

RURAL TOURISM AND ITS DEVELOPMENT IN PRIZREN AREA

Abstract: The purpose of this paper is to present and verify the number of local and international tourists in one of the hotels that is located in the periphery of the city and has an extraordinary clientele.

The data is taken from reliable sources and the hotel staff was very welcoming to show the general number of the tourists in this hotel.

These results are refined and compared in time and quantitative level. The gained results are multiplied in arithmetic system where identification of the general number of annual tourists in this hotel, international and local tourists was enabled.

The confirmed results from the attendance of local and international tourists show that rural hotels for the moment are more frequented by the locals and is systematically continuing to increase.

This shows that everyday the number of local tourists is increasing, not excluding the international one.

Keywords: Tourism, bio products, good services and better hospitalities!

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Introduction

Tourism development in rural areas is a need as much as an attractiveness to create good conditions for guests, also is considered as an improvement of economic conditions for businesses in general and for innovators in particular. Based on provided ideas from the real conditions in the field, is proved that hotels out of urban area are more attractive and frequented, in the daylong aspect or guesthouse use.

Facts generally belong to the development of rural area in correlation with trends of economic development, but the real state shows that they are not in the best level or cannot get organised and cannot fit best tourists' needs.

The hotel, or the accommodation touristic complex "Sharri" in Prevalle, itself contains enough statistics for the number of daylong visitors as well as the accompanying infrastructure with qualitative and accomodating service for tourists – which statistics are a good source that needed analysis.

One of hitherto concerns for all experts are whether the institutional staff has worked with the purpose of reflecting the values the rural tourism, and how much has been invested in this direction.



Picture nr1.

In this picture is presented the accommodation touristic complex “Sharri” Prevalle. This beautiful image of the hotel, is built on a sea level of 1.150 m, where continental and mediterranean climate is interlaced, together with the air currents of Adriatic and Aegean sea, are premise that this hotel besides qualitative services offers opportunities for healing different illnesses from the influence of winds of mediterranean. It is important to emphasize that this environment has a touristic and the imagination to create free activities (walking in mountain trails), healing (improves blood in our bodies especially erythrocytes, anti stress, adjusts metabolism, etc) including the quality the air has. Researchers about 50-60 years ago concluded that this part of Prevalle (in which hotel “Sharri” lies) is affected by three winds.

1. Adriatic sea winds through lumbardhi river
2. Aegean sea winds through Lepence river
3. The back sea winds through Iber-Sitnica river

Based on previous scientific data of the experts, in this region can be healed up to 60 kinds of diseases.

1. The infrastructure of “Sharri” hotel

For all environmentalists, professionals and naturalists, this hotel in the very beginning of its project has established the system to manage properly polluted waters or wastewaters through collection and treatment with neutralizing elements, which means there was no case of wastewater leak in environment, nor solid waste, since cleaning companies manage this process.

According to the law of solid waste and water pollution management in the Republic of Kosovo is forbidden to leak the polluted waters, liquid or solid wastes in environment or environmental areas, but unfortunately in most of other hotels a similar phenomenon is present, furthermore the managing staff of the hotel “Sharri” has solved this problem, through conservation in collector, special filters and the leftovers are reused.

The object is placed there since 2005 which was built according to international touristic models, whereas its construction finished in 2008. The object extends in the beam of Oshlak mountain in the stone part, what is special about it, is that during construction the environmental characteristics are preserved and the vegetation is not damaged, besides the place where the object is built. The area where “Sharri” hotel is extended by going through geographical aspect has about 1 h and sea level of

1150 m. street Prizren- Prevalle, the surface of the hotel is about 4000 m² and including the surface of villas, each 35 m². The hotel has 22 rooms, from which 18 are bedrooms, and 2 suites, all together 20, also are included 11 villa- apartments with duly commodity.

The hall of hotel:

1. The hall of the restaurant has over 350 seats, including the terrace with 150 seats.
2. Three meeting halls: 3.a. the big hall or the red hall with 250 seats, which is mostly used for seminars, trainings and other manifestations . 3.b. meeting hall in groupings till 40 people, specific meetings and 3.c. the small hall until 20 places, reserved for institutional meetings and official levels.

