



TECHNIUM
SOCIAL SCIENCES JOURNAL

Vol. 15, 2021

**A new decade
for social changes**

www.techniumscience.com

ISSN 2668-7798



9 772668 779000

Development of rural tourism in the municipality of Dragash

Esad Islami¹, Lulzim Sejdiu²

¹PhD in Tourism, Lecturer at Globus College and Executive Director at the Tourism and Marketing Institute, Prishtina, Kosovo, ²MSc in Marketing, Executive Director at the Institute for Development and Integration, Prishtina, Kosovo

esadislami@gmail.com¹, lulzimsejdiu@gmail.com²

Abstract. Tourism as an economic activity is a multidimensional phenomenon and is characterized by a pronounced mass in the global school. Modern working conditions in a field and tourist characteristic are characterized by a strong competition. Using tracking and research, we should not achieve a more effective analysis and assessment of natural potentials, anthropogenic resources, infrastructure and investments in the areas of Opolje and Gora, and beyond. With this paper we want to highlight the potentials and achievements of rural tourism in the municipality of Dragash, as well as in the use of policies and the use of concrete initiatives to make a unit. In this way it is necessary to know the tourism and rural economic market, as well as the opportunities for placing goods and the tourist offer of goods in that market, and thus provide reasonable examples for other municipalities in Kosovo.

Keywords. Rural tourism, sustainable tourism, tourism development

1. Introduction

Increased tourism development worldwide is related to the potential development of rural tourism. It is today one of the few activities that can provide a solution to social problems in rural areas, especially the problem of high unemployment.

Furthermore, there are other factors that shift the focus to rural tourism, such as:

- increased interest in cultural heritage and
- raising the level of environmental awareness.

As a result, a new type of tourism is emerging in developed countries aiming to visit rural areas. In such conditions, it is an extremely big challenge to promote rural tourism as a key tourism product that would expand tourism and its socio-economic benefits to rural areas.

Vanhove, like Theobalt, divides the definitions of the essence of tourism into two types:

1. Conceptual
2. Technical

According to Burkart and Medlik, conceptual definitions cover the topic as a whole, reveal the internal content of tourism, express the properties and relationships of tourism and help separate tourism from its narrow phenomena. Another example of such definitions is that of Mathieson and Wall, according to which "Tourism is the temporary movement of people out of their permanent residence and place of work and covers the activities they carry out during their stay, as well as the facilities that are built to meet their needs

Towner connects the beginnings of rural tourism in Europe with the use of the rural environment as a place of recreation by the European "elite" in the XVII and XVIII⁴ centuries. The famous English poet William Wordsworth popularized rural recreation by publishing a guide to the Lake District in 1810. In the Alpine area, the beginnings of rural tourism are linked to the 19th century and mountaineering, mountaineering and recreation. In 1863, Thomas Cook led the organization's first trip to rural Switzerland, marking the beginning of a rapid control of tourism in the area, promoting healthy mountain health and sports.

The product offer of rural tourism (accommodation of basic tourist services and food skillfully combined with additional services), at first was spontaneous and disorganized, but gradually increased. At that early stage of rural tourism development, the stay was mainly in the homes of relatives and friends. Activities offered during the holidays were limited to assisting the hosts with daily farming activities and walks in the fresh air. During the 1960s, rural tourism in Western Europe was synonymous with "free tourism."

For a long time no one considered the rural environment as a bearer of tourism potential.

The lack of an adequate number of tourists wishing to stay in the rural area has limited rural areas as rural economic areas outside the field of tourism. Accumulated stress and overcrowded urban environment and gives the opportunity of his life to make daily life busy and stay in an authentic rural environment, need for fresh and ecologically clean food, pleasant contacts with locals, approach of natural beauties, country garden, yard and with desire for rural work. This alternative type of tourism comes as a result of:

- saturation of the tourist offer with the standard traditional tourist product that does not bring the behavior of diversity in the tourist holidays;
- Ecological and moral destruction of tourist resources;
- Excessive dynamization and computerization of the urban environment.

