



**University Goce Delchev – Shtip  
Faculty of tourism and business logistics -  
Gevgelia**

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First International Scientific Conference  
ISCTBL**

# **CHALLENGES OF TOURISM AND BUSINESS LOGISTICS IN THE 21ST CENTURY**



**Gevgelia, 24-25 October 2017 & Shtip, December 2017**



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Faculty of tourism and business logistics – Gevgelija

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## PREFACE

The Faculty of Tourism and Business Logistics in Gevgelija, at the Goce Delcev University - Stip, hosted the First International Scientific Conference, "Challenges of Tourism and Business Logistics in the 21st Century".

The conference was held on 24 and 25 October 2017 in Gevgelija with an optional visit to Dojran - Dojran Lake.

32 works of 60 authors from Serbia, Latvia, Turkey, Poland, Bulgaria, Kosovo and Macedonia were presented at the Conference.

The purpose of the Conference is exchange of ideas and experiences of the participants coming from Macedonia and abroad, and establishment of cooperation for further development of tourism and business logistics in Macedonia and beyond.

The results of the Conference are visible through publication in a collection of papers, which is presented to a wider scientific audience and the public.

In this way, we want to promote the Faculty of Tourism and Business Logistics, to promote Gevgelija and Dojran as the most visited settlements in the south-eastern part of Macedonia.

Gevgelija - Stip,  
December 2017

Editor  
Nikola V. Dimitrov Ph.D. *Dean*

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## **PLENARY SESSION**

## TOURIST OFFER IN PEJA

Anela Džogović<sup>1</sup>

### Abstract

*The territory of Peja is large, attractive and has interesting tourist resources with offers and can meet the needs of the visitors. Located between the river Beli Drim and Bistrica, it provides different fishing opportunities, and for lovers of adventure, winter and summer sports there is the beauty of the canyon, waterfalls and a ski terrain. Mountain Rugova is the greatest feature of the city that is beneficial for the tourism development. The city dates back to the time of the Illyrians. The natural beauty of the city will not leave anyone indifferent.*

**Key words:** *tourist attraction, City of Peja, cultural heritage, hotels.*

### Introduction

The city of Peja is located at the foot of Prokletije. It is a major economic and cultural center of the north-western part of Kosovo. According to the statistics from 2011 it has around 96,450 inhabitants, mostly Albanians (87,975), followed by Roma (993), Ashkali (143) and Egyptians (2700), Gorani (189), Bosniaks (3786), Serbs (332) and Turks (59). The municipality of Peja includes the national park Prokletije with two neighboring municipalities, Decani and Djakovica. Mountain Rugova is a great feature of the city for potential tourism development. Peja offers different cultural heritage from different historical periods. The best preserved and most attractive examples are located in the city center: Bayrakli Mosque (15th century), Hamam mosque, Visoki Decani Monastery, monastery complex (13 - 17th century), an important ecclesiastical seat of Orthodox Serbs and several characteristic urban stone house towers where the wealthy and influential citizens of Peja lived in the 19th century. These include those belonging to Haji Zeka, Zenel Begu. There is also a large Byzantine art center, located near the city center, at the entrance of the Rugova valley. In addition to this Peja is rich in natural lakes and caves but most of them are not open to visitors. The traditions and the rich social life of the population in this area is reflected in a number of traditional events and products of manual labor, including the Rugova games and the craft making of men's hats. This was recognized as an important heritage that needs to be further developed by those who practice it, which would probably attract both domestic and foreign tourists. In addition to the cultural heritage, the city also offers hotels, restaurants, beer factories (Peja Brewery),

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coffee factories, shopping malls, etc. The aim is to see the kind of tourism Peja offers and how to find the best way for promotion.

Work Methodology - In this paper we use the following methods: questionnaire, statistical method, comparative and descriptive method.

