
TOURISM DEVELOPMENT AS A PART OF ECONOMIC DEVELOPMENT EVIDENCE OF TOURIST FREQUENCY IN KOSOVO

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Abstract: Tourism is one of the most important branches of society in many countries of the world. Today its development has taken an important impetus for the development of many societies which really accept tourism as a very important economic activity. Many countries have changed the physiognomy of the landscape, giving importance to the development of this activity. It can be rightly said that many countries have received the epithet of developed countries due to the tourist destinations they have at a discount. In this way, the Republic of Kosovo, even though it is a new state, has at its disposal potentially important potential values which really represent a very developed tourism product. Although they are still in the process of developing and improving the tourist which will be in function of the successful tourist offer. In order to develop successful tourist offers, potential values must be made available which will be used as a tourist product which is available for the development of tourism. And with this the overall economic development which affects the overall development of the country. The Republic of Kosovo has valuable potential values which are beneficial for the development of the tourism product. We rightly say that it is worth visiting for each visitor.

Keywords: Tourism, Kosovo, touristic potentials, categorization and tourists.

1. INTRODUCTION

Based on the numerous economic activities that the Republic of Kosovo has, in this whole, we have presented the impact of tourism in those parts which affect the economic development and in general the development of society. Tourism is a new activity which has begun to take the steps of its development, where it can rightly be treated as activities which realize and generates income for the local economy. Successful creation and growth are those which are influencing every day more and more in the change of many countries in the Republic of Kosovo, giving you the epithet as tourist places which expect a significant number of tourists. Many places are worth visiting in Kosovo (Alieva, M.T. 2018). Visits to them create good impressions. Every visitor who visits this place can be satisfied with the development of the tourist activity, creating the impression that it is really worth visiting. (Agamirova, Ek.V., et al. 2018). The Republic of Kosovo has at its disposal attractive tourist values on the one hand, but there are also accommodation facilities which are very comfortable to visit. Indeed, when you visit this place, it is worth it and creates a good impression of the attractive values that it has at its disposal (Horeva, L.V., and Golev, M.S. 2016). Each visitor who visits the place creates knowledge by passing it on to future visitors who will be notified through them and will visit the place. Based on the total potential values, the Republic of Kosovo is divided into five tourist regions which are distinguished by their potentials which are worth visiting. The main tourist regions of Kosovo are: (1) The central tourist region of Pristina, (2) The tourist region of the Albanian Alps, (3) The tourist region of Sharr, (4) The tourist region of Ana Morava, (5) The tourist region of Mitrovica and Shala Bajgora. Each of these regions has more or less potential tourist value which is worth visiting. So, both natural values and cultural heritage values are important.

2. MATERIAL AND METHODS

The paper uses the most important methods such as data collection, analyzing each factor participating in the development of Tourism. The results were worked with the help of the descriptive method and by analyzing the results of the work. Qualitative and quantitative data have been processed for the work which gives us a clear picture of the state of tourism in Kosovo and its development. The data were also obtained from the Kosovo Agency of Statistics as quantitative data on the number of accommodation units and the number of rooms and beds that are available to tourists visiting the country. These data have been analyzed and we have come to the results for the number of hotel facilities including their categorization and classification. Some of the data were obtained directly from the sample opinion and others were taken as secondary data. With their help and elaboration, we have come to the results for the development of tourism in Kosovo and forecasts for its development in perspective. Each of the elaborated parameters presents in the result which indicates the development or underdevelopment of tourism as an

important social and economic activity for the development of the country. I believe that the paper makes a small research and scientific contribution in the field of tourism.

