

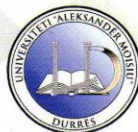
**13<sup>th</sup>**

**INTERNATIONAL  
SCIENTIFIC CONFERENCE  
OF BUSINESS FACULTY**

**27 - 28 APRIL**

**DURRËS**

**ECONOMIC CHALLENGES  
AND INNOVATION**



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“ECONOMIC CHALLENGES AND INNOVATION”

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# Opportunities for the development of rural tourism in Anamorava-Kosovo

Përparim Qahili <sup>1</sup>, Cane Koteski <sup>2</sup>, Faton Haziraj<sup>3</sup>

## *Abstract*

The main purpose of this paper is to show how tourism contributes to the sustainable development of the state, as well as to examine the possible opportunities for the economic sustainability of tourism in long-term periods. Based on the need for comprehensive and modern development of all parts of Kosovo opportunities are presented and various investments are required in the development of Kosovo's tourism, such as investments in transport, culture, education, then small businesses, handicrafts and such.

Rural tourism can play a greater role in the process of activating the labor force of the country. Through tourism activities, the production of the rural economy is realized in the entire family economy, which is indirectly engaged in tourism, family members that the service they offer is adequate to the category of accommodation that appears on offer. Every mountain village can be used as a potential for the development of rural tourism by exploiting its natural beauties and its anthropogenic capacity. Kosovo has two skiing centers, that of Brezovica in Shtërpç and Argjena in Brod Dragash (Sharr).

In 1968, the unit for the protection of nature was formed within the Entity for the Protection of Cultural Monuments of Kosovo. The protection and care of biodiversity, landscapes, natural characteristics, etc. is also a challenge for state institutions, especially forest biodiversity. Protection of natural resources depending on morphological, spatial, genetic, historical and other specific classified features are in several groups.

**Key words:** rural tourism, hunting tourism, biodiversity, Kosovo, skiing.

**JEL classification:** L83, M49, M54, M48

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## **Entry**

Tourism is one of the most complex activities of today's modern society. In developed countries, but also in some countries in transition, tourism is an important product and generator of employment, including a wide interweaving of phenomena and reports that arise during the tourist trip, while its realization is deeply embedded not only in the economic aspect, but also in the ecological, social and cultural aspects of life. Based on the need for comprehensive modern development of all parts of the earth opportunities are presented and various general investments are required for a higher level of the tourism development of Kosovo. Rural tourism can play a greater role in the process of activating lost opportunities in the equal development of the country's regions. Through this activity, a greater number of villagers choose animal tourism, as well as other subsequent effects. The modern city man prefers an active stay in nature. It can be engaged in agricultural work, observing cultural-historical and natural sites, hiking, hunting, skiing and such activities. Staying in a rural environment such as a tourist village can become a discovery for many families, which can motivate them to return to the village every year. During the stay in the village, the urbanite was offered various opportunities to collect and prepare medicinal herbs, wild fruits, etc.

The special ecological segment of life is the protection of nature in the narrowest sense, and refers to the protection of particularly valuable parts of nature that have an environmental character and the values of natural goods. Nature protection has a long tradition and has evolved from the original forms of individual protection of national parks and reserves to the current understanding of biodiversity protection. In fact, the protection of nature is today a social movement with a number of eyes and participation also professionally leads activities for the organized protection of natural resources, professional and scientific institutions, institutes and professional operational services, organized by the state to take care of research, preparation of goods for their protection and preservation, promotion and promoting the protection of nature as a whole.

