and in the conditions of simple activities. However, with the development of the economy and the social life in general has been delegated managerial and managerial responsibilities and responsibilities to professional managers. Management is viewed, on the one hand, as a management skill and management of organizational systems as well as holders of that function, and on the other hand, as a theory which studies this phenomenon and contributes to perfecting it.¹¹²

¹¹¹Dimitrov N. - Tourist destinations, UGD, Stip, 2014

¹¹²Vjollca Baku - Management of Tirana Hotel Enterprises, 1996

In all organizations it is necessary to plan, organize, lead and direct the work of employees towards achievement of the set goals. Given goals should be achieved through rational use available resources and at the optimum time, as well as in accordance with the needs of the market and others Today, the prevailing opinion is that it is contemporary, complex and highly variable conditions of management's role of management in achieving business success of the company crucial. The main task of professional managers is successful and rational realization planned goals of the company.¹¹³

Although the function of management is as old as human society, management is a scientific discipline is more recent. The Classical School of Management represents the first systematic approach to study management issues. Scientific management theory comes from research results because endeavored, through the use of practical knowledge, to form management as a science based on firm, well-laid principles. Intensifying efforts to turn management into science was especially emphasized at a time when they sought to restore order and strict rationality in the the work of the background services engaged in the war operations. School of Systems Theory it originated in the 1960s and is the result of the development of general system theory. Until occurrence general systems theory also came about as a consequence of research in the field of complex management dynamic systems as well as research related to the development of mathematical models optimization. Management principles represent certain requirements in performing managerial functions to accomplish the set goals.¹¹⁴

2. MATERIALS AND METHODS

Media or media is the way a propaganda message is conveyed to an audience, which should be informed and influenced by propaganda. How successful is the plan propaganda conditioned by good choice of means necessary to carry out the analysis on the basis pre-prepared requests that need to make a rational decision. Most often they don't goes for the choice of only one means, since they are rather in complementary than in by substituting for each other. Basically, the optimal combination is required funds for a specific business propaganda plan or campaign.¹¹⁵

The basic criterion for selecting funds is the goal of economic propaganda to be propaganda messages convey to the largest number of potential customers with the largest effects and lowest cost. This is why it has to start from the market that wants to cover itself a means of the relative ability of various means to convey messages as well as costs regarding the use of existing funds. Newspapers represent one of the effective means of economic propaganda that is being used alongside in that it has a large circulation (circulation), it can very elastically be used in cacting auditorium- daily, weekly, monthly. This allows the company to combine various newspapers cover the territory and organize the campaign at the time they undertake replies. It is necessary to have information about newspapers: circulation and number of readers, where customers live and their interest in the content of the newspaper as well as the tariff the newspaper charges for advertising. It's a newspaper a particularly suitable means of propagating products that are in stable demand and are used by both manufacturers and retailers. The disadvantages of newspapers are what the message must be repeated, which must be used by more sheets to cover the market, and what a large number of leaves have a local character. Since its inception, radio, as a means of public communication, has not lost its reach they mean as a medium of economic propaganda. According to the number of subscribers it can be concluded about market coverage and what categories of people own and listen to it. If so the audience interested in the company should select the appropriate radio stations, time advertising, the program, as well as the framing of advertising. The propaganda message is transmitted the audience should be told and should be spoken in a pleasant voice. He worked selectively means, both by population categories and territory; most commonly used coordinated with other funds in the advertising campaign in the designated territory.

At the same time, the radio can be used elastically in time according to needs. The tariff is determined by time units. Although a new medium of communication, television has proven to be an effective means of transmission propaganda messages to the audience, which is always limited by the number of subscribers, but which shows a tendency of constant increase. Television takes precedence over what radio is for it combines image and motion with sound. The propaganda message is interpolated into a regular one program or company, has patronage over certain shows of greater interest in auditorium.¹¹⁶

So-called projected assets, films and slides, if anything, a product that Advertisements can be presented in an interesting way, they are an effective tool advertisements, which are most commonly used at the same time as other means of business propaganda. The company, having the effects of this asset on the auditorium, should consider the costs - which are sometimes high - before making a decision. Efficiency the funding depends largely on the

¹¹³Mason, P. Tourism Impacts, Planning and Management, Elsevier, Oxford 2006.

¹¹⁴A. Stojmilov, N. Marinovski - Basics of Tourism, Enlightenment, Skopje, 1999

¹¹⁵Jakooski B. Miladinovski S. - Marketing in Tourism, UKLO, STU, Ohrid, 1989

¹¹⁶Panov N. - Basics of Tourism, Selector, Skopje, 2015

atmosphere created by the design at the audience- hence the quality of the scenario and its realization in the foreground when making decisions about advertising.¹¹⁷

One of the oldest and still used means is the so-called. outdoor advertising, whose advantage in high geographical elasticity, relatively low cost, continuity and the frequency of the impression on the audience to which it is intended. The downside to the ad which is tuned for a longer message because it needs to be transmitted to people on the move message quickly and briefly. Most often the trademark of the product or company is displayed on the billboards companies depending on whether the product is being promoted or the company being institution.