2. The description of the general number of tourists in hotel “Sharr” Prevalle

	Years	Weeks	months	Annual tourism
1	2008	250	1000	12.000
2	2009	280	1120	13.440
3	2010	300	1200	14.400
4	2011	320	1280	15.360
5	2012	360	1440	17.280
6	2013	400	1600	19.200
7	2014	430	1720	20.640
8	2015	470	1880	22.560
9	2016	500	2000	24.000
11	In total			158.880

Table. Nr.1. The general number of tourists that frequented hotel “Sharr” is shown in this table. By withdrawing a diagonal between years we are able to see this continual increasement of tourists from year to year, similarly with this increasement is also grown the quality of work as well as the number of employee.

2.1.The number of local tourists-visitors in hotel “Sharr”

Local tourists-visitors, continuously are preferring rural tourism, which is more attractive and relaxing. Statistcs show very impressive results for the general level of acceptance in this form of tourism.

	Years	Weeks	Months	Annual tourism
1	2008	225	900	10.800
2	2009	260	1040	12.480
3	2010	285	1140	13.680
4	2011	305	1220	14.640
5	2012	330	1320	15.840
6	2013	375	1500	18.000
7	2014	400	1600	19.200
8	2015	425	1700	20.400
9	2016	465	1860	22.320
11	In total			146.360

Table nr.2. In this table is described the number of local tourists, based on authentic data from the hotel, which shows that number of local tourists is dominative, when is compared to the number of international tourists. More frequented days of the week are weekends - Saturday and Sunday, regardless of season and distance, this shows that tourism in this part of periphieria is not impeded even when the justification that is about 15 km away from the city. Most of the tourists are daylong visitors that take the needed care to come again in this destination, a number of them take place in familiar apartments or hotel rooms, especially on weekends, rooms are almost filled including the villas.

2.2. The number of annual international tourists

Prevala is a place recreative and sportive, with a three sided climate, endless waters, herbal vegetation and coniferous forests like Arnen's Rrobullis that is a wealthy place with successfully managed guesthouses.

	Years	Weeks	Months	Annual tourism
1	2008	25	100	1200
2	2009	20	80	960
3	2010	15	60	720
4	2011	15	60	720
5	2012	30	120	1440
6	2013	25	100	1200
7	2014	30	120	1440
8	2015	45	180	2160
9	2016	35	140	1680
11	In total			11.520

Table nr 3. The number of international tourists generalized from the hotel's databasis in years, particularly from 2008-2016. Based on these statistics the number of international tourists in hotel is generally a number that depends on seminars and different conferences. From these notes we can conclude that international tourists are mostly concentrated in the city rather than in rural areas like "Sharri" hotel.

2.3. Comodity (description of real state that hotel possesses)

The hotel that is taken as a study object "Sharr" when faced the security aspect fulfills the criteria to be a safe hotel, because the object is 24/7 observed by the camera system and the physic troops in and around the object. The object has an extraordinary acceptable configuration for the eye of every environmentalist, from outside to inside spaces, all are really relaxing, and masterly designed. Every tourist that decides to stay for a long time can have additional services that are at the same level with the price they pay to stay as extra services are counted: hydromassage, sauna, the inside basen, fitness and games for kids.

2.4. Services (the description of all services the hotel can offer)

2.4.1. Qualitative aspect- organizing meetings, seminars, conferences from different organizations; here must be pointed out that there are annual agreements of trainings done as well as seminars with different international staff reserve halls for nearly a year before the meeting by giving informations such as the number of guesthouses and agenda. The food is of pleasurable level, the menu is respected strictly, according to the pronotation or the agreement with clients, both local and international, and also organic food or bio-products that are provided by locations or villages around the hotel are presented. It is worth emphasizing that all the villages around cultivate fresh fruits, like raspberries, blackberries, soft and wild fruits that are gathered directly from the beautiful slopes of Prevala; blueberry, then a diversity of teas starting from those of rehab to those that can heal, these villages have a sea level of 700-1550 m.