Kosovo has a great potential in the development of rural tourism (village tourism), this derives from the large number of rural settlements that the country possesses as well as from the greater percentage of rural settlements compared to the urban one. Tourism-environment relations have taken an important place in tourism studies in recent years. The attraction of foreign tourists will influence that Kosovo should use its tourism capacities to guarantee a maximum benefit from

the introduction of foreign investments and will influence the operation of the tourism sector in Kosovo with the same principles with which the tourism industry operates in the world. The criteria indicate the objectives, but not the way how they are achieved or the final results. This role is fulfilled by performance indicators, additional educational materials, access to the tools needed to implement the Global Sustainable Tourism Criteria. The partnership considers meeting the criteria as the beginning of a process for returning sustainability to a standard practice for all forms of tourism. There are many areas and objects of protected nature and anthropogenic creations in our country. In particular, the preservation of ecosystems, tourist attractions,

## **Presentation**

Any type of plan and planning for the development of tourism in Kosovo will be difficult to achieve without the commitment and involvement of all actors of the Kosovar tourism market and interested partners from the global tourism market. Kosovo's tourist offer is diverse and potential should be placed in the development of conditions for Transit Tourism, Nature Tourism, Health Tourism, Winter Tourism, Cultural Tourism, Adventure Tourism, for which types of tourism Kosovo has resources and opportunities in the future valorize, and bring tourism to a level where it is the pillar of economic development.

Starting from the need for comprehensive modern development of all parts of the earth opportunities are presented and various general investments are required for a higher level of the tourism development of Kosovo. Investment in the development of industry in construction, transport, culture, education, then small businesses, local handicrafts, all these serve the growth of tourism in the country.

Stojanova defined rural tourism as a stay in a rural environment, house, camp or any other accommodation facility which enables close contact with the hosts and direct access to their business.<sup>4</sup> But there is also a major problem related to the depopulation of the rural parts of the country, the passing of these rural youth and they mostly left for the cities. Rural schools will gradually begin to close due to the decrease in the number of students, a consequence of the decrease in the number of young people who have left the village. And this is the government's problem and challenge for increasing or decreasing the departure of young people from rural areas to cities, but also abroad. The development of rural tourism can play a greater role in the process

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<sup>4</sup>Stolnova. S. "Planning and financing of rural tourism", University "Pasi Hilendarski", Plovdiv 2008

of activation (elimination) of lost opportunities in the equal development of the country's regions. Through this activity, a greater number of villagers choose animal tourism, as well as other subsequent effects. To provide services for the exhaustion of tourists as consumers, it is necessary to find products on the table that cannot be produced at home, so that the way of doing business with other rural families, be it goods in stores. Through tourism activities, the production of the rural economy is realized in the entire family economy, which is indirectly engaged in tourism, family members that the service they offer is adequate to the category of accommodation that appears on offer.

