

“ POLICY IMPLEMENTATION AND TOURISM DEVELOPMENT IN KOSOVO”

Abstract: The purpose of each policy is to be closely concerted action achieve certain goals. In accordance with pre-specified, can be defined and economic policy as a state activity which it according to set targets affect economic activity, ie. to change the behavior of economic agents in the desired direction. As a special segment of the general economic policy can be viewed tourist policy. Tourist policy is consciously focused on setting goals and determining the resources which will activate all economic and social functions of tourism.

Keywords: Tourism policy, tourism, tourism development.

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INTRODUCTION

If tourism is viewed as a set of relationships and occurrences occurring during the travel and stay of visitors outside their permanent place of residence, then we can notice the numerous consequences arising from these journeys and which differ in size, character and nature of influence among themselves. The result of the war left deep traces in the destruction of cultural objects of a historical, cultural, religious, economic and tourist character. After the war, there is a trend towards the beginning of consolidation of the concrete engagement of responsible entities for undertaking program plans for the development of tourism, and in this way there has been significant progress in all segments.

Thanks to this, Pec with its surroundings is one of the centers with great opportunities for developing a tourism economy based on the potential that has resources that it has: (Prokletije, the Albanian Alps for its natural beauties with very high ecological values possesses rich landscapes in localities that include beautiful rivers and lakes with which it is rich, as well as cultural heritage.

1. TOURISM DEVELOPMENT IN KOSOVO

Tourism has been and remains an important area for Kosovo society and economic development the private sector and the economy as a whole. Kosovo offers good opportunities for winter tourism and hiking, recreational sports, cultural tourism based on our historical and cultural heritage. Kosovo has excellent potential of mountain tourism, national parks, cultural as well as the potential of sports hunting. Although under the burden is a consequence of the war, and abroad, it has a war-based image, the city Peja has great natural, historical and cultural potentials to become a tourist a promising destination, especially in the regional context of the Balkans.

Most of the guests come only for one day and that mainly from nearby urban centers. Kosovo has the potential to develop hunting tourism. This type of tourism can be used in a large number of places in Kosovo, like which are: Rusolija and Blinaja. Other natural values of Kosovo are: Mirusha Canyon, Marmara Cave in Gadimlje, rivers and lakes offer the possibility for development fishing, water sports and recreation.

2. POLICY APPLICATION AND TOURISM DEVELOPMENT IN KOSOVO

The notion of "politics" is in conflict with purely economic goals, on the one hand, and on the general social status or status of individual states in the creation of global processes in the world. Economic policy is defined as a whole of conscious actions, primarily public authorities, aimed at achieving the set goals. When talking about tourism policy, Tinberger defines the "tourism policy" as "the totality of the measures of conscious state mixing in the field of tourism that are focused on mastering the development of the tourism industry, maintaining its competitiveness, improving the ability to bring income, and the achievement of its unpredictable goals" at Ubavic, 2014, page 54).

Setting the goal of tourism policy is done through legal entities (public law organizations) and private legal associations at different levels. The potential of each territory is less determined by geographical location, climate, or natural resources, and more by people, by their dedication, ability, energy, values and organization. Kosovo's natural wealth is a major tourist resource. The description of Kosovo tourism potential is very closely related to the geographical situation of Kosovo. Its geographical position in south-eastern Europe, with a central position on the Balkan peninsula, represents a crossroads of roads that historically reach the Romans' time.

The Government of Kosovo will continue to promote good neighborly and constructive relations with all countries of the region. In fulfilling this regional policy, Kosovo will remain engaged constructively and pragmatically in order to increase effective regional co-operation by strengthening and continuing its participation in regional organizations and forums. The regional policy of the Government of Kosovo will continue to support dialogue at all levels, regional security, economic cooperation, deepening of trade exchange, protection and promotion of human rights and freedoms.

2.1. Potential for tourism development in Kosovo

Considering the average annual growth rates recorded in the second half of the last century, tourism is an economic branch that has a steady growth. The importance of tourism is reflected in its close connection with a range of activities, such as: transport, culture, health, politics, etc.

Responsible tourism carries the potential of re-establishing those connections that have been developed for a long time in this region and which have been violently aborted. Responsible tourism gives us a new ideology of understanding and connectivity, but not for the purpose of linking diversity, but in order to understand the unity and harmony of the environment within which human relations are important links. The choice is today on the side of short-term economic interests, not on the side of long-term sustainability of the environment and socio-economic development. In a large number of villages today there is almost no younger generation that can negatively affect in the future. In this sense, responsible tourism can serve as a mechanism for not coming to this, all through the development of a network of activities whose main links would be held by young people.

