

TOURISM AND SUSTAINABLE DEVELOPMENT IN THE MUNICIPALITY OF PEC AND SURROUNDING MUNICIPALITIES

Doc. dr Safet Kalac
kalac.safet@gmail.com

Abstract

Concept of sustainable development involves balancing economic, social and environmental requirements to ensure "meeting the needs of present generations without compromising the ability of future generations to meet their needs". Since 1987 when this report like this was defined in the World Commission on Environment and Development, chaired by Gro Harlem Brundtland, till today, sustainable development has become one of the key elements in formulating and implementing development policies in the world. Operationalization of the concept and its application in practice are the result of theoretical and political aspirations aimed at ensuring long-term development of human societies and protect the environment. In this process, key events and driving forces were the Earth Summit in Rio and Johannesburg and the adoption of the UN Millennium Declaration in September 2000. From the level of the UN (and UN Commission on Sustainable Development) and the number of multilateral and international institutions and organizations, through the governments of certain countries and the EU until the civil sector and local governments, to implement the concept. This work will include area of municipality Pec and neighboring municipalities and the comparison of results achieved at the Republic level and available resources as natural, infrastructural, human, as well as their use.

Key words: *sustainable development, tourism, marketing, natural resources, the available capacity, environment, consumer needs*

"Accusing other people or circumstances, own failure to lose the opportunity to change what you can do-yourself"

1. INTRODUCTION

Access and general information

Tourism in the area of Kosovo is closely related to economic development and clearly reflects many characteristics of the overall socio-political developments in Kosovo and beyond. Tourism with its features (invisible exporter), is a separate sector for further economic development of Kosovo, especially economically underdeveloped areas. Multiplications effect that carries the tourism sector is the reason why he believes the future sector of many countries around the world, and the area of Kosovo. The characteristics that are achieved the greatest growth opportunity employment and creating new jobs.

Apart from tourism to employment in Kosovo could have a significant impact on the formation of gross domestic product, a positive impact on the state balance of payments, generate revenue for the state budget, affecting the incomes of local budgets and support the development of investment activity. It should be noted that the tourism sector in almost all countries in transition, was one of the most attractive areas for foreign direct investment. Regions in the Republic have the natural, cultural and historical resources that can define a certain type of tourism. These potentials are not fully utilized because they are defined by certain differences in existing conditions such as geographic location, climate, natural resources and their layout created conditions (availability, infrastructure, services, variety of sports and recreational activities), site management, the fight against poverty reduction and etc. Kosovo makes an exceptional tourist destination especially Peja municipality located in the western part of Kosovo is under the Cursed Mountains, which are located above the Rugova mountains. Peja City has an area of 20 km² of Kosovo with about 125,000 inhabitants; population density is 300 inhabitants per 1 km². As a feature of the position of Pec is that spreads on the northwestern end of the valley Dukagjini and located on the alluvial terrace ontogenetic, altitude of 395m to 2.520m. Earth's surface in the Pec municipality is 60,290.24 hectares of agricultural land

31252.33 hectares, 51.83%; forest 25,709.72 hectares, 42.64%; Utrine 3328.19 hectares, 5.52%.

1.1. Tourist regions of Kosovo

Seen from the perspective of tourism, Kosovo has been divided into five tourism regions:

1. Central Region Pristina
2. Tourism region of the Albanian Alps (Durmitor)
3. Tourist region Patterns
4. Tourist region Morava
5. Tourism region of Mitrovica and Bajgorke commands.

The concept of sustainable tourism development means balancing economic, social and environmental requirements to ensure "meet the needs of present generations without compromising the ability of future generations to meet their needs". Since 1987, when he defined this way in the World Commission on Environment and Development, chaired by Gro Harlem Brundtland, to this day, sustainable tourism development and environmental protection has become one of the key elements in formulating and implementing development policies in the world, and thus also in the Republic of Kosovo, which weighs closer to joining Euro-Atlantic integration. Starting from the current trends and anticipated trends in international tourism demand, which will be shown in Table 1 there are real opportunities for marketing tourism Kosovo in the international market. Top in the tourist offer Furnaces that includes a wider range of local, regional, national and international demand is based on the mountain landscapes, which have great potential acceptance, preserved nature, especially flora and fauna, high mountains that reach heights over 2500m, with favorable climatic conditions for development summer, especially winter tourism. The network of settlements with regulated utilities offer services that connect to major transportation corridors, as well as the development of dynamic spatial system of transportation, natural attractions with special beauties such as:

-Rugova canyon-gorge

-The source of the White Drin,

- Rodavca-cave,

- Bistrica valley-locality,

- Site Bogaj (housing, Hoxhaj, Bogaj, Skrelj)
- Site Drelaj (Drelaj, Big / Small Column, River Alaga, usolija, Linden, Pepaj, Malaj)
- Drin-site source,
- Site-Mt Irzirc.

Wealth, ethical and cultural diversity, but also preserved the cultural-historical monuments and special units, among

which there are such attractions that are unique to a particular clients. This raises the logical question is where Peja Municipality with an offer to visit as well as revenue from tourism when we look at the movement of tourists in international tourism at both the Pec municipality and surrounding municipalities, as shown in Tables 1 to 5.

Table 1. International Tourism Trends

2008-----	922 million people
2009-----	880 million people
ACTUAL INCOME	
2009-----	944 milliard USD
2008-----	1,1 trillion USD
2008-----	5% GNP
1950-----	25 million people
2008-----	922 million people
2020-----	1,6 milliard people

In 2008, the international tourist movement was involved in 922 million people, with the realized growth rate of 1.98% compared to 2007.

In 2009, the number of international tourist arrivals decreased by 4% compared to 2008, when it was 880 million international tourist arrivals.

The revenue earned from the international tourist traffic in 2008 increased by 1.8% compared to 2007 and amounted to 944 billion (642 million), transportation + revenue generated from international tourism migration. Total revenues in 2008 amounted to: 1.1 trillion USD, or achieved an average daily income of U.S. \$ 3 billion.

World tourism industry in 2008 accounted for about 5% of global gross national product (GNP), (in some developed countries even 10%), employing 250 million people worldwide.

International tourist arrivals in the period since 1950. by 2008. grew extremely dynamic, the number in international tourism arrivals increased from 25 million. 1950th at 922 million in 2008.. China will for 5 years to become the world's leading tourist destination, is predicted by the World Tourism Organization (WTO), China is currently fourth in the popularity list of world tourist destination, after France, the United States and Spain. We assume that China will become the most popular tourist route in the world by 2015. It must be noted that during the world exhibition EXPO-2010, from May 1 to 31 October in 2010, visited Shanghai about 70 million tourists.

How it looks in the Republic of Kosovo, especially in the Pec municipality and surrounding municipalities will be shown in tables 2, 3, 4 and 5.

Table 2. Hotel Capacity

R.br.	Municipality	Numbers of hotel	Numbers of room
1	Dečani	2	12
2	Đakovica	6	151
3	Istok	4	45
4	Klina	6	97
5	Peć	9	101

Table 3. Number of visitors (domestic and foreign) by municipality in 2008 and 2009. during Q1 and Q2-2010.

R.br.	Municipality	2008	2009	2010	
				K1	K2
1	Dečani	100	259	29	37
2	Đakovica	1.333	1.387	268	429
3	Istok	1.050	2.091	514	556
4	Klina	1.748	1.970	501	736
5	Peć	2.126	4.227	94	651

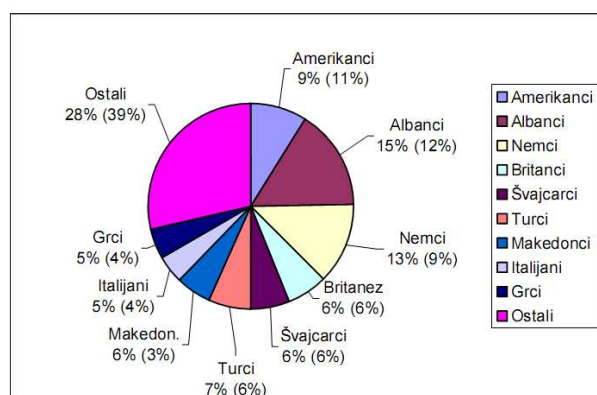
Table 4. Number of nights visitors (domestic and foreign) by municipality in 2008. and 2009. during Q1 and Q2-2010.

