
PROMOTION OF TOURIST DESTINATIONS THE IMPORTANT FACTOR FOR THE DEVELOPMENT OF TOURISM IN KOSOVO

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Abstract: Protection and improvement of the environment as a valuable asset for the people of Kosovo and the development of tourism in the country. The Republic of Kosovo implemented policies for the preservation, protection and promotion of the environment through the strategies and state action plans drawn up so far. In this direction and based on the country's environmental protection legislation, State and local level Strategies and Action Plans are drawn up in the Republic of Kosovo. In addition, for the environment, the drafting of sectoral strategies and action plans for specific environmental sectors, such as: water, air, biodiversity, waste, and for other environmental issues: climate change, soil protection, of forests, administration with chemicals, noise protection, protection from ionizing and non-ionizing radiation Tourism is one of the industries that has really seen a higher growth in recent years all over the globe as well as in our country. Such a development has resulted in the creation of high profits from tourist services, influencing the development of tourism and economic development in the country. The promotion of new tourist destinations, such as Kosovo, have an impact on the arrival of foreign and domestic tourists, the promotion of tourism destinations through electronic means that have now become a trend for communication and development will influence tourists to be offered tourism offers our country. The promotion and good management of tourist destinations will influence the growth and tourist flows and the way the destinations are perceived by the tourists who have visited them.

Keywords: Environment Tourism, Promotion, Destination

1. INTRODUCTION

Kosovo has legislation for the preservation of the environment that will positively affect the citizens, without a clean environment there can be no development of tourism in the country. In Kosovo, according to the statistics obtained by KAS, every year there are more tourists enjoying the natural pastures of Kosovo. Tourism should be promoted because it is one of the most influential sectors in economic development and the creation of new jobs in countries, as well as it plays an important role in empowering women, young people and other social groups that will affect the economy. families and increasing the standard of living in the country. The people of Kosovo live in a land with a rich and complex history and also in a rich and complex natural and cultural landscape. (PDKK, 2017). Potential tourist values are spread in all four sides of the Republic of Kosovo (Millaku & Kuqi, 2021). What is more important is that in Kosovo the climate is very favourable for tourists because four seasons are adjusted in accordance with official calendar and in rare cases the climate happens to be different, for instance, the winter season is snowy each year (Kuqi, 2018) Tourists are increasingly interested in experiencing tourist destinations that are unique and authentic. Tourists are not satisfied with just a visit as a simple observer, but they are more interested in learning about the culture and history of the destination, having adventures that will be remembered for a lifetime, establishing direct contact with the local community, and developing activities. boarding schools that engage all their senses; all this to make their experience unforgettable. In terms of experience, it has become something essential in contemporary tourism. In order for the tourist offer of a destination to be complete, then it is equally important to have tourist guides who will transmit the interpretation services to tourists of localities, cultural assets, works of art, monuments and historical figures. , rarities and natural beauties and the entire culture of the visited destination (Krasniqi et al. 2023). During the pandemic, like any other country, Kosovo's tourism sector has stagnated (Kuqi et al. 2021). Therefore, it is very important to promote and develop tourist destinations in electronic means and create offers, etc. All hotel-accommodation entities can voluntarily submit to the categorization process (MINT, 2023).

2. RESEARCH METHODOLOGY

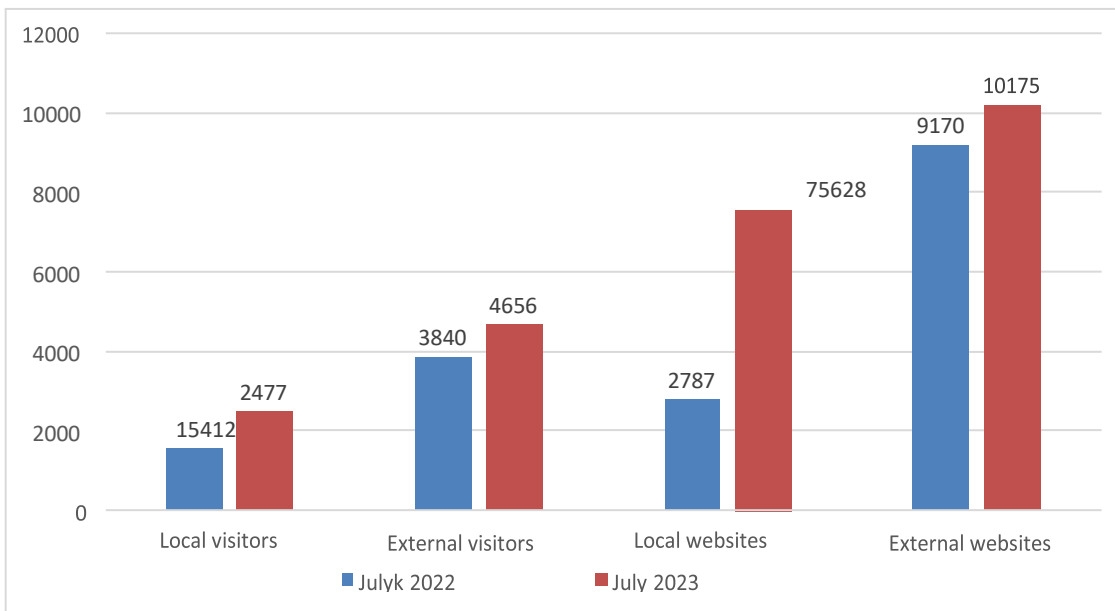
The methodology used is a function of the goals set at the beginning of the study. The work methodology in this paper will be based on data, research and literature from different authors, who have addressed the topic of