Eco tourism is a rather vague concept that partially resembles a marketing trick, and partly still has a foothold in the behavior of tourists who consider themselves ecotourists. Namely, this is a form of tourism involving ecologically conscious individuals and groups, who by their actions on the environment try to reduce the effects of the so-called mass tourism. Some basic characteristics associated with the notion of ecotourism and accommodation that are found here and which offer eco-travelers include: naturally preserved spaces, the use of simple types of accommodation, strict adherence to environmental protection, including a limited number of visitors. A guest who uses this kind of vacation expects a non-transformed environment or partially transformed, and in some way an experience of merging with nature.

Cultural tourism. Here, the WTO differentiates the choice between small niche markets with special interest and large groups, which involves visiting cultural monuments in their holiday program, which otherwise has a different focus.

3. STRATEGIC ASPECTS OF TOURIST POTENTIAL WORK

Regarding central and local politics, tourism has yet to receive the deserved attention of the relevant institutions, especially since the Ministry of Trade and Industry has set the goal according to which by 2020, the tourism sector will make between 10 and 12% of Kosovo's gross domestic product .

The biggest challenge for the development of tourism, according to sector experts, lies in the fact that tourism is omitted from the priority areas of the agenda for Kosovo's wider development. In addition, relevant government institutions need to expand efforts to systematically identify areas of tourism potential and determine their strengths and weaknesses. This process will pave the way for the creation of a strategic tourism plan, identify and highlight specific tourist destinations, define marketing strategies for tourism promotion and define the principles of the main tourism development plan in the regions and territory of Kosovo as a whole. Although these initiatives appear to be individually successful on a small scale, their potential impact on sustainable development seems to have been prevented mainly due to a narrow and diverse focus on local economic development and environmental protection. The Economic Development Office of the Peja municipality in cooperation with other units that have administrative and institutional support of the mayors can finance their group.

When it comes to the strategy for economic development, one of the two main goals of tourism planning is an integral part and generator of economic growth that influences the increase of employment and work of families in other sectors of production and services in the Municipality of Peja and thus fulfill each other.

3.1. Structure of accommodation capacities

The structure of accommodation capacities is distributed in such a way that it is dominated by certain types of accommodation capacities, while some types of accommodation capacities are very few or not at all represented. The structure of accommodation capacities is mostly represented: private accommodation, hotels, cottages, campsites and "other" capacities.

Table 1. Number of domestic and foreign visitors in 2015.

	Number of visitors in 2015			Number of night in 2015		
	Foreign	Domestic	Total	Foreign	Domestic	Total
TM1	178	107	285	219	97	316
TM2	246	218	464	275	218	493
TM3	359	167	526	475	200	675
TM4	168	389	557	174	395	569
TOTAL	951	881	1.832	1.143	910	2.053

Source: <http://ask.rks-gov.net/media/3539/stat-ugostitelstve-tm2-2015.pdf>

Of the total of 1,832 visitors, 51.91% are foreign visitors, and 48.08% are domestic visitors. The total number of nights is 2,053, of which 44.32% are domestic and 55.67% are overnight. If we divide the days of the year we see that the rate of one-day visit is 5 visitors per day, with a total number of overnights of 6 people per night spent in the tourist accommodation of the city of Peja.

3.1.1. Empirical research of policy and tourism development in Kosovo

Analysis of the implementation of the regional strategy for the development of tourism in the western region of Kosovo

Regional strategies should include improving the competitiveness of key attractions. The development of tourism must keep up with the development of local resources, and in this way, we should not focus on such large, but highly profitable initiatives, especially because of the number of visitors and overnight stays on recreational one-day trips.

The regional strategy and other strategic documents identify tourism as one of the areas with the potential for development and creation of new jobs in the regions of western Kosovo. These strategic documents identified tourism branches such as mountain tourism with sports and recreational elements, mainly in Peja, Decani, Junik and Istok.

