

GOCE DELCHEV UNIVERSITY - STIP  
FACULTY OF TOURISM AND BUSINESS LOGISTICS

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CHALLENGES OF TOURISM AND BUSINESS LOGISTICS IN THE 21<sup>ST</sup> CENTURY

STIP, 13 SEPTEMBER 2019

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GOCE DELCEV UNIVERSITY OF STIP  
FACULTY OF TOURISM AND BUSINESS LOGISTICS

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THE 2<sup>ND</sup> INTERNATIONAL SCIENTIFIC  
**CHALLENGES OF TOURISM  
AND BUSINESS LOGISTICS IN  
THE 21<sup>ST</sup> CENTURY**

Stip, September 13<sup>th</sup>, 2019

North Macedonia



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**For the Publisher:**

Nikola V. Dimitrov, Ph.D. – Dean

**Technical Support**

Cvetanka Ristova, M.Sc., Teaching Assistant, Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

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St. Clement of Ohrid University of Bitola, Faculty of Tourism and Hospitality, Ohrid, North Macedonia

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# ROLE AND IMPORTANCE OF THE DEVELOPMENT OF CONTEMPORARY TOURISM IN THE PEJA

*Anela Džogović<sup>1</sup>; Cane Koteski<sup>2</sup>;*

## Abstract

*From the aspect of tourism demand when considering the modern development of tourism, we can note that they can be affected by various changes that accompany the tourist offer. Therefore, a large share of selective forms of tourism in the world is known, as well as in Peja. Among the most famous are: mountain tourism, cultural tourism, urban tourism, rural tourism, health tourism. Using modern technology, they help us to have a better insight into the business of all subjects of the tourism sector. We will emphasize the natural beauties of the town of Pec, which enable the development of tourism throughout the year, which means that during the season there are various attractions, and in this way, the attention and interest of tourists is increased.*

*Each tourist chooses a tourist destination on the basis of certain information that he has, and can be obtained by travel agencies or via the internet online. The city has cultural and historical values such as mosques, towers, churches, museums, parks and others that were built many years ago.*

*Based on this, we can say that we have great potential for its better development.*

**Key Words:** *modern development of tourism, supply, demand, Peja, cultural and historical heritage.*

## Introdukcija

Today, tourism is a key sector of the economy, where financial resources can create opportunities for new jobs. However, as one of the sectors where growth is expected and where to focus on the future of the country, tourism is because it is not yet developed enough. Modern times brought about major changes in tourism, both in terms of manifest forms of tourism, as well as in the way tourism activities function [J. Stojanović, 2014]. Tourism is not viewed today as a privilege of elite classes, but it grows into a primary need. Pec is a city that is rich in natural resources that are preserved, which you can use and manage them in order to meet basic living needs and thus gain profits. Tourists visit Pec in the summer, the number is on the rise. Tourists are interested in visiting the mountains, lakes, rivers, and all this represents the competitive advantage of Peja.

### The role and importance of the development of modern tourism in Peja

The role of tourism in the economy affects the income of households as well as employment in the Pec region, and thus are indicators that represent economic success. Therefore, such tourism is treated as the main chapter that interconnects and other not only tourism sectors that together form an integral part of the strategy. So tourism is an integral part of the tourism industry. This gives an overview of his role in economic development has certain trends in tourism and in this way should

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<sup>1</sup>Anela Džogović, PhD (c), assistant, Faculty of Tourism and Business Logistics, "Goce Delcev" University - Stip, Macedonia, +37745597967, anela.dzogovic@unhz.eu

<sup>2</sup>Cane Koteski, Associate professor, Faculty of Tourism and Business Logistics, "Goce Delcev" University - Stip, Macedonia +38970212724, cane.koteski@ugd.edu.mk

focus on the tourist situation in Pec, enriched with descriptions of the natural and cultural heritage of tourism, with a focus on the development of tourist areas in its municipality.