environment and tourism, the development and perspective of tourism from different angles. Data sources from Kosovo institutions such as KAS, MTI, Municipality and reports from local civil society organizations and international organizations were also used for the drafting of the paper, in order to process statistical data, analysis, research, etc.

3. DISCUSSION

Tourism has been recognized as one of the opportunities for a more diversified economic development. Actually Kosovo has tourist potential, visitors from Kosovo can spend weekend days in the area, visit traditional cultural events, taste traditional dishes, enjoy the environment. However, despite the potential, a lot of effort needs to be invested for tourism to take off in these areas. Therefore, appropriate actions should be implemented as early as possible at different levels: raising awareness, capacities, organization, marketing, and networking. The purpose of the paper is, through the use of analysis of many factors, respectively factors of the managerial environment, to use them, and to make decisions as precisely and logically (Elezaj & Kuqi, 2021). Today, Peja has become a world tourist destination through the presentation of the tourist potential of its mountainous areas in the project of the cross-border path "Balkan Peaks", which includes the triangle that connects the border points, Kosovo, Albania and Montenegro, inviting the first world prize for Tourism Destination Management sustainable "Tomorrow's Tourism" in the final international competition at the Global Summit of held in Abu Dhabi on April 9, 2013, the prestigious award was shared World Travel and Tourism Council (Municipality of Peja, 2023). A special contribution to the growth and strengthening of tourism in this part is also the tourist operators, who, in addition to their material benefit, have a crucial impact on the expansion of tourism and the discovery of the natural visas of this region (Telegrani, 2019). The tourism industry creates new jobs (Kadiu, 2017). In tourism, a strategy should always be created (Gorica, 2023) the number of visitors (local and foreign) was 71,341, of which 34.73% were local and 65.27% were foreign. Compared to July 2022 (there were 53,820 visitors), there was an increase in the total number of visitors by 32.6 The number of online stays was 177,383, of which 42.64% were from locals and 57.36% from foreigners.

Tab 1. Number of visitors and overnight stays July 2022 – July 2023



The number of internal visitors and their net-stays by region. The region of Peja has the largest number of domestic visitors with 7,582 visitors and 38,145 overnight stays.

Table 2. The number of external visitors and their web-stays by country of origin

	Visitor			Net positions		
	July 2022	July 2023	%	July k 2022	July 2023	%
			July 2023			July 2023
			July 2022			July 2022
Internal visitors	15412	24776	60,76%	27874	75628	171,32%
Gjakovë	47	386	714,65%	50	1464	2853,43%
Gjilan	1492	3048	104,35%	1911	13802	622,10%
Mitrovicë	1568	2147	36,95%	1642	3161	92,50%
Pejë	3309	7582	129,15%	10755	38145	254,69%
Prizren	3259	5501	68,78%	5195	8273	59,25%
Prishtinë	3239	4051	25,09%	5137	8481	65,09%
Ferizaj	2498	2061	-17,50%	3185	2303	-27,68%

As for foreign visitors, compared to the previous period (July 2022), there is an increase in visitors by 21.24%. In total, 45,566 foreign visitors, of which the largest number is from: Albania, Germany, Switzerland, Turkey, etc.

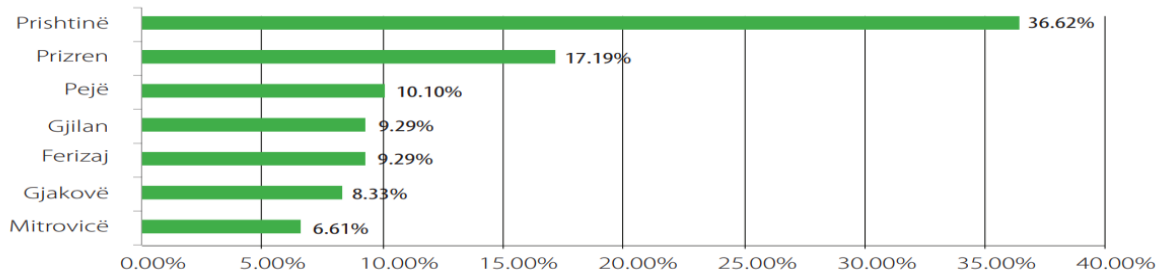
Table 3. The largest number of tourists come from

