
AGRITOURISM MODEL OF FAMILY BUSINESS DEVELOPMENT

Bekë Kuqi

University "Haxhi Zeka", Peja, Kosovo, beke.kuqi@unhz.eu

Dardan Lajqi

University "Haxhi Zeka", Peja, Kosovo, dardan.lajqi@unhz.eu

Shaban Osmanollaj

Ligjerus-Prizeren, Kosovo, shaban77@hotmail.com

Abstract: The As a successful family business model, agritourism is becoming acceptable to many individuals, especially to those who associate life with the village. Today as a new form of tourism, agritourism is affecting several areas, mitigating the country's economic crisis in rural areas, increasing family income, appreciating agricultural production and consumption that creates a genuine market, organic food and tourism growth in place. Agrotourism is the host activity that takes place in a country, with the aim of attracting visitors - different tourists. Peja with the district has a very good territory for the development of agritourism and other tourist products. Agrotourism, which is the main and most important segment in rural tourism, especially in the Dukagjini Plain, today is appearing as a kind of alternative tourism which consists of a complex of activities related to hospitality by agro-cultural businesses, organized, using their businesses in raising the standard of living in the country. The land of the Dukagjini Plain are among the most fertile areas in the country, fed with water, where many products are cultivated, especially fruit trees and bread grains, etc.

Keywords: Agrotourism, business, successful, development etc.

1. INTRODUCTION

Agrotourism should be one of the priorities of the Government of the Republic of Kosovo, in order to develop tourism in rural areas, accompanied by the promotion of production and trade of local products in this case in the Dukagjini Plain where conditions are very favorable for such a development of agritourism.

Agrotourism, as a model of rural tourism, oriented towards the use of local tourism resources with the aim of promoting alternative models of tourism product development, promoting agricultural / livestock production, development of rural areas and creating a new market for products agricultural / livestock.

Rural tourism is based on the motives that push people to experience the atmosphere of the village with its beautiful and calm nature and with various agricultural and natural livestock products. It is also the main direction in the field of family tourism. Rural tourism has a broad structure, which takes different names. Agrotourism is generally composed or applied as "green tourism", which results in vacations, acquaintances, entertainment, away from urban centers, mainly in the countryside and based on nature, greenery, rural landscape, original food, renewable psycho-physiological activities, for almost every season. Agrotourism is part of a broader industry called rural tourism that includes resorts, visits, agricultural tours, vacations, non-profit hosting activities, which attract visitors to rural / rural areas. (RASP, *Manual i agroturizmit*, Tiranë 2018).

2. TOURISM GOVERNANCE IN THE COUNTRY

Tourism in Kosovo is managed and supervised by the Ministry of Trade and Industry, represented by a Division in the Department of Industry. The current administrative level of tourism in Kosovo is under-represented in this ministry, compared to the responsibilities and importance of the tourism sector for development and contribution to the country's economy. Tourism today is one of the most important and dynamic sectors of the world economy and is considered to be a complex and diverse phenomenon. It is complex as it involves a large number of activities (eg from water, rail, road and air passenger transport services to hotels, restaurants, souvenir shops, banks and retail) that are organized and coordinated with each other (Dula B. ,2018).

3. DEVELOPMENT OF AGROTOURISM - GLV

Sustainable rural development is a challenge in which GLV "Agrotourism" works in order to create the most favorable conditions for achieving product quality in the municipality of Peja. To achieve this, GLV intervenes in various fields of agriculture through programs that affect the development of knowledge and experiences of local residents for the culmination of agricultural products, advocacy and intervention through projects with donors in building infrastructure for development and development agricultural products, promotion of local agricultural products and awareness of local residents about the importance and benefits of consuming local agricultural products. GLV "Agrotourism" is very active in organizing meetings with local residents of rural areas, organizing

workshops and seminars for raising of human capacity, support of infrastructure investment programs, support of programs for subsidies to farmers and the development of their businesses, organization of fairs to promote local products and the development of various projects that affect the development of sustainable rural and improvement of living conditions of local residents in rural areas (GVL-Agroturizmi Peje, 2018). Rural tourism is also one of the sectors that GLV supports for development, and this is thanks to the opportunities and potentials of the municipality of Peja for rural development. Rural tourism can be defined simply as an economic activity that depends on and utilizes rural areas. For visitors, rural tourism offers something different from the usual tourism models (GVL-Agroturizmi Peje, 2018). Important elements of the Municipality of Peja, and GLV Agro-tourism includes the main topics proposed by thematic groups as follows:

