

## The Application and the Influence on Kosovo Tourism Progress

Arjanit Avdiu

University of Prizren, Kosovo; arjanitavdiu@gmail.com

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### Abstract

*As on all other economic activities and also on tourist the necessity of marketing usage is considered as an inevitable form of promotion or informing for the existence of business. With all advantages that a tourism may have as an activity conform other activities or other economic fields such as production, distribution or trade, the concentration for application of marketing is gradually creating a culture that enables beside the achieving of target of informing others for the existence as business in this field as well as using the accelerant in order to generate as much revenues by promoting tourist attractions that a zone, region or the whole country possess, with the aim of absorbing a huge number of tourists by the mean of using attractive marketing, easily accessible targeting the existing client trade and those potential in the tourist field. Tourism promotion or marketing in any case help on adding wishes and curiosities to visit promoted or advertised place, it is important to be found all forms and channels that will send the message to proper persons –expressing better to the trade target since the goal of marketing is that every spent cent during the promotion to be returned multiply by adding the financial circulation created by the promotion or advertising effect.*

**Keywords:** marketing, tourism, Kosovo, application, strategy.

### 1. Introduction

As a methodology or communication tool, for marketing are given many definitions, where among them some are defined as: social and managerial process with which individuals or social groups take or provide the one they need through the creation or exchanging of products and values of such products with others (Kotler, Bower & Makens, 1996)<sup>1</sup>. Whereas American marketing association defines it as: organizational function and a communion of processes in order to create communication and to consign values to consummators and clients with the aim of managing and keeping in touch with them, so enabling in this process to benefit organization, shareholders or the owners of businesses (AMA, 2004)<sup>2</sup>. Considering by definitions, the aim of marketing is that beside the creation of relations between business and consummator is also the updating and supplying the consummator or client with new offers of business to inform or to remind them frequently over the services and existing products or those recently launched. For this in global trade development around tourism marketing, knowing the value that a tourism has in the economy of a country, have advanced and are focused by creating a new field named tourism marketing known as application of marketing principals and techniques in all tourism fields. It is used as an interaction or combination between marketing and tourism, and may be defined as systematic strategy created or came as a result of requests and trade expectations with the aim of optimal usage by local authorities as well as factors and contributing elements with the aim of making attractive services and increase of tourism development by a territory or specific place (Castiglione). Said over all attempts of tourism marketing have the same purpose of promoting and showing the best values of touristic places to maximize satisfactions and experiences of tourists with the aim of material benefits and budget growth, in the same time.

In order to choose the proper form that would alleviate the approach toward tourists, first of all the promoter shall know tourism marketing area, firstly, which knowledge is accompanied with decisions or forms that will be used for marketing based also in the budget that will be spend for such activity. In order to remove ambiguities around getting the proper and successful line, as in any other business field and in tourism initially is started with business plan and getting proper forms for launching of marketing. In contemporary marketing, by performed researches, we see that many countries and advertising companies choose negotiators for advertising their tourism through their touristic partners,

<sup>1</sup><http://www.scribd.com/doc/20834223/Progress-in-Tourism-Marketing-for-sources>

<sup>2</sup><http://www.scribd.com/doc/20834223/Progress-in-Tourism-Marketing-for-sources>

offices or promoting offices, promotion through phone calls, touristic agents, prestigious magazines, television campaigns and internet – social networks such as Facebook and Twitter.

## 2. Tourism in Kosovo –Overview

"Tourism in Kosovo is in initial phase or in casting of its first steps", this way starts the description over tourism in Kosovo that we can found while surfing the net over the tourism in Kosovo<sup>3</sup>. "Tourism in Kosovo is safe and full of mountains that surround this country, you may walk on foot, climb through the mountains or ski during winter season. This place is enriched with lakes, rivers and farms with the nature beauty possessed. Moreover the old architecture inherited by predecessor Illyrian makes this country more desirable to be visited. A special and interesting experience that you may experience during your visit are stone towers where people of those places have lived there not long time ago, which places are currently under administration of touristic services.

