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CHALLENGES OF TOURISM AND BUSINESS LOGISTICS IN THE 21ST CENTURY



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“St. Kliment Ohridski” University – Bitola



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Faculty of Hotel Management and Tourism

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TOURISM RESEARCH METHODS IN PRIZREN

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Abstract

The purpose of this paper is to verify tourism development in years, starting from the period after the war up until 2017, including the trends of its development in the future. In this paper, the archives of the hotel institutions as well as the statistics taken from Kosovo Agency of Statistics are researched.

One of the characteristics of this research is that the outcome is concluded with the method of comparison between years from KAS and databases from the hotels (hotel Sharri-Prizren).

The comparative element and the searching in relevant institutions like Kosovo Agency of Statistics and the database of hotel management have served me to accomplish the general information for tourism development trends in Prizren, which is reflected in its growing in qualitative and quantitative aspect in conditions' improvement with the purpose of welcoming the tourists.

From the received results, I can conclude that Prizren has the perspective of tourism development in local and international context based on noted visits especially during the summer.

Key words: *Prizren as an attractive location, infrastructure, safety and convenience for tourism*

INTRODUCTION

Kosovo, and specifically Prizren, are in the trends of fast development, despite facts like the actual degradations in this field, the loss of civil security and the demolition of touristic objects during the last war in Kosovo, it is still resisting.

The purpose of the paper is to explore the touristic agenda based on the actual statistical data of the one and only credible institution "Kosovo Agency of Statistics". The object of research taken for this paper is one of the hotels that is the perfect example of rural area tourism or bio-tourism trends or eco-tourism. The hotel is placed on "Sharri" mountains, in the periphery of Prizren.

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As the basic point needed for this research paper is the tourist flow on a country level based on periods of time, local and international tourists, within the period of 2008 and 2016. The data is gathered from the frequency of daily, weekly, monthly and yearly tourists in the tourist complex "Sharri".

Through the used methods and the achieved results, we can put forward questions such as whether Kosovo is a country that does include the touristic agenda as a priority, when there are many resources in disposition, many young people have communication and management abilities, this goes for other cities of the country too.

1. Research method

1.1. Quantitative method

The quantitative method is one of the methods used for this research paper with the purpose of generating numerical data that can be very useful. Also, it is used to help grouping the opinions, behaviors, other people's beliefs and generalizing results from a large part of society. This is used to elaborate and form facts. This method is more structured than the qualitative method in this research paper. Quantitative data include polls that are done in person, online polls, or through the telephone.

The statistics for this research paper are analyzed thoroughly and specifically. The purpose of this paper is merely to present the results that are taken by reliable and valid sources.

1.2. Qualitative method

The qualitative method used for this research paper is an interview. We were focused on the open-ended questions; the people were free to express their thoughts without being limited within close-ended questions. The interviews were conducted at noon in relevant offices.

For the survey are interviewed 22 participants, and they had 30 min to answer the questions, based on the information we needed to issue and analyze it further. The participants were concrete, straightforward and very collaborative when being interviewed.

Kosovo\Prizren and its tourism development trends

Based on the statistics presented by the Republic of Kosovo on their official page, tourism in Kosovo has started to be in focus using the official method and the relevant instruments from 2008.

According to the facts, Kosovo has no older data that would describe the tourism development even though tourism has been developing continuously after the war.

The ministries and the Kosovo agency of statistics have started to describe this information taken by valid resources, especially after the technological development, where almost every detail is described on their official page, always referring to the statistical data showed in table form. Based on the data, it can be concluded that the number of the visitors is continuously growing from year to year, both national and international visitors.

Days

Nights

2008	Days		Nights	
	Local	International	Local	International
2009	4.104	4.982	4.994	10.419
	5.142	6.38	5.824	12.428
2010	5.663	6.519	6.542	11.629
2011	4.769	6.735	5.242	12.434
2012	8.483	9.257	9.342	14.868
2013	13.04	7.599	14.082	17.103
2014	13.183	11.445	13.426	20.525
2015	17.925	8.017	18.026	23.546
	13.67	7.592	14.109	16.303
	16.789	10.208	16.789	21.478
	8.648	8.775	8.664	18.433
	5.556	7.807	5.561	20.18
	11.692	5.535	11.751	11.893
	11.405	9.889	12.401	21.944
	7.806	8.249	8.746	16.017
	11.141	6.676	11.859	15.73
	10.607	5.965	10.737	11.259
	13.581	14.025	14.418	24.638
	13.613	16.117	13.657	28.016
	12.172	12.683	13.196	27.055
	10.886	12.603	12.088	19.988
	9.055	13.34	9.552	22.615
	12.421	12.673	14.065	22.426
	13.018	11.458	19.162	18.854
	10.894	12.985	11.884	20.977
	13.902	15.613	15.896	26.799
	11.573	18.159	13.936	29.572
	10.108	14.556	13.558	24.718
	13.636	16.217	19.273	26.136
	16.32	22.24	20.56	32.926
	17.463	22.877	24.52	33.317
	12.781	17.904	17.019	28.29

