

## **KOSOVO TOURIST OFFER AS PART OF TOURISM DEVELOPMENT**

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### **Abstract**

Kosovo has great potential for tourism development. Tourism development also affects economic development. This activity plays a very important role in the economic development of the country. Tourist movements and circulation are increasing day by day. Tourists come from all four corners of the globe. Of great importance is Kosovo's offer where potential tourism values are developed into a tourism product. Attractive values and beautiful landscape are a good base for tourism development. This includes the numerous cultural monuments and heritage values that are indispensable for tourism development. All of this creates a successful tourist offer which creates favorable conditions for the development of tourism in particular and the overall economic development of the country in general. Based on the specifics of the tourist offer Kosovo is divided into five Tourist Regions, which are distinguished by different attractive values for visitors. Tourist regions are: 1. Tourist region of Albanian Alps, 2. Tourist region of Sharr, 3. Tourist region of Prishtina, 4. Tourist region of Ana Morava, 5. Tourist region of Mitrovica and Shala Bajgora.

**Key words:** Tourism, Tourist Offers, Hotel Facilities, Visitors, Net Stays, Tourist Potentials.

## Introduction

Based on the conditions that Kosovo possesses, the tourist regions, even though they are scattered throughout the territory of Kosovo, are distinguished by different specifications. All of these tourist areas present an existing potential for visitors, somewhere more worth visiting and less so. In these tourist areas are also followed by tourist infrastructure. These facilities include accommodation facilities taking into account the number of tourists and their stay. The tourist region of the Albanian Alps leads with attractive tourist values. Then follows the tourist region of Sharr, Prishtina, Anamorava and Mitrovica with the Shale of Bajgora. Although the number of hotel facilities in the tourist region of Pristina is the most successful tourist offer is in the tourist regions of the Albanian Alps and the tourist region of Sharr. All these regions are distinguished by their characteristics for tourism development. Many forms of tourism are developed in them, somewhere more and less. If we compare the number of visitors in Kosovo in 2017 this country has been visited by 120601 tourists. This is the best indicator that a small country such as Kosovo is the best indicator that it possesses a successful tourist offer which is getting the desired results every day. Utilizing all the tourist potentials and resources will provide significant opportunities for tourism development as well as economic development of the country. The more the tourist potentials are used in the service of tourism, the more tourism will develop. At the same time, the incomes for the country that are part of the gross social product will also be provided. Tourism is developed on the basis of the development of tourism infrastructure, which is in function of its development. The more tourist potentials are utilized, the more the tourist product is developed which serves tourists.

### *Hotel facilities in function of tourist offer*

Kosovo Agency of Statistics (KAS) published Hotel Statistics in Kosovo for Q1 2019. In the first quarter of 2019 (Q1 2019) 218 hotels operating in the territory of Kosovo were part of the survey. Most of the hotels are located in the region of Prishtina, Peja, and so on. The following table shows the best indicator.

### Hotel Statistics TM1 - 2019

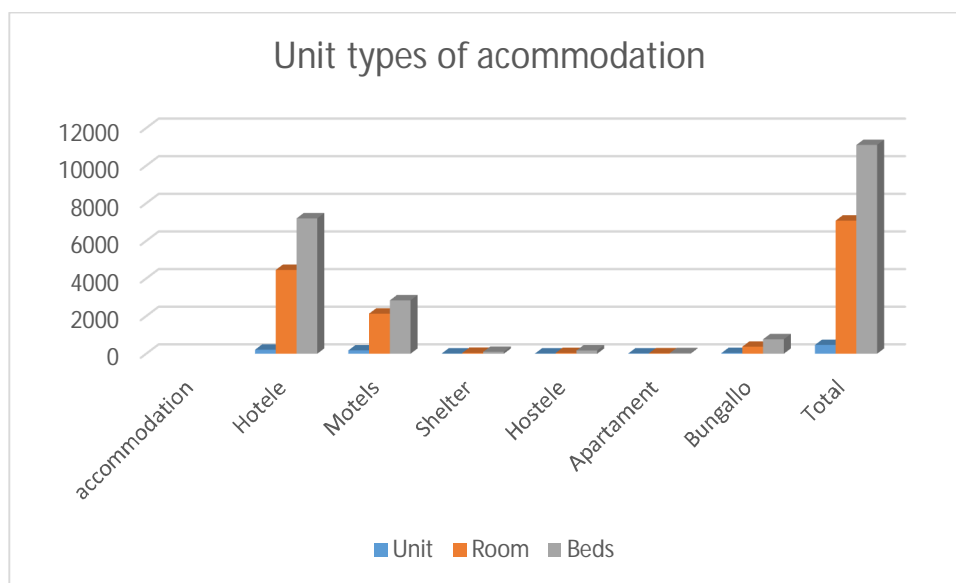
**Table 1. Hotel capacities in Kosovo by type of accommodation**