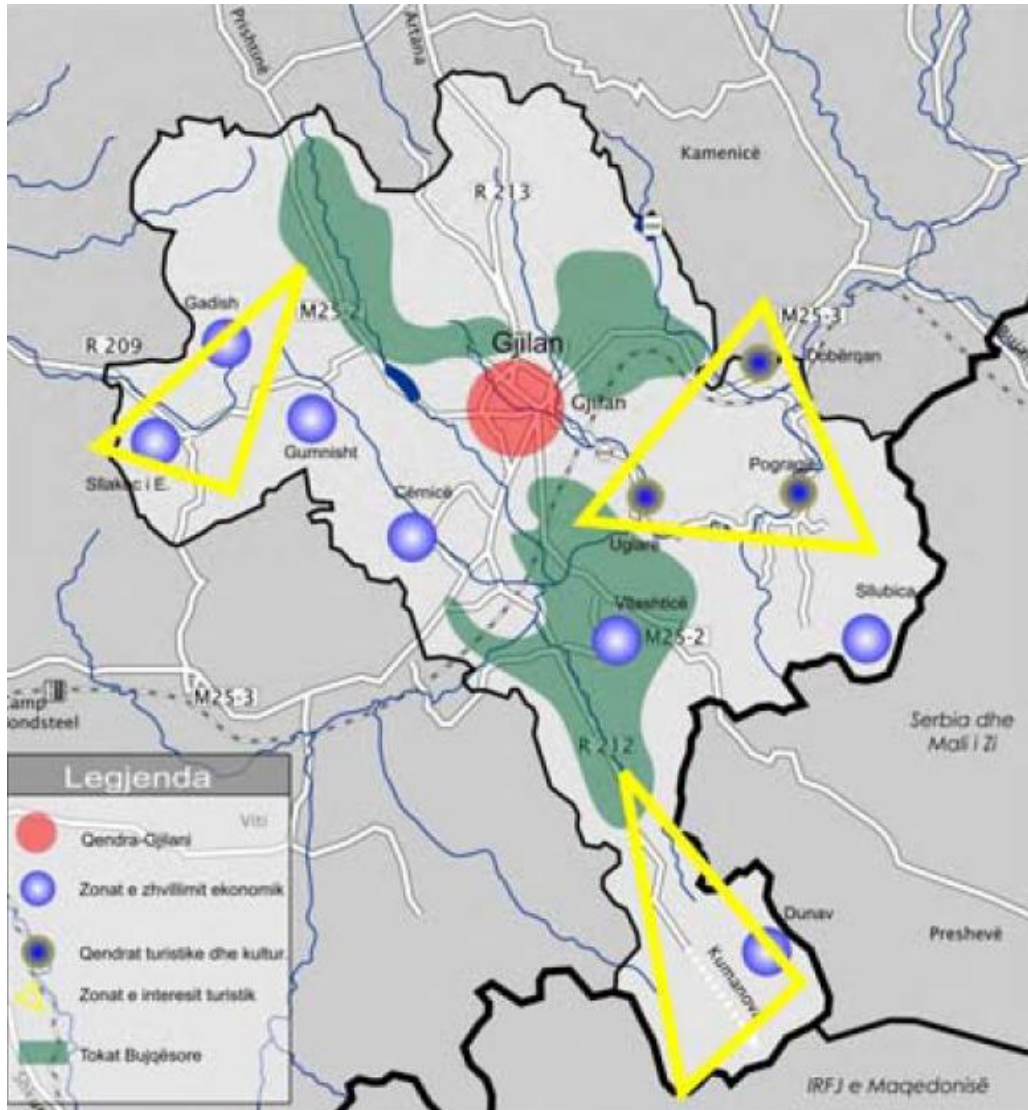
Foiera treats rural tourism as a whole of all types and forms of tourism, practiced in the rural environment. The focus is on the contrast between the rural and urban environment. According to the author, rural tourism is the basic type of tourism, which includes all forms of tourism practiced in the rural environment. Foiera does not envisage the mandatory tourist offer to lock in the performance of the village's business affairs. The criterion is not the one who develops rural tourism, but where tourism is developed, ie the condition is to be in the rural environment. Accommodation of tourists is done not only in the houses of the host in the village, but also in hotels, motels, camps and rest houses in the vicinity of the host.<sup>5</sup>

In addition to rest, the modern city man prefers an active stay in nature. It can be engaged in agricultural work, observing cultural-historical and natural places, hiking, hunting, painting, skiing, etc. Adequate propaganda - marketing is necessary for this - the code must familiarize him with those values that he can find in the given area. Information provided through the press, television, brochures, etc. It will affect whether the car can bring him to the village and he decides to go to the village, and also that his stay can be repeated at any age, even in the same house. Information should be available for domestic and foreign guests. times.

Staying in a rural environment such as a tourist village can become a discovery for many families, which can motivate them to return to the village every year. Broken friendships remain intact. During his stay in the village, the urbanite was offered various opportunities to collect and prepare medicinal herbs, wild fruits, skins of captured animals (assuming he was a hunter), preparation of sweet and winter foods, etc. In this way, ecologically healthy food is obtained at minimal prices.

