

## DEVELOPMENT OF URBAN (CITY) TOURISM IN KOSOVO

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### ABSTRACT

In order to fully understand these concepts we will first define tourism and then urban tourism. Therefore tourism can be defined as an activity by which a person can realize and improve his characteristics, i.e. the characteristics of their humanity in any respect, and in addition it is also viewed as a set of relationships and occurrences arising from the stay of visitors in various tourist destinations which do not concern their stay and that they stay there for recreation and pleasure, rather than earning a profit.

Urban tourism includes all forms of tourism and services that take place in urban areas that influence the conduct of various cultural events, manifestations, sports - recreational elements etc. Urban tourism is an increasingly important area of economic activity and, as such, should have a more proportionate level of development. In order for tourists to be satisfied with a tourist destination, we have to satisfy their needs and provide them with the best conditions in order to feel like at home. In addition to this, it is also important to mention the cultural tourism as very important in presentation cultural events in Kosovo which has a favorable climate and multiple natural, cultural and historical resources that represents the basis of its tourist resources.

**Key words:** Tourism, urban tourism, cultural tourism, manifestations, Kosovo, cultural and historical heritage.

### INTRODUCTION

When we talk about tourism, we can say that it represents a branch of an industry that is constantly on rise because its trends are constantly changing.

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Cities have always attracted tourists with their cultural content that they offer in order to contribute to the creation of new forms of tourism, both cultural and educational. In addition to these species, there are also eco-tourism, rural tourism, spa and many other types. City tourism has become a contemporary trend in the world when it comes to tourism, because an increasing number of visitors or so-called tourists are interested in spending their vacation in them. As we know, there are many definitions of urban tourism, but the one that is most applicable is that it refers to vacations related to visits to larger or smaller cities, where these visits can relate to different needs such as sightseeing, shopping etc. We can say that Kosovo is characterized mainly by mountainous terrain, with favorable climate and multiple natural, cultural and historical wealth. Urban tourism has a good character of the tourist offer thanks to numerous sports and cultural facilities. During the two seasons, various events are held which are of great importance for all visitors to Peja city. Urban tourism has a multifunctional context in which it is possible to achieve many different types of tourism in order to meet the needs of each individual.

## 1. DEVELOPMENT OF URBAN TOURISM IN KOSOVO

Urban tourism also includes trips related to visits to large or smaller cities, which may for various reasons include sightseeing, shopping, visits to relatives or friends, business reasons, culture, entertainment and similar. They include a high level of concentrated services and various facilities, a large number of events, sports events, education, etc. Tourism has been and remains an important area for Kosovo society and the economic development of the private sector and the economy in general. Kosovo offers good opportunities for winter tourism and hiking, recreational sports, and also cultural tourism based on our historical and cultural heritage. Kosovo has excellent potential of mountain tourism, national parks, culture as well as the potential of sports hunting. Among the listed resources, we have noticed that the hotels were concentrated in areas that have nothing to offer in terms of tourism, urban centers and the most important roads. Kosovo has significant potential for the development of mountain tourism on the mountain of Prokletija and Shar Mountain. There were various dilemmas about what culture is and what is its connection to tourism.

Williams defines three broad categories of modern use of term "culture":

1. As a general process of intellectual, spiritual and aesthetic development;
2. As an indicator of a certain "way of life"; and
3. As work and practice within the intellectual and artistic activities.

Although under the burden of war, and the existence of war-based image abroad, the city of Peja has great natural, historical and cultural potential to become a tourist destination that promises especially in the regional context of the Balkans.

A special touristic motive with visible aesthetic features is the cave in the village of Radavac, and the waterfall of the spring of Beli Drim, which is located in the village of Radavac, about 11 km from the center of Peja, in the direction towards Rozaje, in the northeastern mountain of Prokletija.

It is undoubtedly one of the largest cave in the region, and despite not being sufficiently explored, it was declared a natural monoment along with the source of Beli Drim.