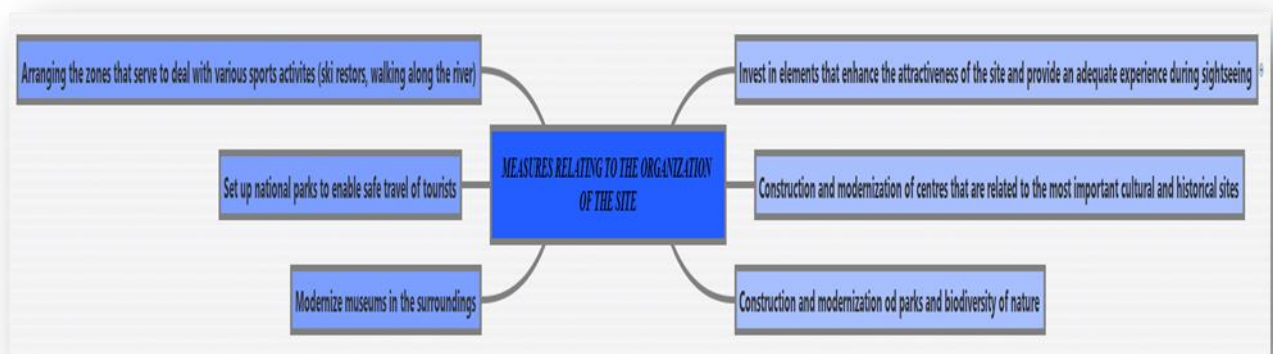
Research of caves (speleology) in Peja, Decani and Klina health tourism starting from thermal mineral waters in the East and in other suitable locations for the development of a rehabilitation center throughout the region. Mountain tourism is a branch with the greatest potentials for development in

our region, but for this type of tourism with its sports and recreational elements and the appropriate catering facilities, the greatest potential is provided by Peja and Dečani and some streams of the East.

Modern tourism means that attractions should be arranged in such a way as to be attractive and to provide specific and unique experiences during sightseeing, stay or use of services by tourists.

The necessary measures regarding the arrangement of sites with a focus on the growth of their attractiveness are as follows:

Figure 1. Measures relating to the organization of the site



Source: Autor

Cultural heritage also has the potential to cause interest among domestic and foreign visitors to create appropriate links with other branches of tourism and to provide the opportunity for catering. Although organizations and institutions have invested so far in the reconstruction, preservation and inventory of cultural heritage in order to become an instrument for the development of tourism, it is necessary to clearly define the so-called "Cultural Heritage Trail", which involves the provision of appropriate information, the preparation of a cultural heritage map, a better presentation of the location, etc.

3.1.2. Support to increase the competitiveness and sustainability of the main sectors in the west of Kosovo

Tourism and agriculture are permanent sectors in the west of Kosovo. Agriculture in Kosovo as a whole contributes to a third of Kosovo's GDP. Both sectors are limited to their markets, which are largely local to the west of Kosovo. It is generally considered that such a restriction is a factor in the image of the products offered, and a better brand and marketing are considered essentially parallels with the establishment of high standards that will ensure the sustainability of the sector and thus preserve the old and create new jobs. If there are no relevant socioeconomic data, they must be applied tactically rather than a strategic approach, in order to eliminate defects that are recognized with parallel monitoring and evaluation of the progressive economic progress. The high share of small "business units" engaged in agriculture and commercial tourism makes the intervention at the level of individual companies difficult, and many of them probably do not know themselves or function as a company in the true sense of the word.

It is necessary to carry out further research in both sectors with the intention that the information gathered in this research will help to identify "urgent" needs in which early intervention, although not strategically self-effective and sustainable at a given moment, can help to build a platform of good practice from which to build the future.

On the basis of everything we have stated in the next section, we will present several questions concerning the tourist policy in Kosovo, what is its impact and other.

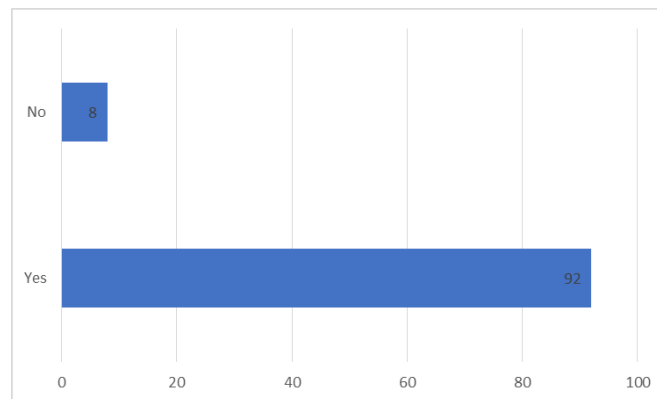
1. Does tourism policy influence the development of tourism in the Peja municipality?

Table 2.

Yes	92
No	8
Total	100

Source: Author

Chart 1.



Source: Author

When asked if tourism policy influences the development of tourism in Kosovo, 98 have given a positive answer, 2 said it does not affect.