Picture 1. City center of Pec

The town of Pec is covered with deciduous and coniferous green trees that represent its wealth, which, as can be seen on the given picture, we see that it is surrounded by forest and that it is tempting for all lovers. This is the first time that this applies to hunters who like to spend time hunting a certain game. The Pec Region as an urban center is very important because it integrates not only one municipality but others like the East, Klina and Dečani including Gjakova and Junik. It is also rich in natural resources that offer an opportunity for better tourism development. So, based on this, we can say that this region is viewed from the physical and geographical aspect, which means that history, culture, tradition, natural wealth, geographical position, environment, fertility of the earth and other elements, the city of Peja, is identified as the city of the touristic value which visitors visit from various countries throughout the year

Consequently, its trend is influenced by the identification of different challenges, needs and certain alternative development opportunities that are conceived on the basis of public debates, as well as expert consultations on the basis of which the research is being carried out and the implementation of the strategy.

The highest potential for tourism development has the mountainous areas of the first area of Rugova. Among the natural attractions are [Monografija Peja 2017]:

- ✓ Rugova gorge,
- ✓ White drim,
- ✓ Bistrica,
- ✓ Lakes at an altitude of 1860 meters,
- ✓ Great cave,
- ✓ Cave in Radavac,
- ✓ Numerous sources of flora and fauna,
- ✓ Mountain peaks up to 2000 meters and more.

These are the most important elements that visitors can come and visit and enjoy in their charm that leaves you indifferent to their beauty.



## **The role of tourism in local economic development**

Tourism is a complementary element for all associates looking like a mosaic that includes agriculture, fisheries, manufacturing, trade, services, etc. In order to achieve local economic development, it is necessary to have a well-built policy that will include clear and diverse programs that are divided into appropriate areas based on, human resources investments, the preservation and improvement of already existing businesses, attracting new businesses to manage new technologies and so on. According to the World Tourism Organization, UNWTO for many developing societies tourism is the main source of international exchange. Revenue is in the range of 5-10%, even up to 25%, and the contribution of GDP in the country depends on the development of natural resources, especially in developing countries where tourism is the main source of development. The contribution of tourism to the GDP of developed countries is less than 2%, according to some reports. In addition, UNWTO considers tourism as the creator of jobs in the massive employment of 6-7% of the world's population and is therefore considered one of the leading food retailers, chemicals and oil producers. Travel and tourism in 2016 generated around \$ 7.6 trillion or more than 10% of global GDP, generating more than 290 million jobs (1 out of 10 jobs in the global economy), [World economic impact of travel and tourism, 2017]. Tourism in Kosovo accounts for 8-9% of GNP.

In view of its geographical position in the Western Balkans, Kosovo has not yet used all the trends in the development of tourism, which has led tourists generally to circumvent Kosovo and therefore spend less money and spend less nights in the country. In this regard, detailed testing and identification of incentive factors that have led to this situation are necessary and we hope it will serve as an important step towards improvement and positive development in the industry.

There are different types of tourism that can be separated or interconnected depending on the geographical position and other characteristics such as the requirements and needs of consumers, tourist service providers, traditions from the past and today.

As supplementary regions, the expansion of tourism envisages that a certain offer of tourist capacities should be organized for the needs of the local population. Mountain tourist centers will be organized as independent organized units for lodging, entertainment, recreation and other activities.

### **Industrial Trends and Status of Tourism in the Municipality of Pec**

According to the Statistical Office of the Republic of Serbia, the number of tourists in Kosovo since the beginning of tourism development around 1970-1989 has grown exponentially in the 1990s during the war period when it comes to the development of tourism has dropped significantly, while the industry and other public and private facilities have been damaged. This represents a break in the chain of development of the sector and the general economy in Pec.

Rural areas do not adhere to this way of life, so the income opportunities for tourism complementary to livestock and agriculture. Tourists who come to buses that are organized to connect you to a specific place where you do not know their language will need a tour guide that will help you, tourists can come with their vehicles.

Foreign tourists come to visit only Peja municipality, its craftsmen, hammams, religious buildings, museums, lakes, rivers, and others. Visitors from Europe and the Balkans are interested in visiting the mountains of Rugova and Sharr Mountain, ski resorts want to have fun and enjoy their vacation. Foreign visitors who visit the city of Pec and its sights as they do not know the city are looking for help from tourist guides or from their family members to go with them on a tour, they are

accommodated with family, friends or in hotels. The hotels have the right service, the employees try to give a good impression to them, organize various competitions, and so on.