Unit types of accommodation	Unit	Room	Beds
Hotele	214	4457	7195
Motels	177	2132	2836
Shelter	10	46	99
Hostele	9	43	171
Apartament	15	25	32
Bungallo	41	374	768
<b>Total</b>	<b>466</b>	<b>7077</b>	<b>11101</b>

*Source: ASK – 2019*

The table shows the types of hotel facilities. Their total number, accommodation units, rooms and what is important also the number of beds in which tourists stay. Hotel facilities are larger in

number. According to the data, there are 214 hotel facilities in Kosovo. Which include 4,457 available rooms and 7,195 beds. Following the hotel facilities follow the Motels which are also scattered throughout the country. Their number is smaller compared to hotels which are 177 units, with 2132 rooms and 2836 beds. So their number is almost half that of the number of hotel facilities. This allows us to understand that we are in the development phase of tourism, namely a successful tourism product. Other facilities which are in the initial phase of tourist capacity building are followed in the Kosovo tourism offer. Currently there are fewer hostels, hostels, apartments and bungalows. Compared to the latter, the number of bungalows is significantly larger, comprising 41 units with 374 rooms with 768 beds.



**Distribution of hotel facilities within the Regions**

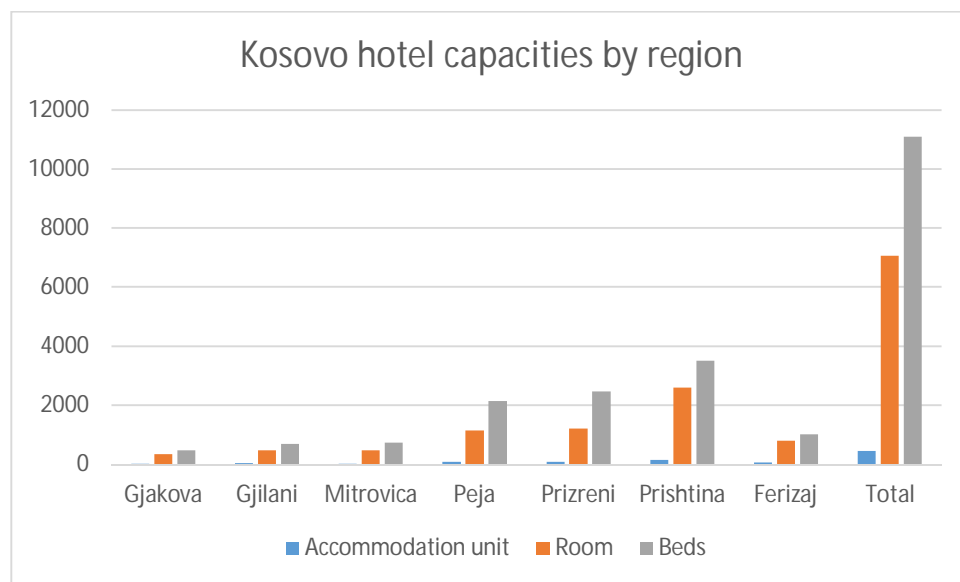
Hotel facilities in Kosovo are scattered throughout all parts of Kosovo to some extent or less. For the best indicators, a table is presented which gives us an idea of which tourist region has the most successful tourist offer due to the distribution of hotel facilities. For a clearer picture we have the following table.