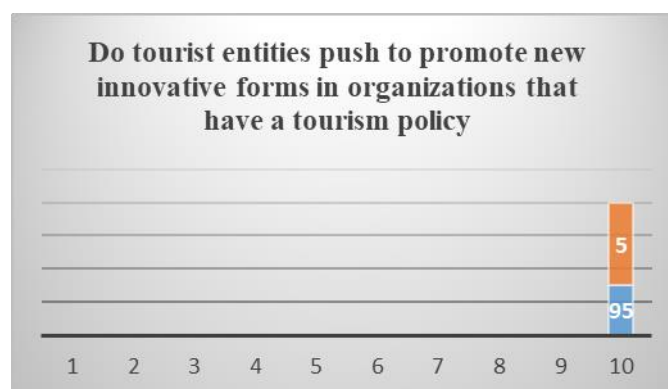
2. Do tourist entities push to promote new innovative forms in organizations that have a tourism policy?

Table 3.

Do tourist entities push to promote new innovative forms in organizations that have a tourism policy?	
Yes	95
No	5
Total	100

Source: Author

Chart: 2



Source: Author

According to respondents, 95% said tourism actors were influencing the promotion of new innovative forms of tourism policy.

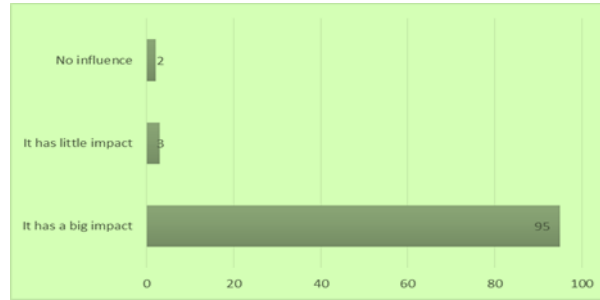
3. What is the impact of tourism policy on the creation of tourism demand?

Table 4.

What is the impact of tourism policy on the creation of tourism demand?	
It has a big impact	95
It has little impact	3
No influence	2
Total	100

Source: Author

Chart 3.

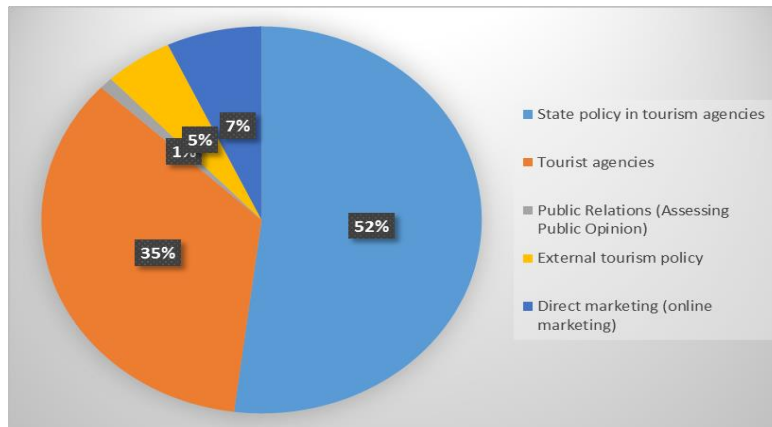


Source: Author

What impact tourism policy has on the creation of tourism demand, the 95th said it had a big impact, 3 said it had little impact, and 2 of them said it had no influence.

4. What type of tourism policy are you most satisfied with?

Chart 4.



Source: Author

Regarding the type of tourist policy, the most satisfied with the state policy is 52, then 35 for the travel agencies, 1 for public relations, 5 for foreign tourist policy, and 7 of them have responded to direct marketing.

Conclusion

Based on the respondents, we came to the conclusion that there is a tourism policy and that certain products are represented. We still have a lot to do in order to improve the situation in our country, but with the help of various investors or donors, this is feasible. The data we received from the municipality for tourism, and travel agencies, we presented them tabular and graphic. Tourism is regulated by central law. At the same time, responsibility for this sector was put under the Ministry of Trade and Industry, and it is managed by four officials who make up the tourism department. Given that it is not a public policy priority, tourism receives limited government funding. With limited financial opportunities, the government can not afford even an adequate assessment of tourism

potential, let alone conduct feasibility studies and strategic planning exercises. However, this deficit was replaced by a fund of international funds provided by various donor agencies that supported a significant number of tourism development projects.

Therefore, tourism policy, as part of the general economic policy, has to define the "own rules of the game" in order to achieve greater progress, organization and coordination in the tourist activity and thus become the basis of the tourist development of the country.

Recommendations:

- Improve access to the city and the periphery
- Presentation and protection of parks
- Protection and preservation of natural and cultural resources
- Investing in elements that enhance the attractiveness of the site and provide an adequate experience during the tour,
- Marketing activities aimed at promoting tourism as a business and attracting tourists.

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