Rural tourism takes place in a relatively unpolluted, peaceful environment and forbidden by traditional communities, meeting many needs:

- The need to "escape" in order to reduce tension, is associated with active or passive compulsion in various tourist activities.
- The need to maintain and restore health.
- The need for benefits and love.
- The need for knowledge, learning and education.
- Need regarding the desire to visit up close and equipment

Research subject and methodology

The subject of research in this case is tourism which presents rural life, art, culture and heritage of rural areas, with special emphasis on ethnographic values and its development in the Dragash area. This type of tourism (rural tourism) enables the interaction between tourists and the local population, as well as the enrichment of the tourist experience. Basically, rural tourism is an activity that takes place outside of urban areas. As such, it is a complex area and can include: agricultural tourism, farm tourism, nature tourism, adventure tourism, ecotourism, etc. Unlike conventional, rural tourism has some specific characteristics. It is experience oriented, the places are sparsely populated and in a predominantly natural environment, it coincides with seasonal and local events and is based on the preservation of culture, heritage and traditions. Its development is closely linked to social and natural factors, and for successful management there must be an understanding of the essence of rural society.

On the other hand, the Municipality of Dragash / Dragaash is unique in the context of Kosovo in the sense that almost the entire territory is mountainous. Dragash / Dragaashi is the only

municipality in Kosovo that is completely located within the mountains with over 1000 meters above sea level.

Traditional foods that you can rarely find anywhere, with livestock products that can not be found in other countries like the well-known Sharr cheese, then very high quality honey and pure from flowers and various pines, natural beauties make you ask a lot to visit eco-tourism in the mountains of "Sharr", "Korbait" and "Koretnik" are all these tourist features for the next area that will be explored in this case

Methodology

To achieve the goals I set during the conception of this paper, the subject of which has been insufficiently researched in our country, several methods were used: descriptive, inductive historical and qualitative methods.

Appropriate literature by well-known authors and institutions in the field of tourism and rural tourism was used in the elaboration of the investigation. It should be noted that phenomena for which there is no official information, if they are important to understand the conditions and trends in the field of rural tourism, the comparative method is used. By comparing the data, this method allows more realistic representations of the topic and objectives of our research to be obtained. The Internet is also used as a medium containing a large number of primary and secondary data

2. Literature review

Rural tourism is a concept of tourism in rural households, which is based on the use of rural space in the context of tourist offers. It is outside urban settlements and has no massive forms. Rural tourism means encouraging the development of new tourist destinations. This takes place on rural farms, whose existence is based on agriculture and the surplus of their products is placed through the new sales channel - tourism.

The Republic of Kosovo has a rich fund of authentic, cultural, natural and traditional resources and products that if the global trend of recent decades for rural tourism is followed, a serious opportunity for development is offered.

Rural tourism means a real discharge from the dynamic and tense pace of life in cities, seeking peace and rest in a clean and natural environment and in more isolated places, trying to get to know rural life and work.

Unlike traditional mass tourism, rural tourism is an activity with:

- recreational purpose;
- Health purpose;
- Performed in a rural area;
- Poor urbanization of the settlement and
- Existence of organization.

Or rural tourism exists when a country house welcomes tourists who use the services of the village family.

So, the village family, and not a tourist enterprise with specialized staff, offers accommodation, home cooking, home cooked food and various additional services.

Below are examples of different types of rural tourist destinations which can be singled out:

- Traditional destinations- known near large urban areas that have a large number of visitors during the day. Priorities here may include improving the environment, updating infrastructure, managing a large number of visits, arranging transportation issues, and turning day trips into overnight stays.

- Traditional leisure areas with a significant number of visitors, accommodation and infrastructure, oriented towards increasing supply and reducing the negative impact on the environment, work with enterprises to improve conditions, planning and control, including more sustainable forms of tourism
- Protected areas that want to manage tourism, the environment and the local economy in an integrated way

The main issues are related to environmental issues, cross-sectoral integration and visitor management

Rural areas where a significant part of the offer is characterized by small historic towns and villages that have a rich cultural, historical and architectural heritage. The main opportunities are connecting communities, the way of understanding, preserving the premises and creating quality accommodation of the brand and other services for example the Dragash and Sharr areas

- Remote areas with attractive wildlife and deserts, with specific access, transport, local services, environmental protection and opportunities for eco-tourism development,
- mountainous or forested areas in which rural tourism predominates, but require expansion and strengthening of their supply.

Their main priority is to establish better coordination and accommodation, additional activities, gastronomy and attractions based on cultural heritage.

In many rural areas of Kosovo, especially in the mountains, many customs, traditions, games, songs, clothes and traditional food are still preserved. These extraordinary cultural assets are a good opportunity for the development of rural tourism and the promotion of these values. In particular, for these values stand out the mountain villages that lie in the Sharr Mountains, especially those that belong to the municipality of Dragash. Despite these extraordinary values and ideal opportunities for the development of ecotourism, lack of infrastructure, lack of investment, lack of concrete plans and projects has hindered the development of ecotourism capacities

A special problem is the approach that government institutions and Kosovar society have to the sustainable use of this potential.