On this basis, those who are interested in visiting the Pecka sights that want to enjoy a home-made food, to use other tourist services, must pay all this according to their standard. The local population and the diaspora have begun to invest in tourism and have not explored market efficiency without any criteria for financial or other necessary orientations in the food industry, hotels and households in Peja. Tour operators in Peja achieved a record number as well as accommodation capacities and services. In September 2012, the number of hotels, restaurants, cafes and other tourist services makes up about 18% of registered businesses in Peja.

### **The Challenges of the Tourism Sector in Peja**

In general, the main challenges for the development of the tourist industry in the municipality are regulatory nature, new tourism sector enterprises, lack of private capital investment and foreign investments, inadequate municipal and state investment, infrastructure and public services, insufficiently seasonal character of services, profiling of human resources and tradition. The challenges are considered to be the highest in rural and mountainous areas, while in the city some hotel companies have an accommodation capacity and a long tradition of service benefits to their borders. The reason that poorer tourists come to Kosovo and the Peja region in terms of return to Albania, Montenegro and Turkey is that Pec does not have the sea, as well as the lack of strategy and measures needed to attract tourists that we need to attract in our region in order to develop better tourism. Numerous tourist companies on the mountains work during the summer season to refresh and engage in various recreational activities, and during the winter season they can ski. These can all be limited due to climatic conditions, including some disasters that can happen such as (various road demolitions, lack of electricity, etc.). With all the problems, the difficulties we face in the first place should be pointed out at the various bridges, infrastructure and roads in local rural areas, the lack of water supply and sewage, especially where the towns are densely populated. When communicating with tour operators in tourism, there is a general need to build capacities in communication, services, marketing, foreign languages, instructions on production, traditional items, accessories, jewelry, etc., and consultations to explore possibilities and capacities for providing secondary services, their diversification, profiling and extension of the capacity of tourist services for the longest route, which is ideal throughout the year.

### **Research results**

Respondents answered the following questions:

1. What type of work do you do?

Table 1: *The type of work you are dealing with*

<b>Tourist agency</b>	<b>Motel</b>	<b>Hotel</b>	<b>Restaurant-Bar coffee</b>	<b>Something else</b>	<b>Total</b>
10	3	30	32	5	100

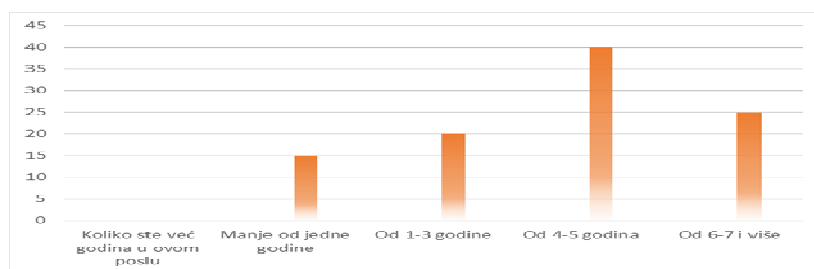
Source: *Autor*

At the question asked by the largest number of respondents, they answered that they work in restaurants or at least 32 cafes, where we can say with certainty that it is today the most frequent job in the region of Pec, then in the hotels there are 30, 10 working in tourist agencies, three at the motel and 5 of them are engaged in some other business, such as (providing accounting services, tourism offices, etc.).



## 2. How many years do you work for?

Figure 1: *How old are you doing this job?*



Source: *Autor*

In the graph, we see that out of the total number of respondents 40 of them answered that they have worked for four to five years, then 25 of them work for more than seven years, 20 of them work from 1 to 3 years and 15 of them are less than one year old.