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<sup>5</sup>Tripod. V., "Village tourism", Faber, Veliko Trnovo, 2007

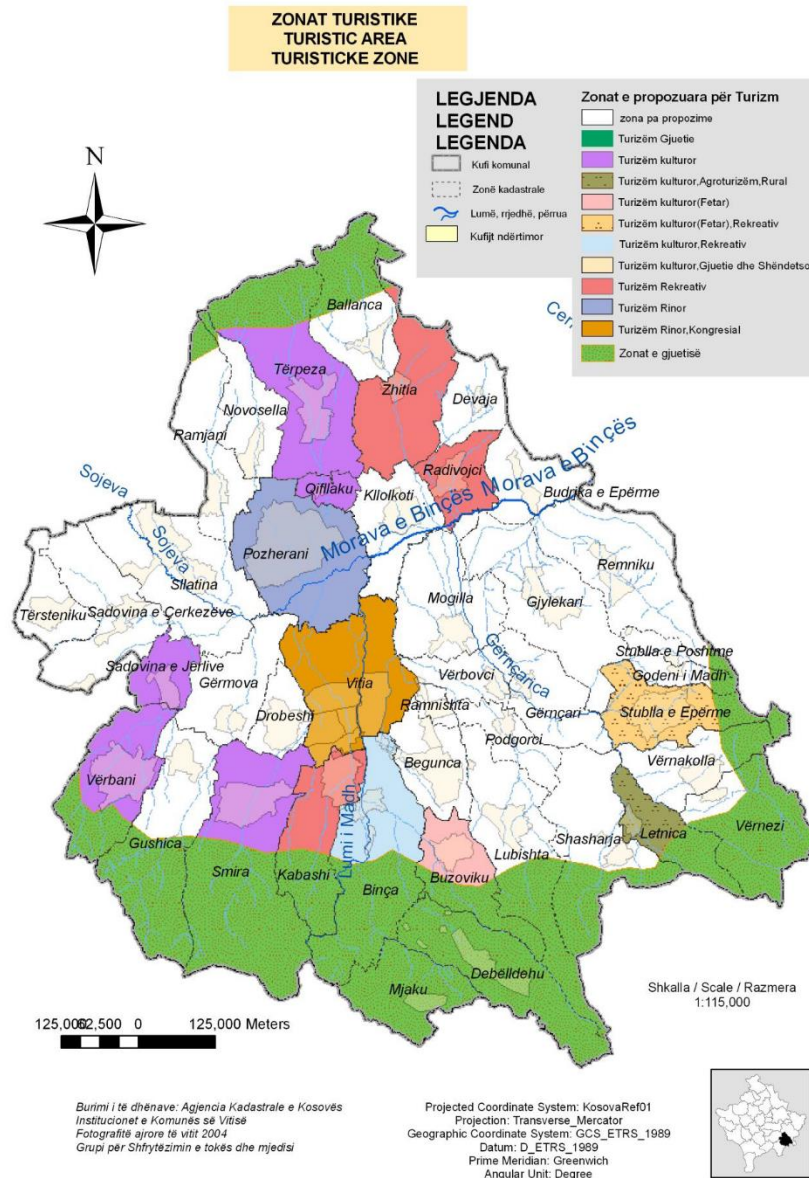


**Map 1: The yellow triangles represent the areas of interest for the development of rural tourism in the Municipality of Gjiłan**  
*Source: Municipal Development Plan of Gjiłan 2006-2015+*

Every region, every village can be used for providing tourism services because it is possible to stay in a village all year round as an attractive natural environment for city dwellers. Each season has its charms. In this way, the realization of the income of the service providers extends for a part of the year and not only in the summer and winter months, and the users of the services (tourists) know the charm of the village in every season.

The main areas for the development of winter sports belong to the skiing centers. Kosovo has two of these, that of Brezovica in Shtërpc and Argjena in Brod i Dragash (Sharr). Which still need investments in the road network and other infrastructural aspects. Both these centers develop their sports and recreation activities for tourists from the country and abroad. Kosovo also has

potential for the development of hunting tourism. This type of tourism can be done in many places in Kosovo, such as the Reserve of Kozhnjar, Rusoli and Blinaja.