3. RESULTS

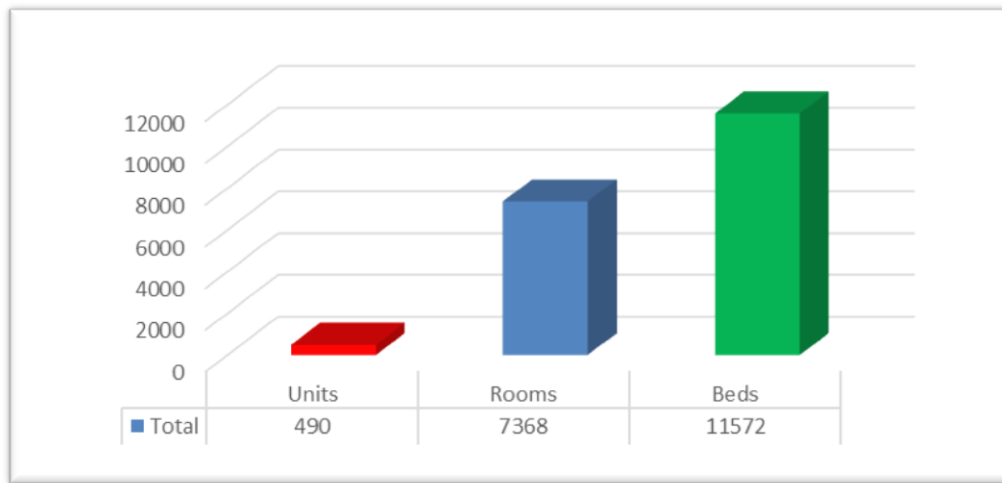
Potential tourist values are spread in all four sides of the Republic of Kosovo. Somewhere more and somewhere less which are in function of the development of a successful tourist product for the visitors who will be in function of them. Rare natural beauties including cultural heritage values, and general anthropogenic motifs are in function of the development of a successful tourist product. Tourism development is also closely linked to economic development. Including the successful development of tourism strategies which are in function of tourism development. All tourist values, including tourism potentials which are developed as part of the successful tourist offer are in function of tourism development. Every day more and more the number of visitors is increasing in the Republic of Kosovo on the one hand. While on the other hand, a successful tourism product is being created which is in function of tourism development. When we are talking about the potential tourist values which are in function of the development of tourism, we can distinguish the different values which serve as a tourist product. These values are distributed in the five tourist regions of the Republic of Kosovo. With the most attractive natural values as potential values for the possibility of tourism development are widespread in the tourist region of the Albanian Alps. Where are present the motifs of the beautiful landscape and the climatic conditions very suitable for the development of tourism. Also in this area are present geomorphological and biogeographical motives in function of tourism development. On this occasion, the area itself is declared a National Park, which is called the Cursed Mountains National Park. Another tourist area is the attractive area of Sharr which is valued with the motives of cultural heritage values which are more widespread in the city of Prizren. Also present are the Sharr Mountains which extend to the neighboring country in Macedonia. These mountains are valued with attractive tourist values. Where in this space belong Prevala and Brezovica as two very attractive tourist areas. In the third tourist region we have the tourist region of Pristina. In which there are attractive tourist values which are in function of the development of business tourism and other tourist motives. As another tourist region we have the fourth region in a row which is the tourist region of Ana Morava which is valued with less tourist potential values than the regions mentioned above. But it has an impact on the development of tourism with potential values. At the end we have the tourist region of Mitrovica and Bajgora, which is valued with different potential tourist values, especially the part of Shala Bajgora which is worth visiting with fresh air and peace of mind for the tourist. All potential values of tourism provide very suitable conditions for the development of tourism which is in function of the development of society. All these provide important material and spiritual basis for the development of tourism, favoring the successful development of the tourism product and the development of Kosovo society in terms of economic development and emancipation. The Republic of Kosovo is valued with a considerable number of accommodation facilities which are in function of the tourist offer. Tourism development is not successful without accommodation facilities. Especially their development will be in function of a successful tourist offer. Kosovo Statistical Agency (KAS) has published "Hotel Statistics in Kosovo" for the second quarter (Q2) 2020. In the second quarter of 2020 (Q2 of 2020) part of the survey were 187 hotels that operate hotels in the territory of Kosovo. Most of them are located in the region of Pristina, then Peja, Prizren, etc. According to the survey, the capacity utilized at the national level is 11.25%. In Q2 of 2018, the number of visitors was 68,609, of which 36.45% were locals and 63.55% were foreigners. Whereas, the number of nights stays in Q2 of 2018 was 109 631, of which 35.16% by locals and 64.84% by foreigners. The largest number of visitors and their overnight stays has the region of Pristina with 25,422 visitors and 38,679 night's stay. The largest number of foreign visitors is concentrated in Pristina, Prizren and so on. Regarding foreign visitors, the largest number was from Albania, Germany, USA, etc. The main objective of the Hotel Statistics Research is to highlight the trend of development of this economic activity in Kosovo. Through these statistical data, trends are presented through quarterly periods in this sector. These economic indicators enable comparability of data at the international level given the European standards for quarterly statistics.