	Visitor			Net attitudes		
	July 2022	July 2023	%	July 2022	July 2023	%
			July 2023			July 2023
			July 2022			July 2022
External visitors	38409	46566	21,24%	91706	101755	10,96%
Shqipëria	6126	7875	28,56%	13610	18738	37,67%
Gjermania	5669	6324	11,56%	13904	16311	17,32%
Zvicra	5008	6418	28,14%	11120	14999	34,89%
Turqia	1305	2373	81,80%	2075	5152	148,34%

Source: (ASK, 2023)

Here, in the first place, we have in mind the provision of cities with inn facilities, which were built for the needs of the economy (business trips), but also for the permanent needs of the local population for hotel facilities. The following activities are considered part of the industry: hotels and motels with restaurants, hotels and motels without restaurants, youth hostels and mountain vacations, camping sites including caravan sites, short stay facilities, restaurants, bars, canteens and kitchen, and tourist agency.

Graph 1: Distribution of businesses in the tourism industry by region in Kosovo

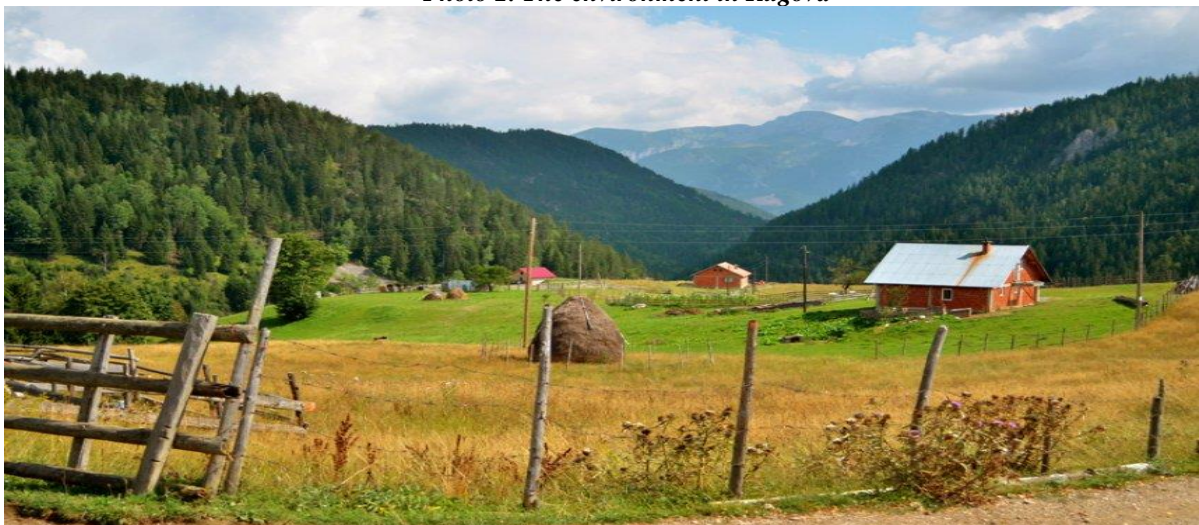


The largest number of businesses in the tourism industry are based in the Prishtina region (36.6%), followed by Prizren (17.2%) and Peja (10.1%) (graph 1). Tourism in Kosovo ranks among the branches of the economy with rapid development in the last ten years. In the structural analysis and long-term projections, tourism is evaluated as a very dynamic phenomenon of importance for the development and promotion of protected areas of nature, especially national parks and natural heritage values. Tourism, as always, has a positive side as well as a negative one, because sometimes tourists are also polluters of the environment.

Photo 1. Rugova



Photo 2. The environment in Rugova



It is also caused by the man himself by directly leaving household waste and industrial waste, pesticides and fertilizers, non-recyclable solid waste. The government indicates that for a month there are 7 thousand tons of wastes and there are not enough waste dumps. The environment is also damaged by the many landfills used for iron processing, where agricultural lands are also damaged. Soil pollution disrupts the balance of nutrients contained in the soil.

4. CONCLUSIONS

In all regions of Kosovo, investments have been made in the construction of hotel premises in landscapes and open spaces, where, in addition to other foods, traditional local food and various specialties are offered. In some of these hotels, artifacts from the ethnoculture and family economy of the population of Kosovo are exhibited. For all these blessings of the cultural and historical heritage in Kosovo, the Kosovar society must design a strategy for the development and promotion of their values through marketing concepts, from which action the whole of Kosovo and its people would benefit, as in the aspect of recognizing national identity, as well as in terms of economic development and tourism. Kosovo should create a strategy for the development and promotion of tourism in the country, this initiative should be initiated by the governmental bodies of Kosovo.

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