

OPPORTUNITIES FOR ECONOMIC DEVELOPMENT BASED ON TOURISM POTENTIALS IN KOSOVO

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Abstract: Tourism comprises the activities of people travelling and staying in different places from the country of their habitual residence, for a period not longer than one calendar year, and the purpose of this trip is leisure.

Tourism, somehow, includes the natural resources of a country or a particular region. Many countries pay primary importance to tourism development. But besides the natural resources, human resources for the industry are also rated as 'raw material' or are predicted by experts as the most important factor that will be coped by the industry over the past decades and the next. It is not enough for a country to be rich in natural beauty in order to be a tourist destination. There should interact: better management, culture, tradition, welcoming, quality of service, etc. All these affect the evolution or development of natural resources that directly affect the economic growth of a country. Supporting the development of traditional economic branches has not brought any major effect on the ongoing development in Kosovo, so that enrichment of economic structure and the development of new branches provide an important opportunity for qualitative advancement of the economy and the entire Kosovo society. The purpose of this paper is to highlight some aspects which identify opportunities and the importance of providing tourism development in the growth and progress of the Kosovo society.

The impact of tourism on the economy of various countries in the world is recognized and the positive effects are usually expressed based in the revenue that the country generates during a certain period. It means that while other countries are wondering what has happened to the development of tourism during the year, we still have to ask, will it happen or how will tourism development happen to us.¹²

Kosovo is now on the way out of the crisis as political, security, economic, social or other ones, which have dominated for years. Based on the principle that the country cannot have a sustainable future without economic development, but no sustainable economic development without stability, it is quite necessary to identify the factors that contribute to the sustainability of the country. One of the factors which may contribute to the rapid emergence of severe crises is the development of tourism.

Keywords: tourism, development, economic growth, progress of society

MUNDËSI PËR ZHVILLIMIN EKONOMIK TË BAZUAR NË POTENCIALE TË TURIZMIT NË KOSOVË

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Abstrakt: Turizmi përfshin aktivitetet e njerëzve që udhëtojnë dhe qëndrojnë në vende të ndryshme nga vendi i banimit të tyre të përhershëm, për një periudhë jo më të gjatë se një vit kalendarik dhe qëllimi i këtij udhëtimi është koha e lirë.

Turizmi, disi, përfshin burimet natyrore të një vendi ose një rajoni të caktuar. Shumë vende i kushtojnë rëndësi primar zhvillimit të turizmit. Por përveç burimeve natyrore, burimet njerëzore për industrinë janë gjithashtu të vlerësuarat si 'lëndë e parë' ose janë parashikuar nga ekspertët si faktori më i rëndësishëm që do të përballohet nga industria gjatë dekadave të fundit dhe të ardhshme. Nuk është e mjaftueshme që një vend të jetë i pasur me bukuri

¹² P. Burns, M. Novelli Tourism development (2008) British Library, London, UK

natyrore në mënyrë që të jetë një destinacion turistik. Duhet të ndërveprojnë: menaxhimi më i mirë, kultura, tradita, mirëpritja, cilësia e shërbimit etj. Të gjitha këto ndikojnë në evolucionin ose zhvillimin e burimeve natyrore që ndikojnë drejtpërdrejt në rritjen ekonomike të një vendi.

Mbështetja e zhvillimit të degëve tradicionale ekonomike nuk ka sjellë ndonjë ndikim të madh në zhvillimin e vazhdueshëm në Kosovë, në mënyrë që pasurimi i strukturës ekonomike dhe zhvillimi i degëve të reja të ofrojnë një mundësi të rëndësishme për avancimin cilësor të ekonomisë dhe të shoqërisë kosovare. Qëllimi i këtij punimi është të nxjerrë në pah disa aspekte që identifikojnë mundësitë dhe rëndësinë e zhvillimit të turizmit në rritjen dhe progresin e shoqërisë kosovare.

Ndikimi i turizmit në ekonominë e vendeve të ndryshme në botë është i njohur dhe efektet pozitive zakonisht shprehen bazuar në të ardhurat që vendi gjeneron gjatë një periudhe të caktuar. Kjo do të thotë se ndërsa vendet e tjera po pyesin se çfarë ka ndodhur me zhvillimin e turizmit gjatë vitit, ne ende duhet të pyesim, a do të ndodhë apo si do të ndodhë zhvillimi i turizmit tek ne.

