

URBAN DEVELOPMENT IN REGION OF PEJA

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Abstract

Tourism as a global socio-economic phenomenon has a steady and stable growth over the past six decades. On the other hand, provides a further stable and dynamic growth of international tourism to the achievement of stable growth in international tourist traffic and revenue from international tourism. Modern tendencies in the development of international tourism are based on the characteristics of tourism demand. With that in mind, we can estimate that tourism is in the process of constant change and strong. Changes in the tourism arise primarily from changing the structural elements and structural transformation of tourism in general. The main changes, which make tourism a very turbulent, concerning the significant effects of environmental factors, coupled with growing up with an awareness of the need to preserve the basis of its development - the space and the natural environment. These changes have necessitated the need for new considerations regarding the development of tourism, which are based on two fundamental postulates - the protection and preservation of natural and cultural resources, it is based on tourism development, and emphasizing the problem of social costs of tourism development. In fact, it is the application of the concept of sustainable tourism development and the building of a sustainable world through tourism. Tourism development in the countryside, in an unpolluted natural environment, with a strong tourist demand the individualization and its significant concentration of non-standard tourism products is one of the grounds of application of this concept of tourism development.

Keywords: Rural Tourism , change, environment.

Introduction

Basic features of development and the overall importance of rural tourism in the municipality of Peja, cause the need for specifying the place and role of this form of tourism, or defining the answer to the question: Is it just about one of the parts / segments of the overall tourism market, or the development of rural tourism of our community special access to the overall development in rural areas? The characteristic of demand and supply in rural tourism suggests that rural tourism is only part of an overall tourism offer and tourism market. It would be properly classified as a form of tourism related to the "special interests" (hunting, fishing, hiking, etc.), which is opposite to mass tourism, or "tourism organized travel". In this sense, rural tourism is in competition with other forms of tourism and tourism product. The problem arises when trying to define or quantify rural tourism (traffic volume, revenue, etc.), which requires the delineation of detail in the approach to rural as compared to other forms of tourism. One approach, which may contribute to the definition of rural as compared to other forms of tourism, includes his observation in correlation with the environment. Suggest three basic characteristics that determine the rural area and influence the definition of tourism in these rural areas and rural tourism. These are: population density and size of settlements, land use and economic traditions and social structures. It is understood that low population density and relatively small size of settlements are determined, inter alia, a rural area where the actual sizes vary across regions and countries. Independent of scale density and size of settlements, the right definition of rural areas is essential observation and comparison of potential tourists, the environment in which they live (usually urban) and the particularities of a given area that make it rural. Traditionally, a "non - metropolitan and non - industrial land use, or way of doing business

that relies on agriculture, forestry and use of resources is inherent in rural areas. Depending on the differences between rural areas in terms of levels of economic development is determined by the attractiveness of these areas for potential tourists. Under-developed rural areas, relying on the traditional small-scale agricultural production, more attractive to tourists, because, among other things, seek to diversify development. Potential tourists, who come in most, from urban areas, rural character dimension of a given area are determined primarily by the level of traditions and social structures as well as general social values that no longer exist in urban centers. Rural areas are characterized, above all, a stronger sense of community, local rather than cosmopolitan culture and way of life that is "slower", less materialistic and less "complicated" than in urban areas. The growing interest in modern tourists to the cultural highlights the importance of these characteristics of rural areas. The above characteristics of rural areas can not proclaim the absolute, which implies the existence of a large number of varieties on a scale between the predominantly rural and urban areas absolutely. In accordance, is determined by the possibility of developing rural tourism as an activity whose primary goal should be the conformity of one whole environment, respect for all kinds of restrictions in rural areas of spatial, cultural and others, and engaging local people in tourism development. There are many factors that influence the direction of tourism demand to the rural areas of our community. Are still lacking, however, relevant studies of specific factors that define the scope and structure of demand towards this type of tourist destinations.

1. Planning and managing the development of rural tourism

The complexity of tourism as an economic and social activity, led to the planning and management of tourism development is specific and requires a special organization at all levels. Planning of tourism development is, in essence, a process that is based on research aimed at optimizing the potential contribution of tourism to human well-being and quality of natural / environmental. Done at several levels, in line with the character of tourism, with a particularly important issue of finding a balance between individual levels of organization, especially in the tourist destination (the ratio between the pre-state bodies at all levels, on the one hand, and on the other hand, the tourism industry). Rural tourism also has the characteristics to be followed in planning and management. Holiday in the country is something completely different version of a holiday - in nature, in peace, with a healthy diet and healthy lifestyle. Excellent opportunity to at least briefly forget the hustle and bustle of urban centers and unhealthy environment.⁵⁴⁸ The overall objective of planning and managing the development of rural tourism would create a balance between supply and demand, and total capacity (physical and other) in order to minimize conflicts and the full exploitation of the natural basis for tourism development, without degrading the environment.⁵⁴⁹ Natural resources are very important assumption of economic development because of the larger or smaller of these resources in a country, given the other factors of development; depend on the dynamics and structure of the flow development. The existence of adequate resources for tourism development and tradition in the development of rural tourism is the basis for distinguishing between three distinct types of approaches to planning and management of tourism development, for:

- Rural areas with a tradition in tourism,
- Rural areas with significant resources, but without enough tradition in tourism,
- Rural areas of poor resources and no tradition in the development of rural tourism.