R.br.	Municipality	2008	2009	2010	
				K1	K2
1	<i>Dečani</i>	128	353	33	37
2	<i>Đakovica</i>	1.537	1.823	388	480
3	<i>Istok</i>	1.085	2.750	805	671
4	<i>Klina</i>	1.751	2.363	563	800
5	<i>Peć</i>	2.587	5.567	707	765

Table 5. Number of visitors to the country of origin for 2008, 2009 and 2010. (K1 and K2).

Country	2008	2009	2010
Australia	127	856	149
Belgian	62	100	32
BiH	167	880	114
Great B.	1487	2202	763
France	288	851	183
Germany	734	3598	1337
Greece	1578	513	87
Holland	84	317	107
Italia	1089	1429	570
Croatia	931	1138	389
Montenegro	166	350	100
Macedonia	1195	1576	509
Poland	89	44	7
Serbia	250	578	290
USA	2450	3279	656
Albania	3213	6313	2024
Slovenia	1289	1481	582
Spain	131	62	3
Turkey	1694	3098	1004
Switzerland	1452	1245	151
Other	6140	6408	8741
Total	24.616	36.318	26.575

Figure 1. The structure of foreign visitors by country of origin during 1TM 2009.



2. Feedback- how it is so far the development of tourism in Kosovo

- Legacy infrastructure is mainly designed for the domestic and tourist markets.
- Accommodations are mostly outdated or unsatisfactory (lack of reconstruction, privatization, etc.).
- Unsatisfactory Traffic the availability and capacity of tourist space tourist, and municipal infrastructure.
- The transformation of health spas in malls at odds with tourism.
- Tourism resources in Kosovo are not sufficient valorized as the perception of actual revenues in total GDP in the Republic of Kosovo and the number of employees in the hospitality and tourism.
- Due to the absence of Kosovo with the international tourism market reduced the chance of the match on the international market.
- Special constraints for tourism development and political and socio-economic context of overall development and its passive space.
- The offer of Kosovo lacks various tourism products that could attract foreign demand (especially in cultural and ecological motives).
- Adolescent girls had affirmed the concept of sustainable tourism and its integration with complementary economic activities and natural and cultural heritage in Kosovo, and consequently in the Pec municipality and surrounding municipalities.
- The market position of the Republic of Kosovo as a macro destination is not sufficiently defined.
- Low quality of services, especially not adjusted prices and quality of supply (due to the low competitiveness of the tourism industry).

The Republic of Kosovo depends largely on remittances. Although estimates vary in a study carried out by Forum in 2015 estimated that the total value of remittances in 2007, sent by workers temporarily employed in Western Europe and the U.S. amounted to 317 million euros-170 million in cash, 22 million in goods and 125 million spent on tourism ``Diaspora. According to reports, the consumption structure of transfers is as follows.

45% - private consumption

19% - to build family homes

17% - for the mental health needs

16% - Education

3% - financed in entrepreneurial activities.

About 11.5% or 383 million euros of GDP, revenues from privatized assets by mid-2008. Estimates of the World Tourism Organization (WTO), indicating that the number of tourists in international tourist flows will grow at an average annual rate of 3-4% and reach 1.6 billion arrivals in 2020.

Where are the available tourism potentials of Kosovo in the projections of the World Tourism Organization?

Tourist Attraction Peja taking into account geographic location, climate trends tourist transit complex and rich natural and cultural heritage, hunting and villages provide an opportunity for the development of the following types of tourism:

- recreation,
- winter sports tourism,
- summer tourism,
- Cultural tourism
- Rural tourism
- hunting and fishing,
- health tourism,
- excursions
- transit tourism.

Overview of activities on mountain slopes in the winter:

- normally ski,
- slide skiing,
- sports and skiing,
- excursions and tours for skiing,
- alpine excursions and tours on skis,
- alpine bobsled,
- school alpine skiing,
- leisure alpine skiing,
- ski bob,
- jumping on skis.

Overview of activities on mountain slopes during the summer period:

- mountain revenues,
- alpine tours,
- visits to wildlife refuges,
- High and low-catching.