Kosova tani është në rrugën e daljes nga kriza si politike, të sigurisë, ekonomike, sociale apo të tjera, të cilat kanë dominuar prej vitesh. Bazuar në parimin se vendi nuk mund të ketë një të ardhme të qëndrueshme pa zhvillim ekonomik, por pa zhvillim të qëndrueshëm ekonomik pa stabilitet, është mjaft e nevojshme të identifikohen faktorët që kontribuojnë në qëndrueshmërinë e vendit. Një nga faktorët që mund të kontribuojë në shfaqjen e shpejtë të krizave të rënda është zhvillimi i turizmit.

Fjalët kyçe: turizmi, zhvillimi, rritja ekonomike, progresi i shoqërisë

PREFACE

The impact of tourism on the economy of various countries in the world is recognized and the positive effects are usually expressed based in the revenue that the country generates during a certain period. It means that while other countries are wondering what has happened to the development of tourism during the year, we still have to ask, will it happen or how will tourism development happen to us. Given that the spontaneous development of tourism may not bring any good to the further development process, but also the development of tourism in Kosovo can not be the main factor by which the country's development depends, it is necessary that through interweaving of ideas, science and transfer of foreign countries experiences, to contribute to the development of Kosovo to become an access to much more constructive, more understanding of the more complex development process, and tourism as you pay attention to activities based more on direct and indirect effects that are inherited as promoting economic development as well as the social one.¹³

POSSIBILITIES OF ECONOMIC DEVELOPMENT BASED ON TOURISM

It is well known that economic development has to do with more variety of aspects. The development of tourism as an economic activity must be addressed not only in terms of economic growth, but also in terms of interconnection with the quality of local residents.

In addition to many economic activities, tourism as a specific economic activity started to be addressed sometime in the second half of the twentieth century and the involvement of other economic branches, essential, in its development, has made tourism not only be considered as a recreational or entertainment activity for people but it is treated as an industry itself which generates significant revenue and creates numerous jobs, and in particular stimulates employment of women. The relationship between tourism and the economy is a very complex process, and its management requires the identification of all the connections that can be created and should be created to more efficient and productive system of tourism.

Kosovo is now on the way out of the crisis as political, security, economic, social or other ones, which have dominated for years. Based on the principle that the country can not have a sustainable future without economic development, but no sustainable economic development without stability, it is quite necessary to identify the factors that contribute to the sustainability of the country. One of the factors which may contribute to the rapid emergence of severe crises is the development of tourism.¹⁴

The broken economy cannot be developed only by tourism but tourism is one of the main priorities of economic development because through tourism there could be more foreign investments and more foreign investors

¹³ Hara T .Quantitative tourism industry analysis (2008) Elsevier, Oxford, UK

¹⁴ J. Jafari Encyclopedia of Tourism (2000) Routledge, London, UK

can be attracted. This can happen when tourists, during their different visits, see rich and natural beauty, the power of free work force as well as legal and managerial certainty and a genuine economic education in the Republic of Kosovo.

In the post-war period in Kosovo, tourism occupies an important place in economic activation of the country. Participation of the tourist economy in GDP is currently estimated to be 6-7%, while in the 1970-1999 period, it rated from 1.9 up to 2.3%. The growth of the tourist economy in the GDP results is the sharp decline in economic activity in the social and public sectors of the economy, for reasons already known and because of changing of the macroeconomic environment and the great vitality of the private sector of tourism.

Although in Kosovo it is not discussed much about the development of tourism, it is necessary to use the experiences of development of countries from the region and beyond, and to analyze the changes that tourism, especially sustainable tourism as an industry of its kind, can bring not only in our country as an economic activity, but also in the entire region or neighboring countries. To avoid giving space to the possibility of the "market laws" to affect the overall development of the country, Kosovo development should be based on the principles of the national strategy for economic development and regional development strategy.

Globalization, economic integration and other integrations should be considered essential to the development of contemporary society and the country's economic progress. Now every country, in a certain way, is part of the global economy! Rules of the national strategy for sustainable development of the country should be designed so as to be compatible with European rules and regulations of global development.

Therefore, in Kosovo, economic development should be approached according to the plan and strategy, paying special tourism development emphasis, given the multiplicative effects of this branch in employment, expansion of economic activities, cultural development or creating opportunities for direct investment exterior. So, it is necessary that in addition to the strategy for economic development of Kosovo, to draft a special strategy for the development of tourism, given the favorable natural features cultural and historical heritage, beautiful natural landscapes, and other treasures. The strategy will define prerequisites that must be met to be seen for the effects of tourism development in Kosovo.