Uncontrolled use of natural resources, damage to ecosystems, illegal hunting, expansion of settlements are a constant threat to these values.

2.1 Direct effects of rural tourism on the community

The revitalization of rural tourism directly affects the cultural level for local residents. Faced with the large influx of visitors from different parts of the world, different cultures and traditions, it has an impact especially on the younger generations, children and young people, who are more motivated to be educated, especially in the acquisition of foreign languages

On the other hand, the economic income of the inhabitants increases. Hypothetically taken, if on average tourists spend 3-4 days stay, which means that in the modest terms of their spending, about 35 euros per day, for a region that hosts and forwards such flows of 10-15 thousand visitors per year, revenues of up to 300 thousand euros are created which remain in the community budgets.

Another impact is the promotion of small agricultural production in these areas. Contingents of foreign and domestic tourists need food. The interest increases, bringing the opposite of the phenomenon of remote areas, that many of their products are forced to evade by burying them, because they can not sell or send to collection points.

2.2. Development of rural tourism

The development of tourism in rural areas enables the knowledge of flora and fauna, which helps to preserve the environment. Those who prefer rural tourism have the opportunity to be in close contact with nature, admire the natural beauties and enjoy them. The wish of tourists to be as close to nature as possible forces the hosts to beautify the environment, to allocate more funds for the preservation of the environment and natural values. The development of rural tourism raises the awareness of a wider circle of people, i.e. care for the preservation of the natural environment.

So, on the one hand, every tourist who once enjoyed the beauties of nature will be its zealous protector, and on the other hand, entrepreneurs who develop tourism, will be interested in preserving it. The existence of favorable bioclimatic resources, spa and natural, complemented by buildings and activities of ethnographic, historical and traditional character, appear as a basic factor for the development of tourism in rural areas

The uniqueness of the items made, as a result of traditional crafts, the way they are made by local masters (potters, engravers, weavers of carpets and rugs, folk costumes, etc.) as well as raw materials and work facilities (water, village chimney and blacksmith fire, knitting needles, wooden rooms) can be seen in the natural environment only in the village, in the village house and the village yard.

Interesting fairs and holidays are organized in the territory of rural regions. The architectural color in rural areas is partial. The development of activities related to rural tourism - agriculture and livestock - also enjoys the attention of tourists

3. Rural tourism in the municipality of Dragash

3.1. General information about the municipality of Dragash

The municipality of Dragash / Dragaash is located at the southernmost point of the country, bordering Prizren to the north, Macedonia to the east and southeast, and the Republic of Albania to the west and southwest. Dragash / Dragaashi is the only municipality in Kosovo that is completely located within the mountains with an altitude of 1000 to 2800 m.

The area of the municipality of Dragash is 4% of the entire territory of Kosovo,

The status of the National Park is important for the municipality of Dragash not only attracting tourists to the area, but also helping and supporting the local community to reduce biodiversity impoverishment, deforestation and land degradation.

The relief of this municipality is hilly, mountainous and plain, which extends to the minimum altitudes, from 1000 meters in Bellobrad of Opoja and Orqushë of Gora, up to 1600 meters in Pllajnik of Opoja and Restelica of Gora. Meanwhile, that of the mountains of this municipality exceeds 2000 meters.

The rocks of this area have created the present relief of this municipality, which has been affected by river (fluvial) erosion of glaciers (glacial), and partly by the erosive rock (abrasive). Lake Opoja has included large parts of Opoja and Gora, after its depletion.

Climate - several factors play a role in determining the climate: altitude, relief, air masses, vegetation and other natural factors. The territory of this municipality is dominated by mountainous, sub-mountainous climate, temperate continental climate and modified Mediterranean climate. The lowland climate in this municipality reigns in the lowlands, while the mountainous climate in the highlands. Summers in Dragash are relatively short, while winters are long and cold.

The Opoja and Gora region is also very rich in endemic medicinal, aromatic plants and other important plants for the pharmaceutical, food and cosmetic industries. The rich vegetation of this commune has made four generations of vegetative communities stand out, that of meadows, deciduous forests, pines and pastures.

The most common plants in meadows are: abysses, buttercups, roses, sheaves, white flowers (chamomile), cauliflower, wormwood, poppy, wild rose, etc. The rich flora has directly influenced the development of fauna, which is quite rich in animals, such as: foxes, wolves, rabbits, squirrels, bears, wild goats, deer and wild boars. Fish are found mostly in the rivers Bresana, Restelica and Brod. The most common birds are: sparrow, pigeon, raven, crow, crow, sparrow, swallow, hutin, petrit, eagle, hawk, etc.