Table 1. Types of accommodation capacities in Kosovo

Types of accommodation units	Unit	Room	Visitors
Hotels	201	4195	6189
Motels	179	2142	2861
Hospice	9	39	79
Hostels	9	43	171
Apartments	15	25	32
Bungalows	40	362	748
Total	453	6806	10710

Source: Kosovo Statistical Agency (KSA) 2020

Graphic 1. Types of accommodation capacities in Kosovo



Source: Graph Calculated by author

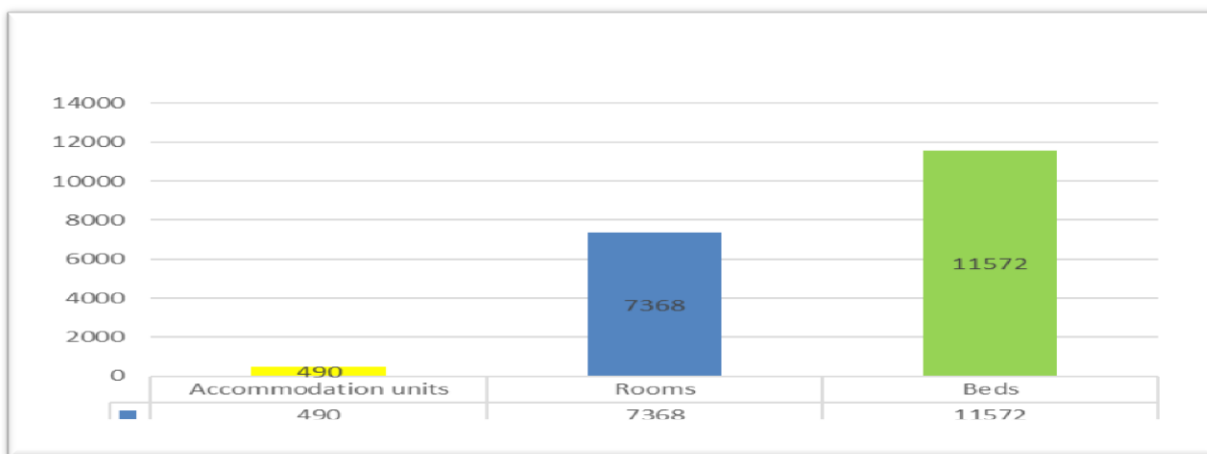
Based on the data recorded in the table are presented the types of hotel facilities, the number of rooms and the number of beds which are compared. Based on all the results from the table are presented data for hotels, motels, hospice, hostels, apartments and bungalows. Comparing it with the number of units, rooms as well as number of visitors. Based on the data from the table, the largest number of visitors has used the facilities hoteliers. Then motels, bungalows and so on. All are listed based on the number of guests who have visited hotel facilities in the Republic of Kosovo.

Table 2. Accommodation capacities in Kosovo per regions

Region	Accommodation unit	Rooms	Visitors
Gjakova	28	358	494
Gjilan	34	472	699
Mitrovica	29	484	734
Peja	92	1235	7372
Prizern	84	1227	2504
Pristina	160	2778	3765
Ferizaj	63	814	1049
Total:	490	7368	11572

Source: Table created by the author

Graphic 2. Accommodation capacities in Kosovo per regions



Source: Graph Calculated by author

4. DISSCUSIONS

All achievements are made by analyzing the above results and discussing the process of categorization and classification of hotel facilities which are very important indicators that show the number of tourists and the economic development of the country. Categorization and Classification of hotel facilities is done in accordance with law no. 04/L-176 on tourism. According to the law in force, the classification and categorization of hotel facilities are done voluntarily. The table below is presented for the classification and categorization of hotel facilities.