### Tourist offer in Peja

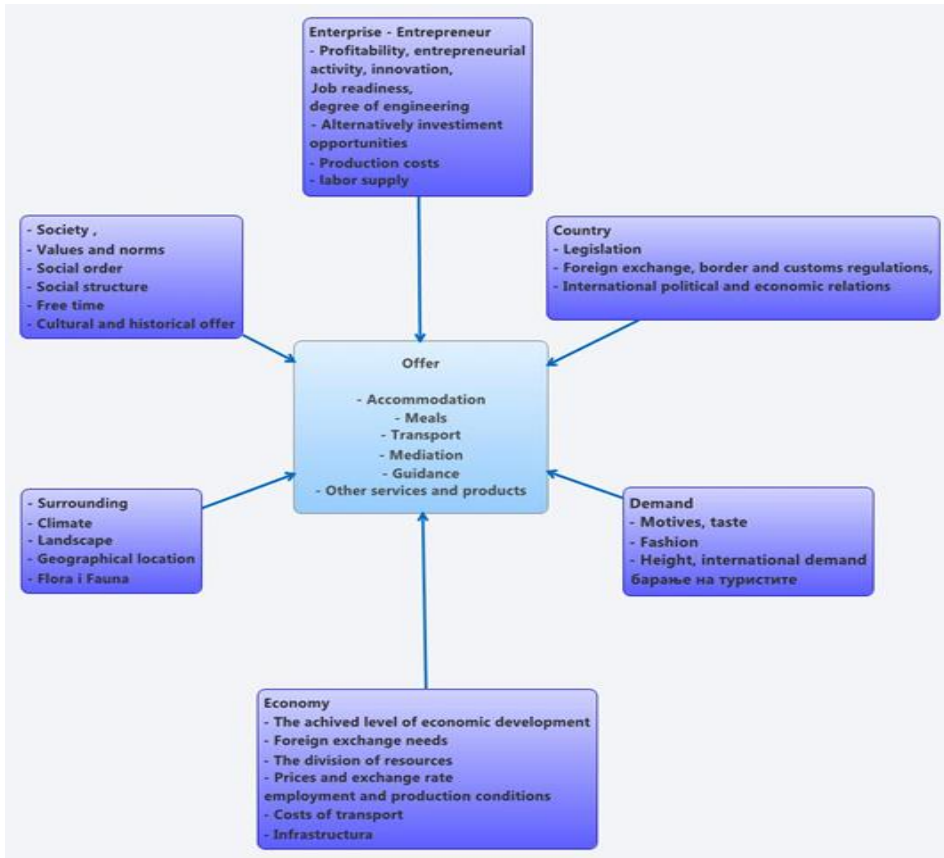
Tourist offer is defined as the amount of goods and services offered to tourists at a certain tourist market, at a certain time for a certain price [1]. A tourist is interested and willing to buy whatever there is at a given moment that is useful and that can fully cater to their needs. This also opens up a huge area for placement of everything in the true sense of the word. As a tourist receptive country there is a very, we can assess the significance of need in every way and facilitate the optimal development "of tourism". It means that at today's level when it comes to the development of tourism tourist attractions need to be viewed in the broadest sense. This should include all participants who will properly contribute to the spread and diversity of the overall supply and thus enable the increase of tourist spending, as economic result of the temporary stay of any domestic or foreign tourists. The city of Peja has its drawbacks since tourism is primarily related to the promotion and the city has no promoters who would presented it in the best way, but we can say that it still has a lot to offer, there are beautiful hotels that offer good accommodation capacity, quality, provide good service and guarantee security.

Scheme 1. Tourist offer



When we talk about the tourist offer we see the factors that influence the formation and shaping of the tourist offer, given by W. Freyer [2].

Scheme 2. Factors influencing formation of tourist offer



This illustration shows the degree of complexity that needs to be taken into account when considering the achieved level of development of the tourist offer, its quality, organization etc. All this depends precisely on these impacts, the different influences, the level of societal, climate and economic impact and demand of the countries and companies. Each group influences its specific works to create and design diversity within the basic elements of each tourism.