Hydrography- Altitude, climate, flora, soil composition, small terrain and average rainfall of 806.7 mm at mountain altitudes above 1000 m, have conditioned the creation of a dense network of rivers in the municipality, therefore in its territory are found water sources, wells, streams and rivers.

The rivers, in addition to the natural beauties with clean and cold water, are also being used for the construction of mini-hydropower plants of the type "Dikanca", which mini-hydropower plant was built for the first time since the '60s. Work has also begun on the construction of two mini-hydropower plants "Brodi II" with a production capacity of 3.89 MW and "Restelica I" with a capacity of 2.28 MW. These mini hydropower plants will also be tourist attractions from running water to running turbines.

Lake Brezna is one of the rare beauties, so in the group of relic lakes it is part of the only one in this region that was created in the Neogene time. From that time until now its size has significantly decreased, as a result of climate change. The depth of its water, according to the inhabitants of this village, is not more than 5 meters.

3.2 Anthropogenic tourism resources of the Dragash as an opportunity for the development of rural tourism

Unlike natural resources, anthropogenic tourism is created by human activity throughout history and are built or social / anthropogenic elements of the spatial system that have certain characteristics, attributes and attractiveness, ie. attractiveness. The natural resources of tourism are closely related to anthropogenics. They usually complement each other and together form a complex spatial tourist unit

Anthropogenic resources are one of the most important elements of tourism development. The attractiveness of individual resources is a variable component because it changes with the changing values of social values, ways and ways of living, tastes and ways of expression and meeting general cultural needs. Anthropogenic sources include products of the material and spiritual creativity of individual nations in the world. It should be noted that the regions of Opoja and Gora have a rich and diverse cultural and historical heritage, ethnographic values and tourist manifestations. Anthropogenic tourist values attract the attention of many tourists. There are many cultural monuments in this area: sacred buildings, archeological sites, architectural objects, wedding customs, festivals, as well as other sights and cultural and historical sites.

The Ministry of Culture, Youth and Sports and the Ministry of Environment and Spatial Planning are responsible for coordinating and protecting cultural heritage at the central level, especially in the integration of spatial planning mechanisms and legislation. The Kosovo Cultural Heritage Council is responsible for the assessment and determination of cultural heritage for permanent protection, coordinating the work of seven regional cultural heritage

centers responsible for the protection, preservation and integration of cultural heritage in local spatial plans.

Regional cultural heritage centers work closely with municipal structures, in particular (although not exclusively) with the departments of urbanism and culture and coordinate between the local and national levels. Kosovo's cultural heritage is legalized with the Law on Cultural Heritage no. 02 / L-88, Law on Spatial Planning 2003/14, Law on Special Protected Areas 2008/03-L039 and seven regulations.

The Regional Institute for the Protection of Cultural Heritage Monuments in the territory of the municipality has registered the following facilities: 43 mosques, 5 tombs, 11 archeological sites, 47 buildings of folk architecture, 2 public buildings. The Ministry of Culture, Youth and Sports has conducted a census of cultural heritage throughout Kosovo. This census also includes an expanded list of 12 buildings, monuments and structures currently under temporary protection, including the three aforementioned monuments that were once protected under the laws of the former Yugoslavia. In addition, there are cultural heritage values that are not at the level of protected monuments in Kosovo, but are in line with international cultural values set out in the statutes and conventions of the Council of Europe, UNESCO and ICOMO

The main characteristics of the cultural heritage of the Municipality of Dragash are reflected in the following:

- is a product of local or indigenous architecture and contains certain specifics that distinguish it from the cultural heritage of other regions, for example Prizren.
- maintains the presence of different civilizations and ethnic communities, but with the dominance of Eastern Turkish influences,
- most of that heritage is not preserved in its authentic form, which reduces its values

3.3 Dragashs Ethnological Museum - a place for the recognition of culture

In the town of Dragash , tourists can visit the ethnological museum, which is enriched with various exhibitions that show the cultural and historical values of Opoja and Gora, or the municipality of Dragash / Dragaash, from the 19th and 20th centuries. This museum was renovated in 2015, as part of a project funded by the CWBH (Cultural Heritage without Borders), while the museum exhibits were donated by the residents of this part for the preservation of the city museum.

