
DEVELOPMENT OF TOURISM AND HOSPITALITY IN RUGOVA

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Abstract: The territory of Rugova is part of Kosovo, which includes the western part of Kosovo. This territory consists of 13 settlements, which in the physiognomy of the landscape make up the mountainous parts that are quite attractive for visitors. In addition to the areas that attract visitors, a significant number of accommodation facilities and restaurants have been built in this area for guests visiting the area. Rugova has developed mountain tourism with all its activities because the attractive nature of the area makes this form of tourism developed. Likewise, winter and sports tourism take an important place, especially in the winter season, where the snow lasts for more than six months of the year, which is a rare phenomenon for the development of tourism. For this reason, the residents of Rugova have really turned this place into a tourist destination for visitors from all over the world. But on the other hand, they have also improved the quality of their lives. Tourism is always growing and developing in this tourist region of Kosovo. Tourists visit this place staying for days, both in summer tourism and in winter tourism. Visits are made to touristic places, where tourists also stay in family households together with local residents. Indeed, Rugova has many tourist attractions that are available for tourists. The paper presents some of the elements that have influenced and will influence the development of tourism for the future in this tourist. The development of tourism in this area presents a special report. The natural conditions and social factors are what make tourism an important economic activity for the development of this area. The tourist destination in File is visited by tourists throughout the year, many of them stay for whole days in this place. The importance of the area is also increased by the value of the National Park, which has been declared and affects the development of tourism in this area. The mountainous part itself has great potential values with all forms of relief which present real tourist attractions for visitors. In some parts, investments have been made to improve the tourist infrastructure, which provides a good basis for the development of tourism. The local population lives in the area and they welcome the guests who stay for days visiting the tourist sites of the area. The area itself has influenced the economic development of the country, which every day is changing its shape towards improvement. The large number of tourists who visit this tourist destination is the best indicator for the development perspective of tourism in this tourist area. The local residents use different products that serve tourists, such as traditional foods that are used in this area. Part of the agricultural and livestock products are used for the development of tourism in this tourist destination. Based on these indicators, the tourist destination in question presents suitable conditions for the development of the tourist product. The development of many forms of tourism such as; mountain, walking in nature, climbing, parachuting, staying during the weekend with family, all are conditions that have made this country a tourist destination for visitors. This shows the tourism development perspective of the area by using the tourist potentials which are used for the development of tourism and actually create a tourist destination.

Keywords: Kosovo, Rugova, Tourism, Management, Quality of life, Hospitality.

1. INTRODUCTION

The quality of life in tourism and hospitality has started to rise recently. The paper presents the development of tourism on one side and the way of living from tourism on the other side. The development of tourism in the Rugova area represents a potential development base for the Rugova region. Based on it, life has improved both for tourists and for the host community. Based on it, we have: That the quality of life is related to tourists as participants in tourist circulation. Therefore, the quality of life is offered to those who provide services such as hotels, restaurants and tourist agencies. (M. Joseph Sirgy (2018). The quality of life is presented in the community that lives in the destination (such as the impact of green community programs on the quality of life). All these researches are the best indicators for the quality of life, from tourism and hospitality services, which can regulate the life of different stakeholders in this tourist area, which can be realized directly as well as indirectly. indirect. The impact of the quality of life indirectly in tourism and hospitality services is presented as the local population has profitable benefits in various aspects such as economic, social and environmental development from these tourist services. By this it is meant that the tourist service together with that of accommodation are presented as a basis for regulating the way of life and facilitating the local community's way of life in the tourist destination, based on the indirect results from the development of tourism and the accommodation of guests. Tourism as an activity brings benefits to those interested in this activity. The type of benefit realized by tourism and the location are different and depend on the role of the destination in the development of tourism and hospitality as well as the development progress of the

infrastructure in the tourist area. Tourism and hospitality in the area also bring advantages that are not necessary as a basis for the benefit of the tourist activity and the establishment as a basis of economic advantage (such as the health system, education, improvement of other infrastructure) in the host communities. This research activity in tourism is taking a big leap of development and it is likely that in the coming years it will receive a larger number of visitors and they will stay in our hotels. The third is that the role of tourism represents a form of development of tourism on the one hand as an economic activity of the host community. Both together make tourism a growing and developing phenomenon in these areas as well.