3. RESULTS AND DISCUSSION

SITUATION OF RURAL TOURISM IN KOSOVO

Rural tourism development is an important part of economic development. Is there potential? According to the Kosovo Tax Administration data for 2018, the largest number of businesses in tourism industry based in Pristina region (36.6%), followed by Prizren (17.2%), Peja (10.1%), Gjilan (9.3%) and so on. Of those, 45 (68%) are individual businesses, 10 (15%) public enterprises, followed by other categories. Average cost monthly supplies for the surveyed businesses were € 32,732 (maximum cost) and € 21,214 (minimum cost).¹¹⁸

The number of businesses registered in the industry in 2018 was 2,089: 1,938 micro, 141 small, 9 medium and 1 large company. The following activities are considered as part of the industry: hotels and motels with restaurants, hotels and motels without restaurants, youth hostels and holiday mountain, camping sites including caravans, short stay facilities, restaurants, bars, canteens and kitchens, and travel agencies. Number of foreign visitors by countries of origin for 2018, (first 8 countries) are -USA, Turkey, Slovenia, Italy, Britain and Greater Germany, Croatia, Albania and Northern Macedonia. The level of cooperation between local and central government varies from case to case. Where local governments have tourism departments, many organizers of cultural events approach them to seek financial support. This approach limits the effects of these events, since they are not planned, supported and executed as part of a promotion and broader tourism development strategies. Another worrying aspect is the very support modest finances coming from local governments.¹¹⁹

A number of development projects have been implemented in Kosovo by organizations and institutions in Kosovo various, which have largely received international funding. The most common agencies donors for tourism development projects were the European Union, the German Agency for Tourism GIZ International Development, United Nations Development Program, Agency The United States of America for International Development and some other agencies national. In addition, there is a consensus among sector experts and policy makers that while tourism is not considered as a priority area, sector development and its impact on growth Kosovo's economy will continue to be limited. Tourism is governed by a level law central, but lacking a development strategy. At the same time, responsibility for the sector is placed under the Ministry of Trade and Industry, and is managed by only three officials who also make up the Tourism Division.¹²⁰

Tab 1: Number of domestic and outdoor visitors as years of residence by years-2008-2017

Year	Local	External	Local	External
2008	19.678	24.616	22.602	46.91
2009	52.631	36.318	54.876	76.042
2010	44.662	34.382	45.123	76.394
2011	42.044	30.349	44.757	65.584
2012	49.973	30.349	52.008	90.968
2013	45.38	50.074	54.008	83.883
2014	46.477	61.313	55.274	102.066
2015	60.2	79.283	81.372	120.669
2016	45.579	83.71	62.211	131.785
2017	34.569	86.032	48.111	144.736

¹¹⁷Budinoski M. - Tourism Development and Planning, UTM, Skopje, 2014

¹¹⁸<http://ask.rks-gov.net/en/agjencia-e-statistics-te-kosoves/>

¹¹⁹<http://ask.rks-gov.net/en/agjencia-e-statistics-te-kosoves/>

¹²⁰<http://ask.rks-gov.net/en/agjencia-e-statistics-te-kosoves/>

Tab 2: Average numbers of domestic and outdoor visitors as years of residence by years-2008-2017

	Local	External
2008	21.14	35.763
2009	53.7535	56.18
2010	44.8925	55.388
2011	43.4005	47.9665
2012	50.9905	60.6585
2013	49.694	66.9785
2014	50.8755	81.6895
2015	70.786	99.976
2016	53.895	107.7475
2017	41.34	115.384

Graphic 1 Average numbers of local and external visitors as nights of residence by years-2008-2017



4. CONCLUSION

In general, Kosovo and most of its cities lack the necessary materials to promotion of tourism. Failure to approve tourism development strategy has slowed institutional coordination and has had an impact on tourism promotion initiatives while many cities lack adequate information points for tourists. The list of obstacles in promoting cultural tourism in Kosovo is long and the organizers listed the following difficulties in their activity:

- Limited funding from central and local government,
- Lack of proper cultural and tourism policies at local government level,
- The inability of local governments to integrate culture into a broader strategic framework tourism development,
- Inadequate physical infrastructure for cultural and artistic events, and
- Insufficient cooperation between cultural events and other tour operators (mainly private businesses).

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