The museum is located in the center of the city, near the high school "Rushdie Berisha", in the building of the House of Culture

In the interior, in a corner are exhibited traditional costumes and folk art exhibitions of old crafts and items made of earth, wood and metal. These are mainly exhibitions that were used in the domestic economy, and they were made by craftsmen from the area, using special techniques and elements with local motifs. There are many visitors because the tangible and intangible cultural heritage of these regions is quite interesting and specific.

The Tourist Info Center

Was established in 2015 within the project Tourism - Information Center is located in the center of Dragash, in the building of the House of Culture. It is equipped with the necessary equipment and there is a lot of promotional material for tourism in the municipality of Dragash.

Conclusions and recommendations

From all the thing that we said in this project we understood that Dragash has opportunities to develop its own turizm and the economy.

Dragash, as part of the Western Balkans and Europe, attaches great importance to the listing of cultural heritage assets, as well as takes measures for their preservation, protection and repair. Compared to local and regional tourist spots, Dragash has three special things:

- Natural beauty (mountains, variety of plants / animals)
- Culture and heritage (culture and way of life in Gora and Opoja)
- Hospitality and food (local food; hospitality in villages)

Based on these factors, it is advisable for the development of tourism in Dragash to be done through a combination of nature and rural culture.

This natural way of life, with its traditional hospitality, agriculture and livestock, has disappeared in most of Europe, so it would be a special experience for tourists.

The main condition for the development of tourism in Dragash is to preserve the natural environment and cultural heritage. Mass tourism conflicts with these goals, so the tourism strategy should be directed towards these groups:

- Local tourists who are interested in experiencing nature, culture and healthy living
- Compatriots coming from the diaspora during the summer months
- Internationals living in Kosovo and want to get to know the country
- International tourists who are interested in special natural and cultural experiences

In order to have the development of rural tourism in Dragash, it is more than necessary to take several steps:

- Tourism development will be helped through the improvement of physical infrastructure and human resources.
- The development of tourism in Dragash will be done in harmony with the Ministry of Trade and Industry, the Association of Kosovo Municipalities (AKM), the citizens of Dragash and neighboring countries.
- Tourism will be developed through existing opportunities (for hiking trails, festivals) and the opening of new opportunities (eg, skiing, ethnological museum).
- The city of Dragash / Dragaash will serve as the "central tourism camp" - the place where tourists arrive and get all the necessary information about the municipality.
- Villages with important assets related to the main tourist assets of Dragash will serve as "tourist centers" - starting points for certain activities

References

- [1] Burkart, A.J., Medlik, S., "Tourism: past, present and future", Heinemann, London, 1981, превземено од Theobalt, F.W., ed."Globaltourism", Butterworth-Heinemann/Elsevier, 2005, (pdf), p.11
- [2] Curry, N., "Countryside recreation, access and land use planning", E&FN Spon, London, 2005, p.2 (pdf)
- [3] Gartner, W., "Rural tourism development in the United States: a short history, a problematic future", 9th Joint Conference on food, agri culture and the environment, Conegliano, 2004 (pdf)
- [4] Gogonea, R., Hapenciuc, C., Dragan, I., "The link between local and global management in the rural tourism", The Annals of the "Ștefancel Mare" University Suceava
- [5] Hall, M., Sharples, L., Cambourne, B., Macionis, N., Mitchell, R., Johnson, G., ed., "Wine tourism around the world: development, management and markets", Elsevier Butterworth-Heinemann, 2000, p.2 (pdf)

- [6] Jafari, J., “Annals of Tourism Research” V (Special Number, October/December) 8,1977 и Mathieson, A.,Wall, G., “Tourism: economic, physical and social impacts”, Longman Group Limited, London, 1982 превземено од Theobalt, F.W.,ed.“Global tourism”, Butterworth-Heinemann/Elsevier, 2005, (pdf), p.11
- [7] Tahiri, A., &Kovaçi, I. (2017). Management in Tourism: Theoretical Managerial Approach, Research Center, Peja.
- [8] Law No. 03 / I- 168 for tourism Prishtinë, Mach 2010.
- [9] Law No. 04 / I-174 On Spatial Planning, Article 21, point 1. Official Gazette of the Republic of Kosovo / nr. 30/23 august 2013, Prishtinë.
- [10] Law for tourism no. L-04/176,Official Gazette of the Republic of Kosovo nr.. 14, Prishtinë, 2013.
- [11] Local action plan for biodiversity of Dragash, Dragash, 2012.
- [12] Local Action Plan for Biodiversity of the Municipality of Dragash 2011-2015.
- [13] Development Plan of the Municipality of Dragash 2013-2023, Dragash, 2013