Each of these types requires different types of approaches and strategies in the presence of a common methodology for planning and governance. The concept of sustainable tourism development, which is especially relevant for rural tourism development, can become the basis of meaningful development of tourism in tourist destinations at all levels if its principles are included in the planning process of tourism development, particularly strategic, and if they are expressed in the strategic development

goals. Promote the concept of sustainable tourism: The development of high quality tourism product that meets present needs of tourism, conservation and improvement of environmental quality, economic development, conservation of social integrity and quality of life of local communities in tourist areas, affirmation and preservation of the cultural identity of the tourist areas and traditional values, with the contribution of intercultural understanding and tolerance.⁵⁵⁰ Basic and priority objectives of tourism development within the planning process can be very numerous, varied and conflicting. They can be expressed in economic, social and environmental terms. Acceptance of awareness of the need for setting strategic goals for tourism those are broader than economic means and the greater influence of the public sector and pre-state bodies. One of the preconditions for successful planning and management of sustainable development of rural tourism is the active involvement of rural communities and local people in the process. This involvement is necessary because the nature or the natural environment is an essential factor in the overall quality of life in the rural areas. Any use of this resource for purposes of tourism development, without the consent of the local community, can be assessed by the local population and the abuse of a de-stimulating factor for rural tourism. The existence of equilibrium and partnership between a number of participants in the development of rural tourism is another important factor in the success of planning and managing the development of rural tourism. The focus is primarily the relationship between public and private sectors and between public and pre-state bodies, on the one hand, and on the other hand, tourism enterprises and other organizations that are directly and indirectly involved in the development of rural tourism. This partnership should result in the inclusion, in the planning and managing the development of rural tourism, the wider social and environmental issues. Striving for sustainable development of rural tourism means that visitors / tourists take an active part in the overall process, in order to conduct the conformity of one of their overall development goals, primarily the protection and preservation of natural environment and cultural and historical heritage. It is about directing the behavior of visitors / tourists and the management method of use of total resources in rural areas, by the visitors / tourists (visitor management). One of the most common ways to achieve this impact is the official publication of rules of conduct so that

⁵⁴⁸ www.domaciniva.org.rs (25 March)

⁵⁴⁹ Dr. Fahrudin Šebić, *Ekonomski razvoj*, Sarajevo – Travnik, 2008, page.21

⁵⁵⁰ Maksin, M., Pucar, M., Korac, M., Milijic, S., (2009) *Menadžment prirodnih i kulturnih resursa u turizmu*, Beograd page.116

visitors or tourists, adapting their behavior, assumed the responsibility to protect the resources of rural tourism. Turbulent changes in the tourism market, both in tourism demand, and the foreign tourist supply, demand constant adaptation of all participants in the process. This implies that the process of planning and management must be a continuous and filled with innovative approaches.

The main goal is the pursuit of a proactive approach to protect and preserve all the resources associated with the development of rural tourism. Such an approach can be achieved by accepting the following facts:

- Goals related to environmental and business objectives and commercial objectives, they must be long match - preserved natural environment creates a basis for successful business, and degraded the environment destroys the opportunities for efficient business operations,
- Until the buyers / consumers have a choice, sustainability can be achieved only products that consumers are willing to buy and producers to create and sell. The planning process for rural tourism begins, after a situation analysis, research. Examine all relevant stakeholders in tourism development, and characteristics of rural areas, which has the prerequisites for tourism development. We should be studied: the natural and socio-cultural characteristics of the region, economic development, employment, level of infrastructure development, attitude of locals towards tourism development, the characteristics of competitive areas for tourism development organizations (government and commercial) that are directly or indirectly involved in tourist business, global, regional and local trends in tourism and the flow of tourism traffic and consumption. The next phase of the planning process makes the definition of development goals. Goals may be different: the diversification of production, employment, renewal of traditional houses and buildings and others, by creating the necessary conditions to meet the needs, demands and wishes of visitors and tourists (it is usual to formulate goals as well as economic and social objectives). Defined goals must take into account the broader - national and regional development goals, particularly the development of tourism. After these, the following phases of analysis and synthesis, and drawing conclusions based on research results. They relate specifically to the natural, cultural and historical resources, as well as market and other conditions of development of tourism. The boundary separates the system from its environment, but it also connects with