2. METHODOLOGY

The area lies in the North-West of the city of Peja, in Kosovo. This mountain range represents the third part of this space which was known as the Albanian Alps. A few years ago, namely in 2013, this territory was declared a National Park by the Institutions of Kosovo. (Ahmed Zafar and Franklin Krohn (1990). The tourist area of Rugova is a favorable location for various tourist activities such as: skiing, rock climbing, picnic in nature with family, parachuting, mountaineering, skiing and many other activities related to the development of tourist activities and hospitality in the area of Rugova. Since the area is of great importance for the development of winter sports, it is of great importance to visit. This means that the area is visited during the winter season, but not ignoring the summer season and other seasons of the year. (Boyer. L.: (1970). There are always tourists from all over the world. The tourist area is rich with many geomorphological forms which are very interesting for tourists to visit. There are many caves, waterfalls, glacial lakes, high steep peaks, limestone cliffs, various decorative plants and many wild animals. All these territories represent attractive tourist areas. There are many visits throughout the year. The only Via ferrata or "Iron Road" in the Balkans is found in this area. The area is separated from the city of Pristina by 93 kilometers. (Carmichael Barbara (2002). The area of the territory is 20,000 hectares. That there is a nice big space for the development of tourism and hospitality. Its width is over 20 kilometers, which lies between the mountainous part of Lumbardhë, Kopranik, Shtedim and Hajla. The river Bistrica e Peja divides this territory by creating a gorge in the shape of a truck which is quite attractive for tourists. (Crouch, Geoffrey I. , and J. R. Brent Ritchie (2005). The largest part of this area consists of forests over 84%, while over 14% are mountain pastures. This has influenced the livestock to be developed and the area to have many local products which are welcome for tourists. In general, the relief of this area is quite undulating, in which many forms have been created by erosion. This space is made up of many interesting natural forms for visitors who, when they visit them, really create an impression of rare phenomena and attractive values. (Crouch, Geoffrey I. , and J. R. Brent Ritchie (2000). This territorial third in its composition has thirteen settlements that are far from each other at a distance of two to seven kilometers. Climatic conditions in this area are humid continental with mountain climate variants. In general, the summer season is shorter and cooler, while the winter season is longer and snowy. The spring season comes late and with marked changes in temperature. The region does not have many hours of sunshine. There are many rainfalls in the area. The most precipitation is in the month of December, over 372 millimeters, while the precipitation during the year reaches over 1330 millimeters. (F. Reçica & B. Millaku (2011). While the minimum rainfall occurs in the month of July with 0.3 millimeters. The region is interesting to visit due to the large amount of snow, which not only lasts during the winter, but also stays in the warm seasons, such as in the Spring and Summer seasons until the month of August. The thickness of the snow ranges from 30 centimeters to over two meters. The vegetation in this space is diverse with different games of plants which are quite attractive for visitors. In this region, several plant areas are distinguished, which are arranged based on the vertical extent, such as: Oak, beech, beech and mountain pastures. The region also has a variety of fauna, which can be singled out: Horses, goats, sheep, other donkeys. The area has many beautiful water networks. (F. Reçica & B. Millaku (2014). The land mainly consists of limestone rocks, which does not create conditions for the higher parts to have springs, because the water penetrates the rocky places, creating powerful springs in the lower parts, one of them is the Drini te Bardhë Spring in Radac i which is visited by a large number of visitors throughout the year. The high mountainous parts of this country lack water. All parts are rich with rapid flows during the rains in the spring, autumn and at the end of the winter season. All of this water can be used for drinking, especially in the upper part of their streams. (Stefan Kruger (2018). This amount of water in these areas represents a good basis for the development of tourism in this area for the development of tourist centers. During the glacial period, this space was frozen and covered with ice more than other parts of Kosovo where the mountains were spread. The part covered with ice was about 25 kilometers which formed the Rugova Gorge, which is a real tourist attraction for visitors, which is visited in the four seasons of the year.