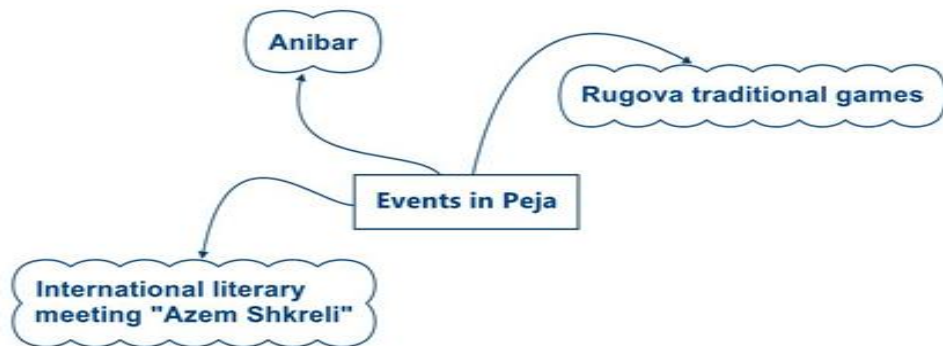


Among the most famous hotels is the Hotel Dukagjini located in the center of Peja. It has 120 employees and offers high-quality and delicious food prepared by expert cooks with years of experience. This hotel has 67 rooms, which are equipped with top quality furniture according to the latest standards. Each room has a TV, internet and a bathroom. From the terrace there is a beautiful view on the river of Bistrica, and the peak Rugova. Mountain Rugova is located on

the territory of Kosovo and little is known about it. Only those who live in the mountain or in its the vicinity know more. Rugova has a good potential for tourism development. It stands out because its well-preserved natural environment contains plenty of sources of clean mountain water. In addition to the Rugova Mountains, we can also present the Bistrica River. The Bistrica River springs from Prokletije at an altitude of more than 1400 meters.

### Events in Peja

Scheme 3. Events in Peja



The main annual event is Anibar, an international festival which takes place in the town of Peja, Kosovo. Anibar was founded in 2010 by a group of young activists. Their mission is to encourage young people to deal with a variety of experiments and to show their creativity.

The goal of this event is to design and implement activities in capacity building, such as seminars, trainings and workshops, film screenings, debates and other activities that provide them with greater opportunities to become good artists. Anibar has a camping space for your guests, which is located at a national park in Peja called "Karagacha". This event is the only festival of animation in Kosovo.

International literary meeting "Azem Shkreli" is still the most famous representative of the Kosovo Albanians who were born in the past 60 years. At the international literary meeting "Azem Shkreli" there are many writers and linguists, who gather together every year in the honor of this writer. The objective of organizing this cultural event coincides with raising awareness of the cultural and literary values, for the operation and promotion of the primary factors for the formation of personality, knowledge transfer and understanding.



Rugova traditional games are among the most visited cultural events in Peja. These games acquire hereditary value year after year. Their main activity in this program is struggling accompanied by other sports, traditional food and drinks.

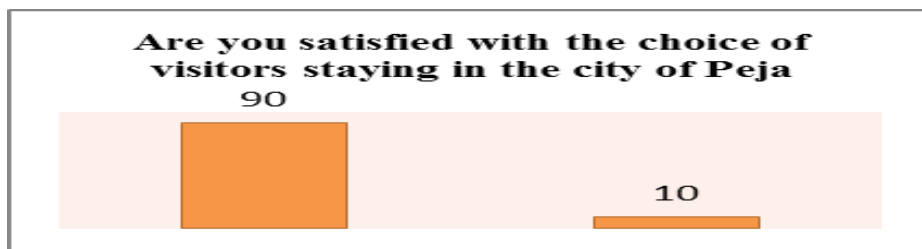
Table 1. Satisfaction of visitors staying in Peja

<i>Are you satisfied with the choice of visitors staying in the city of Peja?</i>	
<i>Yes</i>	90
<i>No</i>	10
<i>Total</i>	100

Source: Author

When asked if they were satisfied with their stay in Peja, 90% of the visitors said yes.