Every city is significant and stands out for something, thus in the following text we will describe the tourism of the city of Peja, as well as some manifestations that take place there as well as the cultural and historical heritage which is of huge significance to this city.

## 2. URBAN TOURISM OF PEJA CITY

City of Peja is located in the Dukagjini Plain in the west of Kosovo Province between  $40^{\circ}$  and  $42^{\circ}$  north longitude, at an altitude of 498 m.

Peja is spreading near the place where the rivers Beli Drim and Bistrica connects, with length of 63km and a surface of  $514\text{km}^2$ , while the quantity of water is above  $300\text{m}^3$ .

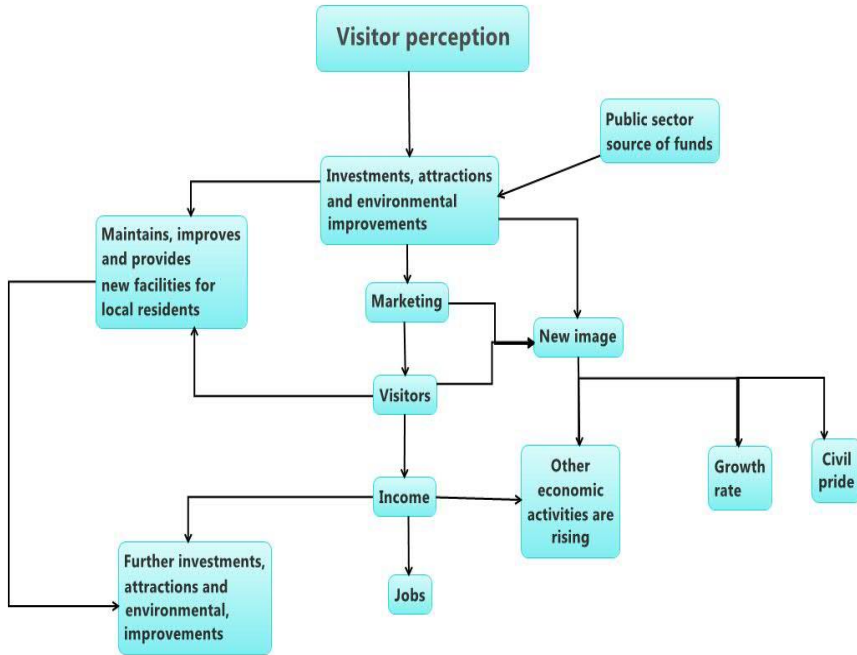
Peja is a city located in the western side of Kosovo. Its Territory is covered with forests that are rich in coniferous green trees that hide unprecedented fortunes for hunters and collectors of medicinal herbs.

Also, it is rich with places that enable the development of tourism and hunting. Rugova Mountain (Boge) is one of the most popular tourist destinations. The Municipality of Peja is oriented to tourist and recreational center in Peja; to explore the caves; to promote tourism; to explore the caves of Rugova canyon near the village of Radavac.

Peja has always been distinguished by its rich diversity of architectures. Many items were produced, starting with food and clothing items to items of high artistic value. In that time the best masters, blacksmiths, tailors and many others worked there. The city was famous for the production of safran which was used both as spice and as colour for textile. The climate on the mountains in winter is long and cold, but in summer it is very warm where tourists can enjoy clean air and colorfulness of beautiful landscape.

In addition to all this, it is important to note that urban tourism affects cities and their attractions, and that many tour operators in their catalogs include urban toursim as a program of the entire arrangement or as a secondary motive within the summer arrangement.

Therefore, as it can be seen on a given figure 1, many attractions and investments are included in order to influence the entertainment and recreation in order to meet the needs and tourists wishes.