3. RESULTS

This territory has many potentials and resources for tourism. Recently, tourism has taken steps towards development, based on the climatic conditions of the mountain climate, on the natural attractions, various flora and fauna, as well as on the construction of business facilities, including accommodation facilities, restaurants, private housing facilities. which enable the development of tourism. In this way, the tourist office has contributed to the development of tourism. Which develops many tourist activities in these parts, offering tourists the necessary information for their visits and stay in these parts. In this area, many paths for walking and walking in nature have been formed. Gashi M.: (2012). Also, the announcement of this entire National Park has influenced the development of tourism and the increase in the number of visitors who visit this area throughout the year. Tourism in this space is divided into two parts: 1. Domestic tourism and 2. Business tourism. (Gashi M.: (2013).

Domestic tourism - It is present with houses - hotels that serve guests for accommodation where the guests are best acquainted with the customs of the area and the life of the residents in these spaces. Many tourist facilities develop this type of tourism.

Business tourism - It is represented by objects of a mountainous nature that correspond to the attractive tourist area. The area is rich with different and rich menus for visitors, including European and traditional foods. (Gashi M.: (2014).

All accommodation facilities and restaurants have their own features and are at service for dozens of visitors a day.

Rugova is the most attractive place for the development of winter and summer tourism. It means the development of tourism in the four seasons of the year. Renoux. M.: (2016). The development of tourism and the management of the quality of life in this area have given great importance to the regulation of living conditions in this area. In this part, special importance was given to the development of tourism as well as the addition of special care for natural values and those of cultural heritage. In this space, various tourist activities are developed, which are developing tourism day by day. In the area with one word, a tourist product is developed which is a function of the development of tourism in these areas. (Muzaffer Uysal (2018). Locals are employed in tourist activities in the area. "Bjeshket e Nemuna" National Park - includes the area of 62,488 hectares. and extends to the territory of the municipalities: Gjakovë, Junik, Deçan, Pejë and Istog. The establishment of the park management plan is in progress. Large parts of the National Park, especially the south of the Rugova valley, are awaiting the development of outdoor tourism products and basic infrastructure. Summer tourism is flourishing in the Rugova Valley and lasts six months (May – October) with the peak of the season being reached in July and August. The snow season lasts four months (December - March), but due to the lack of activities, it does not attract a significant number of visitors. The initial tourism survey of western Kosovo shows that local visitors make up about 41% of the demand, while tourists from the diaspora make up about 19%, and international tourists 37%. Based on the hospitality and management of the quality of life in Rugove, it can be concluded that we are dealing with a very attractive tourist area. Lilia Simkiv, Svitlana Shults, Olena Lutskiv, Uliana Andrusiv. (2021). Not only for the visitors who stay in these tourist destinations, but also the hospitality is impressive. This is achieved thanks to the experiences that local residents have gained by welcoming visitors. The region of Rugova is visited from all four corners of the world. Visitors' impressions of the country are also created from the visits. (Millaku. B.: (2016). It is not only the rare natural beauties that the area has, but we also have many cultural heritage values that are of interest to visitors. On the other hand, we have many accommodation and non-accommodation facilities that offer traditional food and are open to visitors at any time and in any season of the year. The entire process of developing tourism, respectively the tourist product, is managed in the most successful way possible.

4. CONCLUSION

Rugova is the most attractive mountain area in the territory of Kosovo. In which many tourist activities are carried out which are at the service of local and international tourists. Rugova has great and attractive resources for the development of tourism. In recent years, tourism has taken off for the development of this important activity. Mountain climate, natural beauty, flora and fauna have given special importance to the development of tourism. Rugova is ideal for developing summer and winter tourism products. In this part, enthusiastic mountain groups began to explore outdoor activities and adventure activities: hiking, mountain climbing, rock climbing and cave exploration, especially in the area of the Rugova valley. Two forms of Tourism have been developed. Business Tourism and Domestic Tourism. Both have their importance for the development of the tourist product in this part. Quality of life management for both visitors and host residents are in the desired function. Always based on the development perspective of the country, the development of tourism represents an important value for the development of the country, which is moving towards progress every day. The use of these above-mentioned potentials is leading to a tourist destination, which is visited by more and more tourists every day. Therefore, the

importance of the tourist area and the declaration of a National Park are giving importance to the development of tourism, achieving its greatest growth in this area.

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