Chart 1: Satisfaction of visitors staying in Peja



Source: Author

Table 2. Satisfaction with quality of service

Are you satisfied with the quality of services offered by your company?

Yes	90
No	10
Total	100



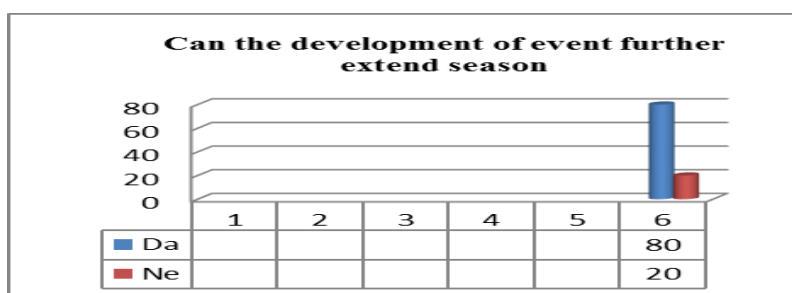
When asked if they were satisfied with the quality services offered by their company, 90% of employees responded with yes, while 10% said no.

Table 3. Development event

Can the development of event further extend season

Yes	80
No	20
Total	100

Chart 2. Development event



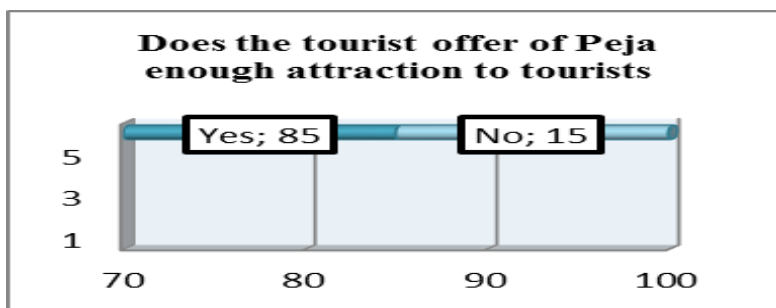
To the question "Can a development event further extend the season?" most employees responded positively. They should always be innovative to attract tourists by creating new events that complement the offer of the city and approaching responsibly to their development and implementation. Development events can certainly extend the season. The events should take place throughout the year so that guests will always be able to see and experience something new. They are always a good foundation for development and design of new products. Tourists need to have a diversity of offers, and these events can contribute to this. Events also constitute a key factor in the development of the town during the off season. It should be continuously resourceful with the creation of new contents with a final impact of increasing of arrivals and overnight stays.

Table 4. Tourist offer Peja

*Does the tourist offer of Peja is enough to attract tourists*

<i>Yes</i>	85
<i>No</i>	15
<i>Total</i>	100

Chart 3. Tourist offer Peja



On the question whether the tourist offer of Peja is enough to attract tourists, 85% of the employees agree while 15% believe that it is not enough.

### Conclusion

The main objective of this study was to explore the tourist offer of Peja, the extent to which it was developed and how attractive it is for visitors. This is important in order to determine whether Peja has a significant predisposition for further development of the tourist attractions, as well as working on it. We also need to work continuously to promote Peja as a tourist destination on the Internet, where it will be interesting for tourists who would want to see more about it. We believe that Peja is a relatively small city that has the potential to further develop in the future. We can see this from the research that we conducted with tourism professionals, which concludes that it is necessary to work continuously on the diversity of offers in the city, work on new innovative tourism products, create events on various topics which will be tailored to different age groups all year round.

### Recommendations:

Better promotion of tourism in regional locations.  
Development of infrastructure for tourism development in Peja,  
The use of cultural heritage and its preservation.

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