Overview of activities on mountain slopes in the winter:

- figure skating,
- speed skating,
- Nordic skiing sport,
- ice hockey,
- Horse-drawn sleigh rides ,
- Snowmobile,
- a variety of sports and fun games,
- Free cross country skiing.

Review of tourism activities in the mountainous uplands in the summer time:

- hunting
- walking and horse riding,
- camping,
- ride horse-drawn vehicles,
- sports and entertainment games,
- sport shooting,
- visits to houses of worship,
- walks and excursions,
- ride bikes-bike trails.

It is significant to point out the recent expansion of content involves the concept of sustainable tourism in the sense that it is not just the needs and rights of local communities to influence the fate of their available resources (egg, threatened by tourism development) or on the other hand, some fashionable tourist countries, but it is essential to changing perceptions and practical model for future tourism development, when all those responsible (for the fate of unused resources available and those used in the tourist development of the municipality of Peja, and in the Republic of Kosovo as a separate sector). To "total responsibility" must be made to point to specific premises and (controversy) arising out of several key domains:

a) Domain establishing basis of sustainable tourism development,

b) The domain of responsibility for the application of the concept of sustainable tourism,

c) The domain of critical areas for the concept of sustainable tourism,

d) The domain of actions necessary for the necessity of implementing the concept of sustainable tourism in the whole tourism sector.

In the first case, the general conclusion is that the former type of tourism in the Republic of Kosovo is based on inherited, which is mainly designed for the domestic tourism market-in spite of increasing export earnings, increasing tourist traffic, promote the establishment and expansion of road infrastructure, foreign direct investment, Diaspora investments that have reached a level of 317 million euros in cash, and cash flow from sales-privatization in Kosovo, who make up 11.5% of total GDP in 2008 or 383.mil euros. So it's extensive in different areas of representation "exhausted" concept.

The development of tourism in the Republic in my opinion should be taken more radical measures and make a new turn, especially bearing in mind the following premises that are, among other grounds development policy in the future: a) the interdependence between the economy and society, and finding all of interest for a positive attitude towards the concept of sustainable tourism in the Pec district.

b) Multidisciplinary in the sense of a common integrated and multidisciplinary scientific tourism, a number of disciplines: economics, geography, botany, architecture, zoology and so on.

c) previous experience is necessary to use both in terms of highlighting what has been a positive development in the tourism and especially the avoidance of what was negative (in the tourist development).

d) "nature teaches us" - in terms of wider acceptance-understanding that there are natural laws that do not need to disrupt short-term goals, but that the background of contemporary (and for tourism development) and the nature of long-term care benefits.

e) Politics and power are certainly contributed to one of the richest nations (country) rises above the rest, which resulted in disparities in many areas, and therefore must be justified to ask critical concept of sustainable

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tourism (whom he intended? Who will draw from this concept most used?).

3. Legal and planning measures / instruments that will regulate tourism development strategy

- **Spatial Plan of Kosovo (and communities),**
- **Law on Tourism,**
- **Law on Planning and Construction**
- **Act in the field of environmental protection,**
- **Law on public ski resorts,**
- **Act on spas and spa centers,**
- **Tourism Development Strategy at the community level agreed with the strategy at the state level,**
- **Planning documentation according to the law on tourism, cross-border cooperation programs,**
- **Spatial plans of tourist destinations and urban plans (tourist sites and tourist sites), consistent with regional plans and others.**

Today, Kosovo still has the comparative advantage in tourism, which has yet to be transformed into competitive advantage.

The question is: to be or not to be, but to seek an answer: what to apply and what to change?

4. Conclusion

I tried to briefly show a logical and professional opportunities and benefits of sustainable tourism development in the Republic of Kosovo on the basis of available natural resources in combination with existing - legacy infrastructure and its promotion in order to create better conditions for rapid development of all forms of tourism , employment, more labor , activation of rural tourism by raising awareness of all stakeholders for development and investment in tourism development with a special commitment of the Government and the relevant Ministry and responsible people in local communities. Since disposing of its infrastructure and the necessary documents for review and development of tourism with the right to say that this government is in a small, but the question is how to use the services of local governments to make policy decisions of general interest.

People have the necessary concrete actions of the authorities to believe that the Turim be better to live. The best way that people believe the government is that it is full information.