2016	14.951	17.69	19.523	26.973
	12.01	21.28	16.521	33.119
	10.776	26.096	15.391	41.167
	7.842	18.644	10.777	30.526

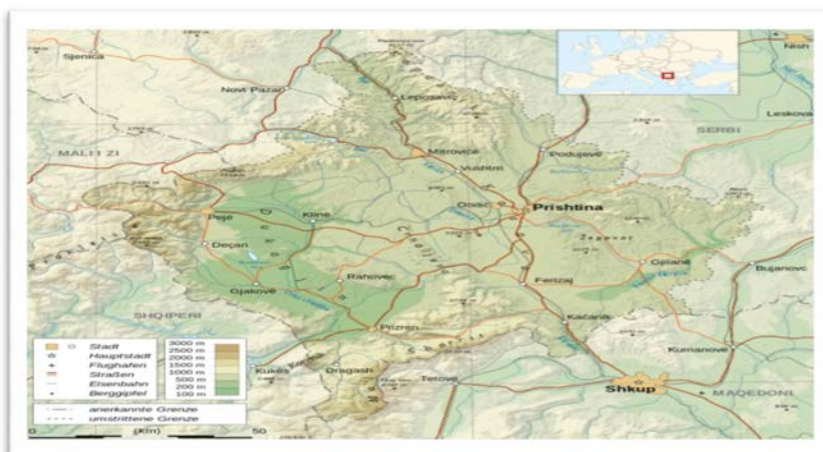
Table 1. This table is taken from the Kosovo Agency of Statistics

By referring to the numbers described in the above table from 2008, when they started to analyze the statistics related to the number of tourists, local and international ones, it can be clearly concluded that in some columns there is a duplication of the number of local tourists, e.g. 4.104 there was a symbolic number considering that was only a start towards the perspective of economic development, number which in 2016 accomplishes the quote of 14.951 especially in the first three months of the year.

There is no great difference shown related to the international tourists e.g. in 2008. In the first three months of the year the number was 4.982, whereas in the same three-month period in 2016 the number is four times bigger, 17.691, so there is an extraordinary increase. The comparative analysis conducted between local and international tourists in the aspect of stay in respective hotels is in favour of international tourists, e.g. the number of local tourists that frequented hotels is 4.994, for the first three months of 2008, whereas in comparison with the number of international tourists it is distinctly bigger, 10.419 (it is only for 2008). When compared with 2016 in the first three months there is the number of 19.523 which is almost double the number in 2008, and this shows that tourism is developing with an extraordinary speed. Also, the chart shows that even the number of international tourists is increasing from 10.419 to 26.973. In general, tourism is following a fast development that stimulates the building of touristic objects that meet international standards including quality and high safety when consuming food as well as personal security.

A characteristic of tourism development is the reflection on the numbers, how many visitors frequented this area and how many days they stayed.

Numbers are the true indicator of tourism development, that with local and international character, as shown in the table below.



Picture 1. A geographic map of Kosovo

“Sharri” hotel in Prevalle is an example of success when considering tourism development in Prizren and Kosovo.

