

THE NATURAL BEAUTIES OF KOSOVO AS A FACTOR OF INCREASING THE NUMBER OF TOURISTS IN KOSOVO

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Abstract: The natural beauties of Kosovo and their promotion is one of the very important segments for the development of tourism in Kosovo. The promotion of natural beauties, products, services, the presentation of various experiences and activities that encourage visitors to experience these values to enjoy the beautiful landscapes of Kosovo is very important for our country, which also reflects the overall economic development and in the motivation of tourism development in Kosovo. Promoting the values of tourism in Kosovo will be one of the most important forms for the development of tourism. Kosovo has many wonderful natural attractions such as high mountains, waterfalls, caves, lakes, rivers, and other natural resources. Kosovo is a beautiful country with a high cultural heritage, which has a very rich natural environment. Kosovo is not only mountains, but also has amazing lakes with picturesque views and other attractions of high cultural importance. Kosovo is a very popular place for local and international tourists. The natural beauties of Kosovo play an important role in attracting tourists to the country. Kosovo offers a number of attractive natural destinations.

In general, the natural beauties of Kosovo together with their promotion and the development of tourist infrastructure have been important factors in increasing the number of tourists in Kosovo in recent years. The natural beauties of Kosovo together with their promotion and the development of tourist infrastructure have been important factors in the increase in the number of tourists in Kosovo in recent years.

Keywords: natural, tourism, product etc.

1. INTRODUCTION

Kosovo has natural landscapes, a natural wonder that is one of the most popular attractions in the Balkans. Fantastic views of mountain peaks, lakes and waterfalls, as well as picturesque villages. Potential tourist values are spread in all four sides of the Republic of Kosovo. They offer everything nature lovers need for a relaxing vacation, hiking, etc. Kosovo is the destination of many local and foreign tourists as an unexplored country, based on the official statistics of the competent bodies of Kosovo, during the year 2023 the number of those who have visited Kosovo has increased. The step-by-step growth of tourism in Kosovo follows the global trends in this sector, especially in recent years. there is constant presentation of new tourist products, improvement of the offer in destinations within the country and in general, the services are modernized and diversified. Therefore, tourism is becoming one of the sectors that is giving impetus to economic development and the increase of the cultural and social standard in the country (Boletini E (2022)). In addition to foreign tourists, local visitors, i.e. residents of Kosovo who choose to spend weekends or vacations in various destinations within the country, are an important group of users of tourist services. All hotel-accommodation entities can voluntarily submit to the categorization process (MINT, 2023). What is more important is that in Kosovo the climate is very favorable 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). The activity of tourist guides is mainly related to the business of tourist agencies that comes as a result of the fact that Kosovo was a developing tourist region (Prishtina REA 2023).

2. RESEARCH METHODOLOGY

The methodology used is a function of the goals set in tourism. The working methodology in this paper will be based on primary and secondary data, research and literature from different authors, who have addressed the topic of tourism, the development and perspective of tourism from different perspectives. For the drafting of this paper, different sources from competent institutions for tourism have been used.

3. DISCUSSION

Kosovo is rich in natural beauty, cultural heritage, which attract tourists to visit them, Kosovo is remarkable in many aspects, many cultures and traditions are interwoven here. The President of the Chamber of Hospitality and Tourism has informed *Ekonomia Online* that the number of tourists in Kosovo in June has increased by nearly 30%. And

according to him, this is very good news for the country (Economy 2023). Evaluation of alternatives to making decisions still remains as the most difficult field for every manager. The prices are considerable, especially for food, while the part of accommodation in Pristina has been a little more expensive in hotels, but recently, many hotels have been built and there are solutions for all tourists, hospitality and traditional food are also appreciated by visitors in Kosovo.

Kosovo as a tourist destination has two particularities that are appreciated by tourists, there are very welcoming people whose origins lie in our traditions and traditional food, and tourists can also enjoy the IV seasons of the Red Year 2018). The potential tourist values are spread over the four sides of the Republic of Kosovo (Peja municipality2023).