Table 3. Categorization and classification of hotel facilities in Kosovo

Nr.	Name of accommodation unit	Type / Classification	Category according to the stars
1	N.H."Amazona"	Hotel	***
2	"Swiss Diamond Hotel"	Hotel	*****
3	"Hotel "Ok"	Hotel	***
4	"Emerald Hotel"	Hotel	*****
5	Hotel "Qarshia e Jupave"	Hotel	***
6	Hotel "Afa"	Hotel	***
7	Motel "Quenn Vilas"	Motel	*
8	Hotel "Graçanica"	Hotel	**
9	Hotel "Gorenje"	Hotel	***
10	Hotel "Centrum"	Hotel	**
11	"Amsterdam Hotel"	Hotel	*
12	"Hotel Dukagjini"	Hotel	*****
13	"Meka"	Hotel	**
14	Hotel "Kristal"	Hotel	**
15	Nartel Hotel	Hotel	****
16	" Hotel Vita" (Al Petrol)	Hotel	***
17	"Hotel Prishtina"	Hotel	***
18	Hotel "Sirius-B"	Hotel	****
19	Hotel "Internacional"	Hotel	***
20	Hotel "Brilant"	Hotel	***
21	Hotel "Ambasador"	Hotel	***
22	Hotel "Parlament"	Hotel	***
23	Hotel " Estrada"	Hotel	**

24	Hotel “Garden”	Hotel	****
25	Hotel “Ulpiana”	Hotel	***
26	Hotel “Prizreni”	Hotel	**
27	Hotel “Valdrini”	Hotel	*

Source: Ministry of Trade and Industry, 2020

Based on the categorization and classification of data of hotel Facilities in Kosovo, a total of 27 hotel facilities are classified and categorized. Of which 3 hotel facilities are categorized five stars hotels. Also 3 hotels are classified and categorized with 4 stars. While 12 hotels are categorized with 3 stars. Of which six hotel facilities are classified with 2 stars each, and only 2 hotel facilities are categorized with one star each. While a hotel object is classified in the Motel with a star. This tells us that the classification and categorization of hotel facilities is still in the initial stage. Although there are a considerable number of them, much remains to be done in order to develop a genuine tourist offer. But it gives us to understand that this process is on track and day by day it is taking place. But there is still much to be done in order to classify other facilities such as tourist villages, inns, hostels and part of restaurants which make up a very large number of facilities which offer food and hospitality. All this presents the development of tourism and economic development of the country and the specifics of the types of tourism and its development.

5. CONCLUSION

Tourism development as a form of society development in the Republic of Kosovo is one of the most important bases for the development of society. So, it is one of the most important branches of economics. Its development is closely related to the overall social development. Potential tourist values are spread in all four sides of Kosovo which can really develop a successful tourism product which can compete with the countries of the region but also go to the forefront. Kosovo with its rare natural beauties which include the values of cultural heritage, and general anthropogenic motives is in function of the development of a successful tourist product. This corresponds to a successful tourist offer (Zavalko, N.A., et al. 2018). Tourism development is also closely linked to economic development. In these cases, is included the favorable development of tourism strategies which are in function of its development. With all the tourist values including the tourist potentials which are developed as part of the successful tourist offer are in function of the development of tourism. Every day more and more the number of visitors is increasing in the Republic of Kosovo on the one hand. While on the other hand, a successful tourism product is being created which is in function of tourism development. The part of hotel facilities has also started to be developed; which in accordance with the tourism law is classified and categorized. In Kosovo are classified and categorized a total of 27 hotel facilities which are in function of the part of accommodation for visitors who stay to visit attractive places as part of the tourist offer.

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