*Figure 1. Urban tourism strategy - Law, C.M; Urban Tourism, the Visitor Economy and the Growth of the Large Cities Continuum, London, New York, 2002, str.50.*

## 2.1. MANIFESTATIONS OF PEJA CITY



*Figure. 2. Manifestations in Peja*

Manifestations are very significant for any city, also for Peja, because by doing so, their maintenance contributes to better promotion of the city. One of those that is significant is Anibar.

**Anibar** manifestation is held every year. This organization was founded in 2010 by young people who through their skills want to express their creativity in order to attract as many young people as possible to join their organization in order to work together and achieve better success and thus contribute to something that will be of great use for further advancement.

This event is currently the only animation festival in Kosovo.

**Rugova traditional games** are among the most visited cultural manifestations in Peja. These games represent a hereditary value year after year. Their main activity in this program is wrestling accompanied by other sports, traditional food and drinks.

**International Literary Encounter** - Azem Shkreli is still the most famous representative of Kosovo Albanians who were born in the literary period of the 1960s. At the International Literary Meeting "Azem Shkreli", which is organized every year in honor of this writer, many writers and linguists participate. The goal of organizing this cultural event coincides with raising awareness of cultural and literary values. Based on the events held, the following table shows us how many visitors were in the period 2008-2017. years.

*Table 1. Number of visitors (domestic and foreign) and nights, 2008- 2017 in the regions of Kosovo (statistikat-e-hotelerisë-tm4-2017.pdf)*

Period	Number of visitors		Number of nights	
	Domestic	Foreign	Domestic	Foreign
2008	19.678	24.616	22.602	46.910
2009	52.631	36.318	54.876	76.042
2010	44.662	34.382	45.123	76.394
2011	42.044	30.349	44.757	65.584
2012	49.973	48.790	52.008	90.968
2013	45.380	50.074	54.867	83.883
2014	46.477	61.313	55.274	102.066
2015	60.200	79.238	81.372	120.669
2016	45.579	83.710	62.211	131.785
2017	34.569	86.032	48.111	144.736

This table shows us the number of visitors - domestic and foreign, as well as the overnight stays of domestic and foreign visitors during the period 2008-2017 in the regions of Kosovo, which includes (Gjakova, Gjilan, Mitrovica, Peja, Prizren, Prishtina, Ferizaj). In 2017, the number of domestic visitors decreased by 24.16% compared to 2016, while the number of overnight of

the domestic visitors were also reduced by 22.66%. However, when it comes to foreign visitors, the situation is different. Statistical data show that both visits of foreign visitors and overnight stays were increased by 2.77% and 9.83% compared to 2016.

### 3. CULTURAL AND HISTORICAL HERITAGE



*Figure 3. Bajrakli Mosque*

Bayrakli Mosque is located in the town of Peja, Kosovo. Because of its importance, it is on the list of cultural monuments of exceptional importance. The main location of this mosque is in the old town so called Charshia. It is believed that the mosque was built in the second half of the 15th century and belongs to the type of one-storey cubic building with a dome and minaret. The interior decoration of the mosque is modest. The walls are unaltered with shallow profilings, rarely stylized floral and geometric motifs, and caligraphic inscriptions from verses from the Muslim Holy Book of Qur'an.



*Figure 4. Hamam Mosque*

Hamam Mosque was built in 1587. It is located in the old part of the town (settlement) "Haxhi Zeka" near the hamas of Haxhi Beg and the building of the first Albanian school in Peja. The mosque is one of the oldest historical monuments of cultural heritage, not just in Peja, but in whole Kosovo.



*Figure 5. Patriarchy of Peja*

The Monastery Complex of the Peja Patriarchate consists of four churches built between the 13th and 14th centuries. For centuries, this monastery was the center of the Serbian Orthodox Church. By the 17th century, the monastery was an advanced monastic seat with hundreds of learned monks. It is located in the beautiful Rugova Canyon by the river Bistrica. It seems that in the place where the Patriarchate is now, in the cast of St. Sava was founded a meta of the monastery of Zice, in that time seat of the Serbian Archbishopric. Archbishop Arsenia I raised the church of the Holy Apostles in the town of Peja, seeking to keep the center of the Serbian church in a less endangered place and closer to the center of the country. Today the Peja Patriarchate Monastery is an important spiritual center with 25 nurses. Sisterhood deals with humanitarian work and maintains monastic economy. It is also worth mentioning that the Patriarchate of Peja is protected all the time.