	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

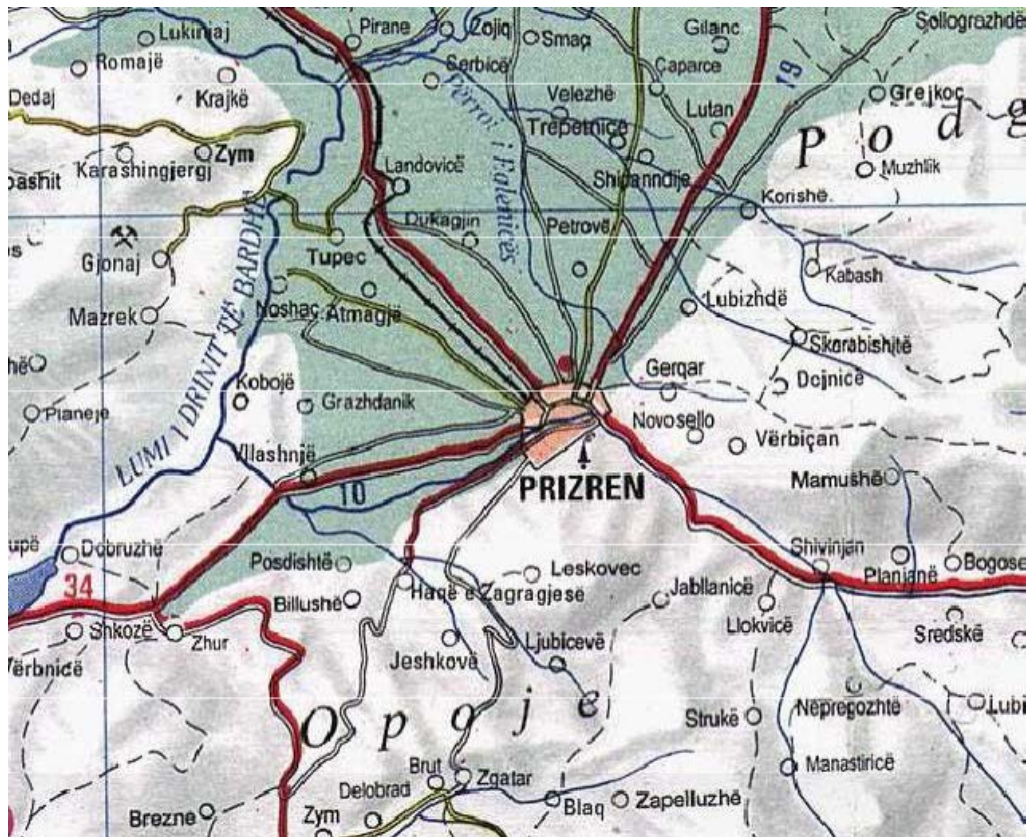
Table 2. The table shows the general number of tourists in “Sharri” hotel during a week when an enormous increase is indicated. Here the trends of tourism development are clearly presented, emphasizing the development in rural areas or eco-tourism. Based on the results offered by the management staff, it is shown that there is a growth that happens continuously in this complex and that this increase improves the quality of the services. It attracts tourists while simultaneously the number of employees grows and there are less unemployed citizens in the area.



Picture 2. “Sharri” hotel

Local tourists dominate according to the managers of the touristic complex, whereas the number of foreign tourists even though is increasing, it changes, and it is in a lower percentage. The presented data from the management sector of the hotel is very convincing since they use a very valid method of gathering information, notes, cooperation to offer an easy access in documents of the hotel, and are powerful indicators that the rural area or eco-tourism in our region is increasing.

The plan that the city of Prizren possesses



Picture 3. The plan of the city of Prizren

The analysis of practical work

When considering the application of the comparative method, it helped a lot the collection of the data, the way the services are offered, how the tourists are approached and the perspective the staff has.

The implementation of the qualitative method highlights the weak and emotional sides that touristic hotel employees offer, basically how the hosting effect is offered to the tourists and the possibility of building relations with a common interest. On the other hand, the quantitative method in the arithmetic form has helped a lot and made it possible to achieve correct numbers and to draw facts and conclusions from these numbers.

Tourism includes the development of accessible policies that are developing continuously towards individual and group service. This method also helped in considering different perspectives through direct contacts with citizens related to tourists and their impact.

The modern method enables the exact description of the number of tourists, their stay (one day or more), as well as helps in defining simultaneously their yearly frequency. Through this method, their flux is determined among the period of cultural events and festivals that have a historical and cultural importance too.

The quantitative method clearly describes the hotels, the services they can offer, and other important details.

CONCLUSION

Based on the latest data it can be concluded that the number of local and international visitors is increasing continuously since 2008 when the statistics about the number of tourists started to be recorded. According to this study, some columns that contain the number of local tourists is doubled, e.g. 4.104 which was a symbolic number that serves as a start towards economic development, number which in 2016 reached the quote of 14.951 in the first three months.

Since this belongs to the number of international tourists, not much differences are obvious, e.g. in 2008 a 4.982 are calculated for the first three months, whereas in 2016 the period of also three months, is about four times bigger, amounting to 17.691. Applying the advanced methods, we learned the hotel employees' feelings and their emotional behavior towards tourists, what service they provide in order to build relationships of common interest.

Prizren (the country too), does not correspond to the level it can offer, basically it offers less than it is able to. This is said only when considering the many cultural, religious and historical resources it can offer, such as a lot of organizations on a regional level ("The lily of Prizren" an entertaining festival, "The days of the Albanian League", and one of the events that is special for its cultural and international effect "Doku fest").

Tourism in Kosovo, and particularly in Prizren is a pre-condition for economic development, in order to achieve that, all the policies on national level should be drafted and should be in harmony with the local ones. Unfortunately, this is not happening, despite the individual or group initiatives that are mostly done by businesses.

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