- Agriculture -production and Agricultural Infrastructure;
- Other natural resources - tourism;
- Rural infrastructure and services in rural areas;
- Environment and land management;
- Human resource management;
- Diversification of income in rural economies
- Youth and gender issues,

Fig.1. Displays form of greenhouses



Source: GLV "Agritourism" Peja 2018

The municipality of Peja is very rich in agricultural products which, in addition to being sold in the country, are also produced for export to European Union countries.

4. NATURAL AND TOURISTIC RESOURCES

lled with attractive and interesting resources for travelers. Those seeking experiences in the wilds of The area of Peja is ed. The admirers of winter nature as well as admirers of idyllic villages and those looking for traces of the past will all be satis sports and summer adventures will be stunned by the beauty of the canyons, waterfalls and high peaks. Peja sits at the base nd rare, eatable and healing plants of mountains that are rich with evergreen and deciduous forests, where you will St.John`s Wort hypericum perforatum, Wild Thyme thymus serpyllum, dignalis feruginea; Goat`s Beard, Aruncus silvestris kost, primrose, chamomile, etc; as well forest fruits like: blueberries, strawberries, raspberries, blackberries, mushrooms, cornels, hazelnuts, can all be found there. Wild animal are seen in the region around Rusolia: bear, deer, wild pig, fox, wild goat, lynx, marten, rabbit, partridge, pheasant, wild chicken, forest rooster have all been seen there. The city of Peja is dissected by the Lumbardhi River which snakes its way though giving it a special charm. Families with nd long walks and idyllic resting spots along the river. During hot summer days, children who are anxious to enjoy nature, can the locals delight in cooling off in the water of Lumbardhi at a place known as Burimi i ujit të zi (Spring of the Black Water) near the cave of Demaj, just 3 km from the city and along the river for the next 9 km. Two kilometers from the city is an outdoor swimming pool, which hosts visitors of all generations but especially young people (You can enjoy the refreshing water or simply a cold drink in the shade Turist Informacion Gude 2017).

Photo 1 .Waterfalls of the White Drin



5. THE ROLE OF WOMEN IN THE TOURISM SECTOR

The social and cultural impacts of tourism need careful consideration, as they can have a positive or negative impact on the community. The influx of tourists brings different values to the community and an impact on family life. Furthermore, individuals and the community can try to please tourists or even imitate tourist behaviors. Interaction between residents and tourists can result in the creation of new opportunities or limitations of individuality. Visitor interest and community satisfaction often make residents more grateful for local resources. Tourist activities tend to make tourists live in a more interesting and exciting place (Turizmi në Kosovë dhe Zhvillimi i Qëndrueshëm i tij rast studimi rajoni turistik i alpeve shqiptare në Kosovë, Distertacioni Halil Bajramit,Tiranë 2015).

In the three municipalities of Peja, Deçan and Junik, there are few officials for Economic Tourism Development (in all cases, it is about male employees). There are no policies at the municipal level to encourage the tourism sector to include more women. There are about thirty active NGOs in the target area for tourism development, mainly donor-driven, which focus on tourism development. Currently, only seven women are in managerial positions. Given the community perceptions regarding gender segregation, mountain tourism is seen as a male province. Recently at Via Ferrata three female tour guides have been engaged (compared to none before the intervention), as the revenue generation potential is understood. Enthusiastic groups are mainly composed of young and middle-aged people, with middle and high incomes, coming mainly from urban areas. Most enthusiastic groups are male, but there is a tendency for women to become mountain enthusiasts (in rare cases, women participating in enthusiastic groups have changed roles and now work as local tour guides.). For MNMMs, the role of women is mainly related to low-skilled business functions. The initial survey shows that 31% of working women in tourism have roles in the kitchen, 28% in maintenance work, and only 5% in management functions. Despite the minimum wage provided by the Labor Law in Kosovo of 220 Euros, the average monthly salary of women is from 100 Euros to 150 Euros, mainly in informal employment. Typically, women involved in the tourism sector have a level of education, lack of information and previous experience, and lack of control over family finances. Such businesses are run by families, so the role of women is mostly informal and dedicated to the needs of the family. These women have strong financial dependence on their husbands. According to these analyzes, the PPSE project suggests several possibilities: - Contemporary tourists show more interest in community initiatives: MD can help create initiatives to create a complementary common market. MD in collaboration with NGOs and local government can develop simple strategies to improve market access. (Creating promotion programs to increase the number of tourists who buy local products, such as handicrafts, food, clothing, etc. and use local services, such as local guides (Turizmi në Kosovën Perëndimore Raporti mbi Strategjinë e Tregut 2015 p.14).