*Figure 6. Monastery Visoki Decani*

The Visoki Decani Monastery is one perfection surrounded by forest silence. It was built in the 14th century with its seat on the western part of the river Bistrica. This monastery is one of the most beautiful that can ever be seen. What this monastery adorns are the frescoes and icons contained therein. In the main monastery church of the Visoki Decani monastery you can see over a thousand different compositions featuring various characters.





*Figure 7. Peja Spa (Peja Banja)*

Peja Spa (Pecka Banja) is located in the municipality of Istok. The rivers Bijeli Drim and Bistrica are in the vicinity.

During the construction of this hotel, two tombs were found:

- A male tomb – in it were found weapons, silver and bronze soaps (decorative metal buckles for women's belt) and a ring.
- Female tomb - rich in inventory such as fibula, omega-shaped needle, ring and bracelet with geometric motifs, all forged silver and bronze.

#### **4. TOURISM SUPPLY**

Tourism supply is defined as the amount of goods and services offered on a particular market at a certain price. As we know Kosovo has a lot to offer, we just need to know how to represent our products to the interested party. A consumer meets his needs only if at given moment he buys a product he likes. At the same time, as a region, we need to provide visitors with various attractions that when they come to us they feel comfortable and enjoy those days of vacations. All participants should contribute to the offer, which will contribute to the expansion and diversification of the tourist offer, thus enabling the increase in tourist spending, which will increase the temporary residence of domestic and foreign tourists. The factors are different but the three most commonly used are:

- Attractive factors affect the satisfaction of human needs that affect recreation, entertainment and leisure.,
- Communication factors include an infrastructure that is more or less developed encompassing the roads, and traffic branches that affect the area that encompass tourism movements,
- Reception factors include all those organizational forms that provide accommodation, food, entertainment as well as recreation of tourists.



## **5. TOURIST DEMAND**

Tourist demand is the quantity of goods or services that is placed on a market at a certain time and at a certain price. The most common tourist demand for tourist statistics is defined according to Cooper as the total number of persons participating in tourism movements or who want to get involved in these developments in order to be able to use different tourist services outside their place of residence or the environment in which they live and work. Demand can be ideal, potential, realistic and effective. Tourist demand in recent years has become increasingly demanding, and the offer has been continuously working on the creation of new programs and new forms of tourism. It happens that many sellers do not sell their products for a number of reasons. Some of these reasons are for instance that they have not offered an adequate product, or they have a high price, and therefore the buyer can change their decision and do not want to buy such products. Therefore, the offer must be directed and adjusted to the demand, that is, it must have sufficient financial resources, educated people around, a favorable environment and therefore it will function in a better and more efficient way.

## **CONCLUSIONS**

Based on the above information about urban tourism, we realize that everything is based on the travel of tourists and their visiting of various cultural attractions that one city possesses. Tourism which is based on beautiful landscape and culture also exists and has development potential, but is limited by not attaching to the quality and state of environment. Cities with rivers, lakes and mountains draw the attention of tourists oriented to entertainment and enjoyment, this includes recreational and entertaining contents. So all of this shows that urban tourism has a distinctly cultural character regardless of the motives that an individual has made on the journey. The development of tourism must go step by step with the development of local resources, and in this way, in first case, it should concentrate on not so extensive but highly profitable initiatives, especially when it comes to the number of foreign visitors and overnight stays instead of recreational one-day trips. We also mentioned the cultural heritage of the Peja city, which is very important and which visitors like to visit.

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