the environment.⁵⁵¹ Through a process of synthesis should be to get data on the relationship between the number of tourists and opportunities of space as well as necessary services, facilities and recreational opportunities for visitors / tourists. In the design phase of proposals and recommendations are offered to compare development alternatives with respect to the defined objectives of tourism development, the impact on local communities and other factors and on that basis to formulate plans and policies and shape the recommendations. These recommendations should be based on the following aspects of tourism development: the space as a factor of development (the overall balance between supply and projected demand), a curriculum (including recommendations relating to marketing activities), the formulation of policy (to provide a framework for integrated development of tourism in defined area, including ways to achieve development goals and the role of interested organizations and individuals) and priorities (all the recommendations should be classified according to the method of application and expected benefits of development). Phase in the implementation and management is essentially a continuous process to achieve continuous testing the defined goals. It should be based on determining the degree of satisfaction of tourists, estimate actual economic effects, particularly in relation to the local population, estimate the total impact of tourism on natural and socio-cultural environment, as well as integrating into regional and national plans and programs for tourism development especially rural. The level of tourism development in one place, above all, depends on its geographical position, development of communication networks as well as hotel facilities, as well as on the way, taking into account natural beauty, climate, historical and cultural heritage, is appealing for domestic and foreign tourists.⁵⁵² A special aspect of managing the development of rural tourism, especially in rural areas of Peja is manifested in the need for education of staff. It is understood that tourism development should lead, on the one hand, an increase in employment related to the provision of products and services for tourists and, on the other hand, to provide additional income for already employed on the basis of seasonal employment. For this to be accomplished in a quality manner is necessary to educate key stakeholders in meeting the needs of tourists. These are, after all, hosts, owners of

⁵⁵¹ Stacey, D. R.: *Strateški menadžment i organizacijska dinamika*, Mate d.o.o., Zagreb, page. 134

⁵⁵² Prof. Dr. Musa Limani: *Makroekonomia aplikative*, Prishtinë, 2008, page.234

houses for issuing tourist, small hotels, restaurants, camping areas - need to be educated about the needs of tourists, instruct them in knowledge management, bookkeeping, providing recreation facilities, guests, security, hygiene methods for tourists, as well as expand their knowledge of natural, cultural and other characteristics of their region, the entire local population - to participate in a meaningful way in the realization of joint development projects of rural tourism staff in the local tourist information centers, local tour guides and entertainers - the to acquire a broad knowledge of the characteristics of the area, especially the tourist resources, ways to promote tourism products, leisure and other techniques. The aforementioned does not exhaust the list of those who should be in a special way to meet and further education in order for their interpretation, not only the needs, requirements and desires of potential consumers / tourists, but also the local rural population in general and especially those directly involved in tourism business.

2. Vision and strategic approaches to rural development

Bearing in mind the previous research for rural development, the characteristics of present tourism development and the nature and structure of the tourism product of Peja, listed the following key principles that should be based tourism and tourism development vision of the municipality:

- An alternative to mass-market tourism - Because the farm attracts tourists from more specialized market niches with special interests, who are interested in culture and the environment, routes that offer vacations in rural tourism is unlikely to suffer any negative consequences felt by the mass market tourism destinations.
- Sustainable Development-Rural tourism is a sustainable approach to economic development. Can play an important role in spatial economic development and expansion of benefits to underdeveloped regions.
- Joint Strategy Planning - The partnership of public and private sectors in pursuit of the development of rural tourism is possible to initiate common planning strategy. Such initiatives can also serve as a catalyst for partnerships between public and private sectors.
- Harmonization of standards of rural tourism offers opportunities for harmonization of standards of accommodation, supply of facilities, activities, information provision and tour guide services and customer care.
- The balance between the forces of progress and stagnation According to those involved in rural or

village tourism can be applied the principle of "carrot and stick". Can be offered incentives in the form of loans (credit) for those who develop their products to higher standards. Those who are engaged in rural tourism and fail to raise their standards may be excluded from the list of accommodation offers.