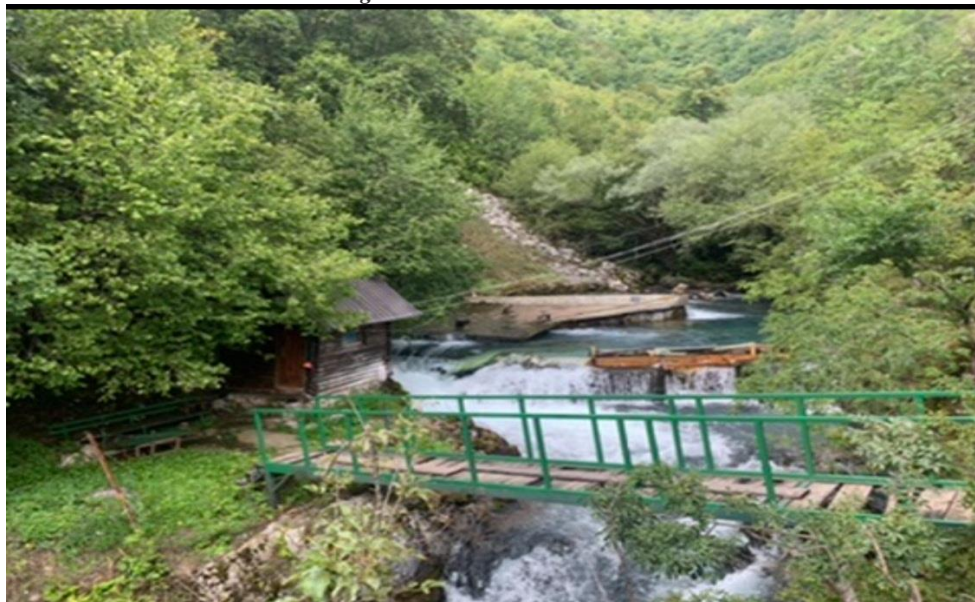
Figure 1. The National Museum of Kosovo is located in Pristina



Source: National Museum of Kosovo

The Museum of Kosovo was built by the Austrians for the Turkish army in 1898, and was used by the Yugoslav national army until 1975. The museum had a rich collection of prehistoric objects discovered in Kosovo. Most of the artifacts show life in the time of the Illyrians and Roma.

Figure 2. Source Drinit Bardhe



Source: Autori B.K

The Drint Bardhe spring originates at the foot of the Rusolia mountain from the stone of the Radavci cave, at 586 m above sea level, where it also creates a beautiful waterfall.

Figure 3. Flija



Source: Autori

The layered flija made with flour, water and salt, cooked in a special round pan and served with sour cream. The flija is a traditional food and much sought after by tourists, both local and international. The flija is a traditional food that is very popular with visitors (Lajqii et al., 2022).

Table 1. The number of domestic visitors and their overnight stays in Hotels, by region

	Visitor			Net attitudes		
	November 2022	November 2023	%	November 2022	November 2023	%
			November 2023			November 2023
			November 2022			November 2022
Internal visitors	11 676	22 744	94.8%	16 435	65 199	296.7%
Gjakovë	97	293	201.4%	130	632	384.9%
Gjilan	876	3 045	247.7%	947	12 998	1272.6%
Mitrovicë	950	1 275	34.2%	951	1 645	73.0%
Pejë	2 274	6 581	189.4%	5 454	31 498	477.5%
Prizren	3 705	6 174	66.6%	4 178	11 188	167.7%
Prishtinë	2 848	2 767	-2.8%	3 593	4 558	26.8%
Ferizaj	927	2 609	181.4%	1 181	2 681	127.1%

Source:(ASK, 2023)

The number of foreign visitors and their stays in hotels, according to the countries they come from. As for foreign visitors compared to the previous period (November 2022), there is an increase in visitors by 4.3%. A total of 23,982 foreign visitors, of which the largest number is from Albania, Switzerland, Germany, Turkey, etc. Table 2. The number of foreign visitors and their stays in hotels, according to the countries they come from.

Table 2: Number of international visitors

	Visitor			Net attitudes		
	November 2022	November 2023	%	November 2022	November 2023	%
			November 2023			November 2023
			N November 2022			November 2022
External visitors	22 982	23 982	4.3%	35 461	46 465	31.0%
Shqipëria	5 839	7 600	30.2%	8 345	15 655	87.6%
Gjermania	2 097	1 944	-7.3%	3 764	3 706	-1.5%
Zvicra	1 969	2 044	3.8%	2 681	3 378	26.0%
Turqia	1 682	1 786	6.2%	2 443	2 858	17.0%

Source:(ASK, 2023)

It can be seen from the table that most of the visitors are from Albania and other countries, who come to Kosovo for tourism and other economic activities. When it comes to a cross-border economic activity or another activity, it usually results in an increase in the economic power of the actors undertaking the activity (Krasniq & Sojeva 2022).

4. CONCLUSIONS

Kosovo has sufficient resources for the development of several types of tourism, which can be used as attractive places for tourists, both local and international. Creating conditions for investment in order for Kosovo to have its own competitive tourist product in the local, regional and wider tourist market, the development and promotion of the tourist product, the development of cross-border tourism, the creation of cooperation agreements in the tourism sector, the integration of Kosovar tourism in international tourist institutions. Tourism should be introduced as a priority activity, development with priority, to make it possible for all the infrastructure, starting from the legal, physical and others, to ensure that Kosovo tomorrow and the day after tomorrow is a potential or attractive destination for local and international visitors.

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