**Map 2: Map of tourist areas in the municipality of Vitia.**

*Source: Municipal Development Plan of Vitia and Kllokot 2010-2020+*

According to Craig Smith and Cody Middleton, the reasons why visitors are interested in rural tourism include:

1. Experiencing what is perceived as a healthy lifestyle, with plenty of fresh air, healthy food and exercise,
2. Activities associated with rural locations such as hiking, horse riding, fishing, bird watching or camping,



3. Escape from a stressful and fast-paced urban environment to the peace and quiet of the bush,
4. Enjoying the friendly warmth and hospitality of the villagers,
5. Visiting places of historical, cultural and possibly personal importance, and
6. Visiting friends and relatives and reaffirming origin

## Protection of nature

The first steps to protect nature and the environment in Kosovo began at the end of the 60s. In 1968, the unit for the protection of nature was formed within the Entity for the Protection of Cultural Monuments of Kosovo. In 1974, with the Decision on the separation of the Nature Protection Section from the Kosovo Entity for the Protection of Cultural Monuments, the Kosovo Entity for Nature Protection was established.<sup>6</sup> which continued the work under the same name under the Law on the Kosovo Nature Protection Agency.<sup>7</sup>



*Picture 1: Sharri Mountains National Park.*

*Photo 2: Rugova, Albanian Alps Mountains (Bjeshket and Nemuna)*

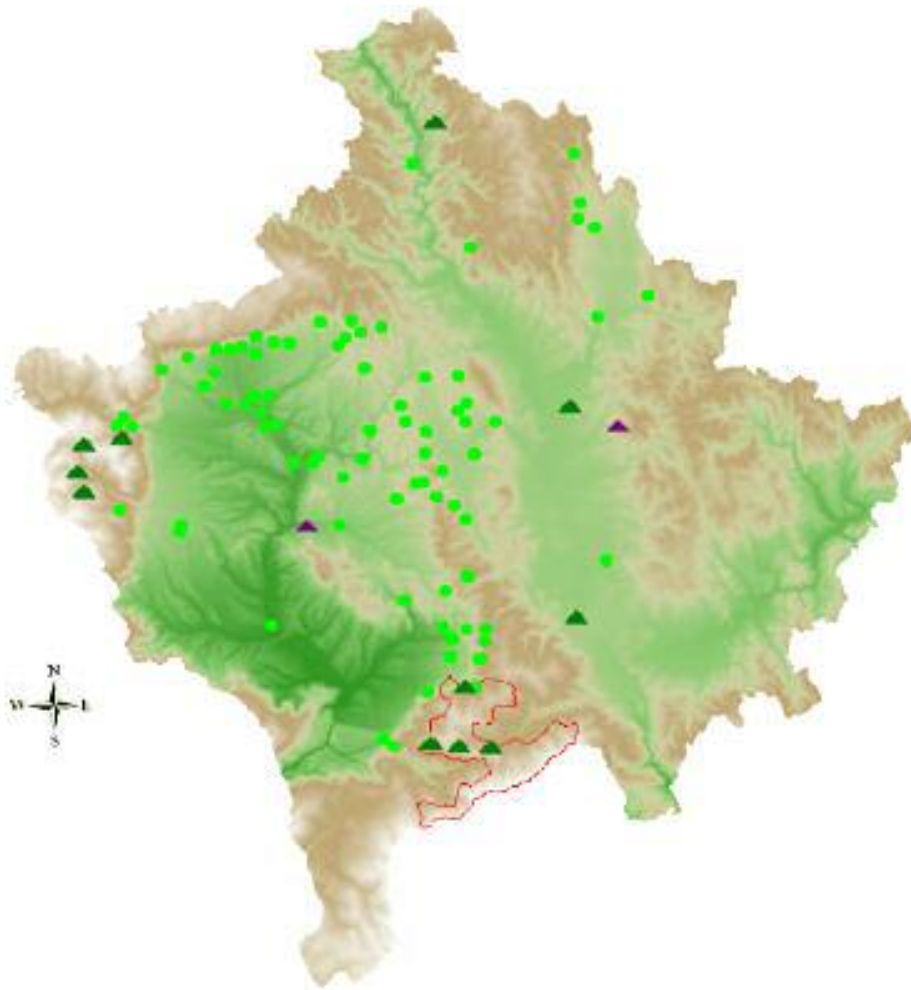
The special ecological segment of life is the protection of nature in the narrowest sense, and refers to the protection of particularly valuable parts of nature that have an environmental character and the values of natural goods. Nature protection has a long tradition and has evolved from the original forms of individual protection of national parks and reserves to the current understanding of biodiversity protection. In the further development of the factors of destruction or degradation of the natural environment, they are expanding and accelerating in a continuous manner and with a continuous leap towards nature, so the organized activity for the protection of nature has become a social necessity and obligation.