**Table 2. Kosovo hotel capacities by region**

Region	Accommodation unit	Room	Beds
Gjakova	27	353	488
Gjilani	34	472	699
Mitrovica	29	484	734
Peja	87	1145	2154
Prizreni	83	1219	2483
Prishtina	144	2607	3514
Ferizaj	62	797	1029
Total	466	7077	11101

Source: ASK – 2019

According to tourist regions with the highest number of hotel facilities is estimated tourist region of Prishtina. In the total number in this region there are 144 accommodation units with 2607 rooms and 3514 beds. Which tourist region leads convincingly ahead of other tourist regions, although it has more developed business and transit tourism. The second tourist region in terms of number is the Peja Tourist Region which has the smallest number of accommodation units with a total of 87 accommodation units, with 1145 rooms and 2154 beds. But looking at the value tourism potentials of this region have, they only need to develop those potentials and become a tourist product. The third tourist region is the Prizren region or otherwise known as the Sharr tourist region. This tourist region can be compared to the tourist region of Peja. It consists of 83 accommodation units with 1219 rooms with 2483 beds. Following are the regions of Ferizaj, Gjilan, Mitrovica and Gjakova which have less tourist activity compared to the three earlier tourist regions.



### ***Local and foreign visitors and their overnight stays***

Number of visitors and net stays (domestic and foreign), by regions for Q1 (first quarter) periods 2017-2019. In Q1 (Q1 2019) the number of visitors (domestic and foreign) was 65 265, 41.85% of them were local and 58.15% were foreigners, while the number of net stays was 104 907, 39.70% of them were locals and 60.30% of foreigners. Pristina region has the highest number of visitors and their nights with 28 876 visitors with 48 561 nights.

**Table 3. Domestic and foreign visitors and their net stays**

Identification number	Regions	TM1 2017		TM1 2018		TM1 2019	
		Visitor	Nights	Visitor	Nights	Visitor	Nights
1	Gjakovë	2621	3303	2447	2743	1744	2665
2	Gjilan	898	1168	1296	1796	1585	2294
3	Mitrovicë	1290	1317	1493	1851	2161	2315
4	Pejë	9427	14273	14818	18871	13537	26291
5	Prizren	10840	14049	12063	16225	13929	17725
6	Prishtinë	32559	45601	29487	41224	28876	48561
7	Ferizaj	2588	2934	2898	3516	3433	5056
<b>Total</b>		<b>60233</b>	<b>82644</b>	<b>64501</b>	<b>86227</b>	<b>65265</b>	<b>104907</b>

*Source: ASK – 2019*

The largest number of foreign visitors is concentrated in Pristina, Prizren and so on. As for foreign visitors, most of them were from Albania, Turkey, Germany, etc. Attached to this publication is a separate appendix, containing data from the Kosovo Police on the number of foreign visitors by border crossing points during 2017-2018. All of these are indicators that provide us with the data to develop sustainable tourism. Importantly, the number of visitors has always increased if compared to previous periods from 2017 to 2019. All records provide data on accommodation facilities as well as the number of tourists and overnight stays in accommodation facilities. . The tourist region of Prishtina is always in the forefront of the participation of tourists in their nights in Kosovo. This is one of the indications that other regions that have potential tourism value are also beginning to develop. Even in these tourist regions the number of tourist movements and circulations is increasing. The best indicator is that tourist movements and circulation are increasing in size. These movements are estimated at 104907 tourists. This means that in Kosovo the number of tourists is increasing. It means that we are dealing with a successful tourism product that is in development.

### **Conclusion**

Kosovo has many potentials for the development of many forms of tourism. The best indicators are the many natural potentials and the many values of cultural heritage that are present throughout the country. Tourist movements and circulation are increasing day by day. In a word, a successful tourist product is being created which is in the function of tourists. All tourist regions of Kosovo have conditions for tourism development, somewhere more or less. Hotel facilities are increasingly being added, which are in the service of tourists. But on the other hand, tourist movements and circulation are increasing day by day. There are three tourist regions which mostly participate in tourist movements and circulation. In terms of the number of hotel facilities and movements in the tourist circles, the tourist region of Prishtina leads. This is an indication that we are still in the early stages of developing a successful tourism product. With all of this in Kosovo a successful tourism product is being created which is growing day by day.

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