6. LEGISLATION IN TOURISM DEVELOPMENT

Tourism is a multi-spectral and multi-agency concern due to the impact that all sectors have on tourism. The need for coherence of long-term strategic policies and approaches is protected not only by strategies that can easily

change in any government mandate, but also through legislation. As such, a number of laws are particularly important for effective governance and policy approaches that help overcome sectoral shortcomings. Current legislation in Kosovo regarding tourism includes: Law on Tourism. This law defines the relations between the public and the private sector, defines the rights of all legal entities on tourism activities. In addition to the Law on Tourism, three bylaws have been adopted, including: Administrative Instruction on the content of the accommodation catalog; Administrative Instruction on categorization, voluntary registration and revocation of registration; Administrative instruction for the regulation and development of the accommodation evaluation system. Foreign Investment Law. The purpose of this Law is to establish rules and procedures for the protection, promotion and encouragement of foreign investment in Kosovo. The law sets out some basic measures for the equal and fair treatment of foreign investors in accordance with international best practices. The sub-legal act of this law is: Administrative instruction on the form and content of the foreign investment register. Law on Cultural Heritage. The purpose of this Law is the protection of cultural heritage, as well as legal and technical means for inventory, documentation, selection, protection, conservation, restoration of these treasures in accordance with international charters and conventions. (Zhvillimi i turizmit përmes politikave dhe legjislationit efikas korrik,2017).

7. AGROTOURISM STATISTICS IN KOSOVO

This is the publication of the prices of agricultural products and the absolute average prices of agricultural products, prepared by the Kosovo Agency of Statistics. In this publication, the price index of agricultural products is presented for some major agricultural products. The data presented in this publication includes data on the monthly, quarterly and annual index covering the period 2017-2019. In this publication are collected the prices of local agricultural (products in Kosovo. Price collection is done in: market, farms and other places. The products that form the basis for the price index of agricultural products are divided into two main groups: plant and livestock products. As part of the plant products, prices are collected for these groups: cereals, forage plants, vegetables, potatoes and trees. In livestock products, prices are collected for livestock and livestock products. In livestock farming, prices are collected for four categories of animals: cattle, sheep, pigs and chickens. These awards are based on the live weight of the animals. As part of livestock production, prices have been collected for: milk, eggs and honey. All prices are calculated in Euro and the units of measurement are in: kg, liter and piece. Annual price index of agricultural products (ASK, .2020).

Table 1: Annual price index of agricultural products, 2017 - 2019

Emrimi	Pesha në %	Peshat në 1000 euro	2017	2018	2019
Dritherat	27	8 940	83,8	82,9	105,7
Grurë	26	8 455	83,1	81,9	106,0
Elb	0	48	97,6	90,8	85,6
Mister	1	364	96,7	106,5	104,4
Dritherat tjera	0	73	99,3	85,3	84,9
Bimet farogjere	36	11643	108,4	111,7	108,6
Miser per ushqim kafshve	1	425	95,1	88,9	91,8
Bimët tjera foragjere	34	11 218	108,9	112,6	109,3
Sanë	26	8 493	108,6	112,6	106,9
Kashtë	4	1 234	102,4	116,8	118,5
Bimët tjera foragjere ;tjera	5	1 491	115,8	109,0	115,2
Perimet	210	68 778	94,3	108,1	104,7
Perimet e freskëta	210	68 778	94,3	108,1	104,7
Domate	31	10 107	102,1	123,1	111,9
Perimet tjera të freskëta	179	58 671	93,0	105,5	103,5
Speca	105	34 293	87,9	110,4	105,3
Lakër	1	388	94,0	106,8	100,8
Tranguj	1	429	97,4	129,1	139,3