## 3. How many of your employees are women?

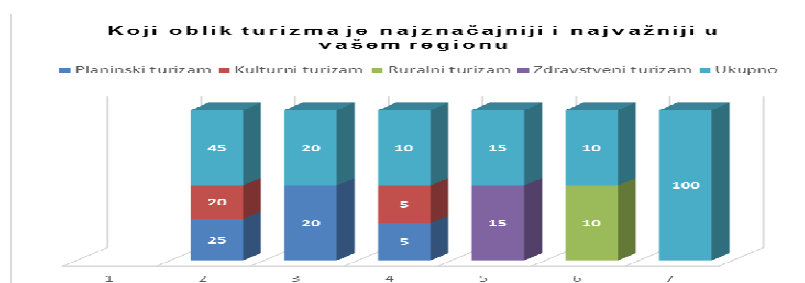
***How many employees are women***

<b><i>1-5</i></b>	<b><i>50</i></b>
<b><i>6-20</i></b>	<b><i>20</i></b>
<b><i>21-50</i></b>	<b><i>15</i></b>
<b><i>More than 50</i></b>	<b><i>15</i></b>
<b><i>Total</i></b>	<b><i>100</i></b>

Source: *Autor*

As far as this issue is concerned, we see that 50 of them said that from one to five women in their company / company.

## 4. Which form of tourism is the most developed and the most important in your region?



Source: *Autor*

To the question that is the most important and most developed tourism in your region, the majority decided for mountain tourism and assessed it as a very important and important for all

mountain lovers who are eager for clean air and for sports enthusiasts. In addition to the mountain, cultural tourism is also highlighted, while rural and health tourism are somewhat less represented.

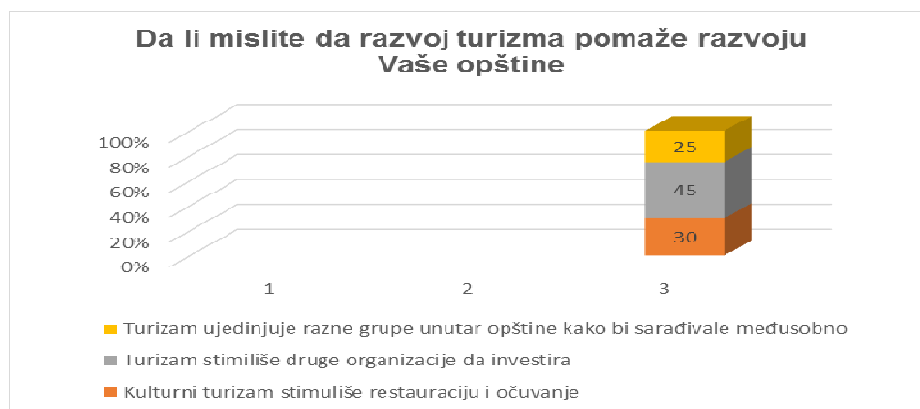
#### 5. What contributes to the impact of tourism in your area?



Source: Autor

Asked about the contribution of the best impact of tourism in our municipalities, most respondents replied that they created new markets for our domestic products, 55%, 25% said that tourism would generate higher incomes, and 20% say that tourism development is in line with the environment that is preserved and this specifically refers to the cultural property that our region possesses.

#### 6. Do you think tourism development helps the development of your municipality?



Source: Autor

When it comes to tourism development in the Peja region, we can say that it would be good to have better and more investments. We need to find better promoters, groups that work together and keep our goods safe.

## 7. What is the impact of tourism on the economy?



Source: Autor

Based on the given chart, we see that tourism on the economy acts positively, and the latter has a positive impact.

## Conclusion

The role of tourism in any region is of exceptional importance. Each region is famous for its sights and preserved heritage. In the municipality of Pec is the most developed mountain tourism, where the highest number of visitors over the years, apart from this tourism, cultural tourism, eco-tourism and more. But everything that needs to be addressed is that tourism is invested more so that we have better promoters and that is why success is guaranteed.

It is also important to create a unique reservation system that should enable reservation of all services provided in real time and the Kosovo government should consider tourism as a real development potential and invite all relevant stakeholders (local authorities, companies, civil society, etc.) to an inclusive policy dialogue that could lead to a strategic approach to tourism development.

The role of the newly established Kosovo Tourism Council is essential for the coordination of the dialogue process.

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