The importance and relevance to the development of tourism in Kosovo stands in political, economic, security reasons, and other ones, so the research of Kosovo tourism potentials should be strategic character. Given that in perspective tourism can be one of the main supporters of Kosovo's development, the research should be based on the most important factors for tourism development. This means that besides natural resources, the current level of economic development should be compared with the environment, the population with the level of education, and other factors that are prerequisites for development of tourism.

WHAT CAN THE DEVELOPMENT OF TOURISM BRING IN KOSOVO?

As we know that tourism is an activity that brings many positive direct and indirect economic effects, and effects on long-term development of each country as a tourist destination. In order that the effects of tourism be stable and long term and serve the development of a destination, you should make sustainable tourism planning, no matter how complex that process. It is necessary to show that tourism along with other branches should be of a sustainable character. This makes the necessary tourist planning to avoid the spontaneous development.

The new planning system places emphasis on identifying and predicting the possible consequences of different policy options and their evolution in relation to the objectives and courses of action. The process of developing and monitoring control identifies the differences between planned and actual tourist system.

To reach the appropriate development strategy there should be defined current level of development, explore resources and identify the characteristics of the localities in particular and in general. Research must show:

- Socio-cultural effects of tourism in Kosovo as a tourist destination with a significant future
- The economic effects of other economic branches and tourism in particular as to which branch should be given a specific treatment
- Ecological effects of tourism on the environment
- The effects of tourism on the overall development of the country, but also the volume of effects on the environment through economic, ecological and cultural integration.¹⁵

¹⁵ M. Gashi "Touristic values in Kosovo" Regional Spatial Plan SAP Pristina in 1969.

Conceptual orientation, modern is created based on different information about economic processes so that a more complete and reliable can be the projected path of future Development Department. Information about the gross product trend of branches in particular and gross product as a whole indicates potential problems in the implementation of qualitative social effects.

It is well known that some economic activities have the highest participation of some lower gross domestic product, thus creating a mirror of such effects on the basis of which strategic decisions to which industrial branches should be given priority in long-term economic development.

When we create strategy, economic and restructuring adjusting of specific economic branches is made aimed at achieving efficient economic and spacious structure, promising for the development of future generations, for their employment and high standards.

Given the complexity of the development process, it is globally important to raise awareness about the importance of tourism to understand the tourism complexity, its effects, developing ways to analyze the application of the most modern management concepts, and in particular the concept of the integral strategic management in tourism management, both in developed countries as well as in underdeveloped countries such as Kosovo!

The process of development is a complex dimension in which influence many factors, either individually or in a group. There should be identified tourism effects as an industry in the development of the country, but also indicators that reflect the life length of the tourism as a support to the country development. There should be indicated macroeconomic power units as gross domestic product, exports, imports, how much they would affect the quantity and quality of the country's economic structure.

Local level is important to be understood, the tourism planning process, the need for protection and rational use of the environment, respect of the value system, since the planning models in tourism can not be seen as isolated from the people's life. It is important to respect the characteristics of all localities with tourist potential, and their development be conceived on the basis of their specific resources.

In the developing of the strategy, the problem lies in how much detailed can be analyzed the opportunities for Kosovo's development as a tourist destination. This problem can become even more complicated given that all other economic branches are in big trouble when unemployment is widespread and when the labor productivity is very low.

CONCLUSION

In conclusion we can conclude that Kosovo's economy needs to be oriented to the tourism field as valuable asset to the welfare and economic development.

Mostly the segment where the government should be oriented with its public funds is in the functioning of known touristic centers especially those centers under the process of the privatization of Brezovica and building of a skiing path in Rugova, known to be strategic orientation for this type of tourism.

Fundamental issues on which the strategic planning should be based for tourism development in Kosovo are: macroeconomic stability, promoting economic development and reducing unemployment. While the main elements on which measurements of tourism development will be based and which have a direct impact on economic development are: direct effects generated by the movement of tourists and their spending, indirect effects generated by expenses through which is met tourist demand, and the effects of stimulated which are expressed through expenses that arise from local residents who contribute to the development of the tourist offer.¹⁶ The development of the tourism sector has a positive impact, not only on the pronounced sectors, but also in the development of other related industries as well as in the services sector, employment in the overall economic situation in the region and the state itself. Visitors, who come from abroad, with the consumption of tourist products and use of infrastructure, services, supplies, and human resources affect the export growth of the country. This means that the promotion and the development of tourism lead to increase of export values and reduce the import of the country.

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