Qepë	8	2 569	94,4	119,0	137,6
Fasulja	49	16 071	101,0	95,2	93,8
Shalqi	2	550	93,1	118,5	126,3
Perimet tjera të freskëta: tjera	13	4 371	102,1	93,1	98,9
Patatet	62	20 348	95,8	121,7	110,4
Pemët	87	28 598	123,0	103,8	113,0
Pemët e freskëta	52	16 970	140,0	94,4	110,3
Molla	7	2 360	125,1	111,3	97,6
Dardha	6	1 963	127,3	108,1	122,6
Pemët tjera	39	12 646	144,8	89,0	110,8
Kumbulla	22	7 221	163,5	81,0	112,1
Frutat e thata,Gështenjë	3	846	105,6	105,8	91,4
Pemët tjera,të tjera	14	4 579	122,4	98,7	112,3
Rrushi	12	3 899	121,4	113,6	111,6
Rrush për verëra	24	7 729	86,5	119,4	119,4
Prodhimet bimore	423	138 307	101,0	107,9	107,7
Blegtoria	162	52 824	98,8	99,9	105,4
Mëzet dhe Mëshqerra	74	24 125	97,7	101,6	110,4
Derra	28	9 199	99,9	95,3	102,7
Dele	46	14 944	99,6	100,2	100,6
Pula	14	4 556	99,3	98,7	99,7
Kafshë -tjera					
Prodhimet blegtorale	415	135 853	102,9	103,4	105,8
Qumësht	334	109 198	101,1	101,5	105,4
Vezë	62	20 112	111,9	111,8	105,3
Prodhimet tjera blegtorale	20	6 543	106,1	108,4	114,4
Blegtoria dhe prodhimet blegtorale	577	188 677	101,8	102,4	105,7
Totali i prodhimeve bujqësore	1 000	326 984	101,4	104,7	106,5

To develop a database with all current and potential sources and destinations of tourism in Kosovo and to create a list of resources, destinations and priority attractions to better target the tourism market.

8. CONCLUSION

In the Dukagjini plain very rich and very fertile lands where many products are cultivated, especially fruit trees and bread grains. In the Dukagjini plain, the traditional agricultural economy is used, in function of agritourism with mainly natural foods. Gastronomic tourism is a motive for attracting tourists as the traditional cuisine is diverse and quite tasty. , gorges, canyons, waterfalls, natural monuments, special phenomena of the plant and animal world, etcIn Kosovo, there are many good conditions for the development of agritourism, but investments are needed from the Government of the country or from various European donations. As much marketing as possible should be done and products should be promoted as much as possible. The infrastructure should be arranged according to the standards so that visitors can enjoy all the places in Kosovo, especially in the Dukagjini Plain, because this place is connected to the two countries bordering Albania and the Black Mountain.

REFERENCES

Agjencia e Statistikave të Kosovës, ASK(2020) p.7. <https://ask.rks-gov.net/>
Bajrami, H. (2015). Turizmi në Kosovë dhe Zhvillimi i Qëndrueshëm i tij rast studimi rajoni turistik i alpeve

shqiptare në Kosovë

Dula, B. (2018). “Analiza e situatës aktuale në sektorin e turizmit në Kosovë p.8.

GVL-Agroturizmi Peje (2020). “Strategjia e zhvillimit” <http://www.glv-agroturizmi.org/>

RASP (2018). *Manual i agroturizmit*, Tiranë 2018, fq.10 <https://aasf.com.al/wp-content>

(2017). Demokraci për zhvillim,Zhvillimi i turizmit përmes politikave dhe legjislacionit efikas

Kutolli, E. (2015). Turizmi në Kosovën Perëndimore Raporti mbi Strategjinë e Tregut, p.14

Turist Informacion Guide 2017- <http://www.pejatourism.org/pdf/informatori-turistik.pdf>