2.4.2. Quantitative aspects

Corresponding with sister hotels, the coordination of tourists is considered a very important resource that the staff is able to manage. The creation of the interfering net in correlation with touristic agencies, then with local and international institutions, is another speciality the service includes (starting from their presence in the airport, transferring to the hotel and sending back to the airport again-is one of the innovations in our country that is a model that other hotels have started to do particularly based in the market's economy). Another characteristic is training the touristic guide (covered by the hotel), these individuals have a duty to accompany the tourists in certain destinations. Paths for walking or hiking are very frequented by local and international tourists, which enable to make a safe walking and to coexist with nature. Zhupa valley, includes 18 villages generally Bosnian community, Albanian and Serbian.

2.5. The advantages and opportunities of tourism development in rural environments

Clean environments, awareness for natural prosperity, traffic, activity and antistress elements. Only private initiatives are offered, probably the citizens have started to get interested in objects of this kind.

3. The development program and attractiveness

3.1. Characteristics that impact resource development

3.2. The correlation institution-object

Other hotels with a lower sea level than ours are available like “Natyra” hotel and “Lumbardhi” hotel that are permanent and mutual partners. We cooperate with governmental and non-governmental institutions to whom we organize trainings and seminars.

3.3 The correlation and cooperation with international and touristic institutions.

We cooperate with international institutions in organizing seminars and touristic agendas towards tourism globalization as a process of economic development. i.e. KFOR, OSBE, and other different Embassies in Kosovo, Giz.

3.4. Positive effects in economic development of the city, incresement of wellbeing and improvement of life quality for all citizens. The number of employees is always increasing, now it is 33 workers, there are other representatives of different communities employed, as well as the purchase of products from the community are presented, the commitment in work and in hotel is highly required, maintainace and extra constructions.

3.5. The growing influence of professional standards

The hotel staff accomplished trainings to advance the service, how to behave with clients and professional growth in this domain. Other services that play a good role is organizing traditional parties of the community, weddings, and traditional feasts of the community like welcoming our fellow countrymen, Bosnian day; religious celebrations, eid, iftar dinner during Ramadan month etc.

4.Tourism developing trends

Kosovo since 2008 has started to keep data for tourism, for both local and international tourists from different countries, daylong or long-standing tourists. Kosovo in general and Prizren in particular have done a big step in developing tourism, initially have developed the road infrastructure as a strong base.

4.1. Agents that influence a serious offer

Security, hotel infrastructure, qualtitative services, traditional food, raising people’s awareness toward nature.

4.2 Hospitality as a traditional phenomenon

4.3. Special events with national and interntional impact, i.e.

4.3.1. Days of the League of Prizren- June

4.3.2. Launching organic food or bio-products -June

4.3.3 Bunar fest- July

4.3.4. Doku fest, August

4.3.5.Zambaku i Prizrenit- September and lot of other events.

CONCLUSION

As the basis of this research is chosen one of the most picturesque hotels of a city that has cultural, historial and traditional values-Prizren. “Sharr” hotel is placed on 15 km of Prizren Prevalle Brezovice road.

The findings of this research are: initially we recognized the general number of local ad international tourists, which are showed in the above tables a number that reaches about 146.000 in years 2008-2016.

Results are spectacular when first seen, furthermore for a hotel outside the city about 15 km away, in a road of turns and in a way that goes through the steepest mountains of “Sharr”. The propotion between the local and international tourists is 1-9 to locals favour, but another characteristic was that local tourists are much like daylong ones, whereas international tourists stay more than one day and continuously visit the place. In the tables presented above is proven that the number of

tourists is increased 5-7 % per year, when the number of local tourists increases the international tourists number remain more or less stabile from the beginning of fuctionalizing the hotel.

Another characteristic is the growth of the employee number to over 30 in celebration occations or exclusice conferences for the purpose of receiving qualitative services.

During this research is mentioned the hiking factor that has a value to all environmentalists and is applied (as a recreational activity) by this hotel and other sister hotels that have a goal to achive the level this hotel possesses.

Finally, the distance, the steepines in which the hotel is placed, narrow streets, difficulty to move especially in Winter do not show an obstacle for the ones that appreciate environment and service. In other words this object is competitive and dominant in corelation to other objects in the centre of the city, it is definitely worth investing further.

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