- The role of key social groups - main social groups benefit from employment opportunities that are created in rural tourism. This includes women, youth and the disabled. Strategic resource for tourism, it is still valuable space, which will in future be an important factor for regional economic development. Physiognomy of the attractive elements of Peja, clearly points to the mountain region, in the direction of the tourist transit, complex and rich natural and cultural heritage, hunting sites and villages.⁵⁵³ Tourism Development Strategy, which the market wants to be oriented to target groups, have to make offers that meet the specific desires of the target groups. In determining the target groups, should take into account the four points: the size, financial power, and demanded a selected group, and about their own potential.⁵⁵⁴ Therefore a strategic approach to rural tourism development, we can state the following:

- Organization and co-operation - Due to fragmented nature of tourism in general (and especially rural tourism), meaning that the good organization is vital to ensuring tourism and foundation for successful management.
- Connections and networks - to companies in rural tourism is difficult to survive in isolation. It is therefore necessary to build links and networks between those who provide the product of rural tourism. For example, by working closely, the owner of a rural household and the owner of the stables can offer attractive packages riding horses in nature.
- Access Zone - Zone approach to rural tourism can be considered a strategy which takes into account the natural and cultural advantages of each particular destination (e.g. Area A - Tourism in a rural farm area B - on the mountain, etc.).
- Group - In the beginning it is important to recognize that, thanks to economic growth, the prospects of reaching the vitality of rural tourism is likely to be higher in "group" of rural tourism enterprises. Normally this would mean the inclusion of using the entire village to build a critical mass of objects (eg accommodation, activities, cultural attractions, shops, tourist information for visitors). In this way makes life easier for visitors, while complete

⁵⁵³ Projektet e produktit Turistik në rajonin turistik të Bjeshkëve të Nemuna, - Prishtinë 2008, page 8

⁵⁵⁴ Strategija razvoja turizma u Crnoj Gori do 2020 godine, page 84

tourism businesses can benefit from moving from one consumer to another. Requirements of modern tourists are substantially different from the requirements of tourists 60 - and 70-of those years because of higher levels of education and experience. A. Poon define the emergence of a new tourism in the following way: "Tourism is a new phenomenon in the production of tourist packages to a large extent on the basis of non-standardized tourist services and the actual prices that will meet tourist demand, and also the requirements of natural and social environment and economic requirements of the destination."⁵⁵⁵

3. Key objectives and tasks of rural development

Optimistic estimates of the volume of tourist demand imply a positive impact on their overall relations in the tourism market, given the dominant position of demand in relation to the tourist industry. Therefore, we can rightfully say that the key tasks of rural development as follows:

- **Economy:** Rural tourism provides an opportunity for income generation and job creation. Therefore, it is an activity that can help to provide additional economic activity, replacing traditional rural activities that are now in decline (e.g. agriculture), and thus reduce the outflow of rural population.
- **Environment:** The environment is essential for rural tourism. This legislation, a balanced approach to planning and adopting an approach based on best practices in managing rural tourism enterprises are essential in ensuring that the environment is protected.
- **Legal Framework:** The establishment of legal regulations and appropriate legislation is a necessary precondition for a successful farm. It is necessary to support the inclusion of a number of governmental entities.
- **Quality of life:** Movement of visitors to rural areas can help maintain the vitality of existing services (e.g. shops, etc.), thereby contributing to the overall quality of life in host communities.
- **Preservation of culture and tradition:** Because of the importance of cultures and traditions have for visitors, rural tourism can play an important role in ensuring their long term preservation.
- **The transition to a market economy:** Because tourism is an economic activity, it could have a role in facilitating the transition from the former centrally-planned economy to a market economy.

Conclusion

The importance of tourism for Kosovo can not be overestimated. Tourism is related to every aspect of our society. It affects economic development, living standards and way of life for citizens, encouraging job creation and general prosperity. Green tourism, health tourism and tourism related to natural and cultural environment can be considered, in synchronizing effect, the backbone of the more important forms of tourism, called eco-tourism, alternative tourism or responsible tourism. An important part of this, all the more important forms of tourism, is the rural or rural tourism. Rural tourism should contribute to the preservation of rural areas and cultural heritage, but also economically motivated local people to stay there, creating the conditions for a comfortable life. This type of tourism could significantly contribute to the protection of nature, and to provide funds for investment and development in the village. Focusing on tourism with the man and his needs, as well as the environment, especially natural and cultural, which is the essence of the concept of sustainable tourism development, requires that the basic objective of the application of tourism development is improving the lives of all stakeholders in the process. Only concerted action to increase the quality of experience or the experiences of tourists and to improve the quality of natural and socio-cultural environment can achieve the objectives that the rural and village tourism are constantly doing a useful activity for all participants. With a commitment to sustainable development are taken into account not only the ethical principles. The values of landscape, nature, culture and lifestyles, which are thus protected, are also capital of tourism. As attractive as possible to their perception of the market price, the better are the chances for success of the entire industry and all with her networking business.

⁵⁵⁵ Poon, A., *Tourism, Tehnology and Competetive Strategies*, C.A.B. Internacional, Oxsford, 1998 page.85

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