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<sup>6</sup>Decision on the separation of the nature protection section ("GZK". 42/74)

<sup>7</sup>Law on the establishment of the Provincial Nature Protection Agency ("GZK". 15/81)

The natural and anthropogenic values of the national parks of Kosovo are known. As such, they represent an important basis for the development of several types of tourism. According to the reduced potentials and functions, the national parks of Kosovo have characteristics of national and international touristic value. Tourism should become one of the sources of income for further protection and prevention of natural and cultural monuments. The development of tourism in the national parks of Kosovo should be more organized, which does not contribute to the economic and non-economic sphere. It seems that their functions should be emphasized more and more: protective, ecological, recreational-health, sports-manifesting, cultural-manifesting, historical, educational, educational-educational and others.



**Map 3: Map of protected areas in the Republic of Kosovo**  
*Source: Environmental Protection Agency of Kosovo, Prishtina, 2010*

A nature protected area is an area declared for the purpose of protecting and caring for biodiversity, landscapes, natural features and cultural heritage and for providing effective management through legal and other means.<sup>8</sup>

In fact, the protection of nature is today a social movement with a number of eyes and participation also professionally leads activities for the organized protection of natural resources, professional and scientific institutions, institutes and professional operational services, organized by the state to take care of research, preparation of goods for their protection and preservation, promotion and promoting the protection of nature as a whole.

Protection of natural resources depending on morphological, spatial, genetic, , historical and other specific classified features are in several groups, namely: national parks, natural parks, natural monuments and natural environments around important cultural monuments and cultural and historical spatial units.

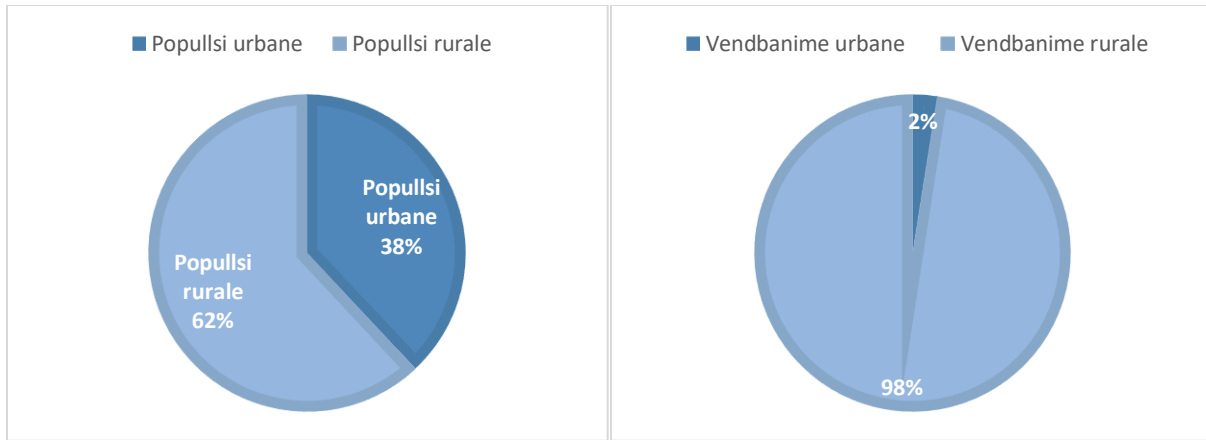
Natural resources are placed under protection on the basis of previous research and documentation presented by experts, in national parks and on the basis of law, we have this division:

1. Mali Sharr National Park
2. Bifurcation of the Nerodime River
3. The raccoon reserve in Rusenica
4. Arnen peak reserve
5. Oshlak reserve
6. Pisha e Madhe Reserve
7. Rugova Gorge
8. Great Gorge Cave
9. The thermal spring in the Bath of Istog
10. Radavci cave
11. Drini Bardhë canyon at Ura e Fšajte
12. The source of the White Drin
13. The Marble Cave in Gadime
14. Mirusha canyon and waterfall, etc.

From what can be seen above, Kosovo has a great potential in the development of rural tourism (village tourism), this derives from the large number of rural settlements that the country possesses as well as from the greater percentage of rural settlements compared to urban, (see chart 1 and 2). But even though tourism represents an opportunity for development, complementary to other economic branches. The problems in the development of tourism are insufficiently qualified personnel, the lack of projects and tourism capacities.

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<sup>8</sup>Law on the protection of nature 2005/02-L18 (Reg. no. 2006/22)



*Graph 1: Number (%) of rural and urban population.*

*Graph 2: Number (%) of rural and urban settlements.*

*Source: Kosovo Statistics Agency*

Tourism can be beneficial to protected natural sites for several reasons. First, it can be seen as an important factor in the protection of natural resources, because its development is destined to destinations with well-preserved nature, so it helps modern man to imagine what nature and life looked like before industrialization and man's destructive action. . In other words, tourism in protected areas, natural objects show man what relationship he has with nature, ie. the environment as a whole, must have. Tourism as an economic category can finance the protection from the collection of nature tourism services, which depends on the type and scale of activities allowed in good natural data.

## **Conclusion**

Psychologists say that every human action is a consequence of motivation, ie feel the need to eliminate or alleviate deficiencies oreventual disorders, and who better than rural tourism can do this.

Mountain tourism in Kosovo is considered one of the country's biggest tourist resources and attracts local and foreign tourists every year. Efforts are also being made to improve infrastructure and security in this sector. This brings an increase in income for the residents of these areas, various tourist operators, and all this will affect the growth of the country's economy and rural tourism in particular.

Nature with its preserved structures is an important factor for maintaining the health of the population because it makes possible the direct encounter of man with it, both physical and psychological renewal. Man is not satisfied with pure nature just by looking at it, but he develops

an intense and active life, which directly affects the degree of its use. The growth of the world's population, the rate of technological and urban development, as well as the rise of the standard of living in the future, will create many free natural spaces.

In the framework of the environmental impacts of tourism, two important problems should be taken into account:

- First: the connection of the tourist system with the ecological system, where the system in question can realize a structural development in close connection with the technological one.
- Second: the tourist system is in constant connection with the system of tourist resources, with the flows of tourists, goods, financial and information exchanges.

The network of protected areas in Kosovo consists of 75 nature areas with an area of 46,437 ha (4.25% of the territory of Kosovo). The largest area of the protected areas is occupied by the "Mali Sharr" National Park. These areas include: 11 Nature Reserves ("Bifurcation of the Nerodime River", "Arnen Reserve", "Majpera e Ropsi", "Rusenica", etc.),

- 1 National Park ("Sharr Mountain"), 59 Natural Monuments ("Burimi i Drini Bardhë", "Gadime Cave", "Gryka e Rugova", "Ura e Šhajte", "Trungjet e Vjetri", etc.) ,
- 2 Regional Nature Parks ("Gërmia and "Mirusha") and 243 Forest Parks ("Pishat e Deçani" and "Rahavani"). But partial protection is not enough, care must be increased and we must constantly be responsible for nature as it is part of our daily life, both protection and care show the level of awareness and environmental culture we have.

As for many other sectors and for rural tourism, spatial planning is an important tool for achieving sustainability in tourism. The manner of application and its effects vary from country to country depending on many geographical, socio-economic, political and cultural factors. Furthermore, the different planning mechanisms and administrative and organizational levels involved play an important role in differentiating spatial planning applications within the tourism sector.

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