The most characteristic nature places are White Drini spring, Rugova Gorge, Mirusha Waterfalls, Skiing Center in Brezovica, Sharri Mountains and its national park, Albanian Alps or known as Cursed Mountains, Gadime's Cave whereas architectural parts are Peja Patriarchate, Old Market of Gjakova, Monasteries of Deçan and Graçanica as well as old town "antique of Ulpiana City"- we continue to emphasize the same source<sup>4</sup>which makes us understand that what kind of foreign visitors read and get informed over the characteristics of tourism in Kosovo. We add that attractive to be visited are also Luboten and Gjeravica tops of the mountains, which is known as the highest top of the mountain that arrives the highness of 2.656 meter in Kosovo<sup>5</sup>. All of those data based in some statistics and the data over the revenues from tourism in our country, according to you, are not satisfied. The Republic of Kosovo is still an undeveloped touristic zone since the tourism participation in GDP of the Republic of Kosovo is low, / 1.0 %, in 2010. In the general structure of employment, tourism and accommodation takes only by 6%<sup>6</sup>.



Figure 1 – Resort of skiing centre in Brezovica.

The presented table below shows visitors in years from 2008 to 2011 and places where they come from. By the data of the number of visitors we realize that there is no any big changes in years from the foreign visitors beside in 2011 there was a decrease in comparison with two previous years.

<sup>3</sup>[http://en.wikipedia.org/wiki/Tourism\\_in\\_Kosovo](http://en.wikipedia.org/wiki/Tourism_in_Kosovo)

<sup>4</sup>[http://en.wikipedia.org/wiki/Tourism\\_in\\_Kosovo](http://en.wikipedia.org/wiki/Tourism_in_Kosovo)

<sup>5</sup><http://www.evropaelire.org/content/article/24721915.html>

<sup>6</sup><http://www.ekonomia-ks.com/?page=1%2c9%2c27441>

<sup>7</sup><https://friendsofkosovo.files.wordpress.com/2014/11/brezovica2.jpg?w=750>

**Table 1 – Number of non-resident visitors according to country of origin where they come from for a visit in Kosovo**

Number of Non Resident Visitors According to Country of Origin by Years 2005-2011					
Year		2008	2009	2010	2011
Order. No	Country	TOTAL			
1	Austria	127	856	451	500
2	Belgium	62	100	85	43
3	Bosnia & Herzegovina	167	880	269	212
4	Great Britain	1,487	2,202	1,296	1,251
5	France	288	851	423	301
6	Germany	734	3,598	2,941	2,750
7	Greece	1,578	513	114	37
8	Netherlands	84	317	993	278
9	Italy	1,089	1,429	1,512	1,938
10	Croatia	931	1,138	950	871
11	Montenegro	166	350	270	181
12	Macedonia	1,195	1,576	935	713
13	Poland	89	44	102	110
14	Serbia	250	578	558	515
15	U.S.	2,450	3,279	1,867	1,628
16	Albania	3,213	6,313	4,152	4,050
17	Slovenia	1,289	1,481	1,166	1,707
18	Spain	131	62	14	28
19	Turkey	1,694	3,098	2,184	2,028
20	Switzerland	1,452	1,245	471	1,061
21	Other	6,140	6,408	13,629	10,147
	<b>TOTAL</b>	<b>24,616</b>	<b>36,318</b>	<b>34,382</b>	<b>30,349</b>

Source: KAS, Hotel Statistics

Whereas the table provided as below, gives details over the accommodation of foreign visitors during they stay, the most frequent cities and townships by them, where as seen Prishtine town dominates with the highest number as per visit also for accommodation by foreign tourists.

**Table 2 – Number of nights of stay and places of accommodation of foreign visitors during their stay in Kosovo**

NUMBER OF NIGHTS OF STAY OF VISITORS (RESIDENT AND NON RESIDENT) ACCORDING TO MUNICIPALITY BY YEARS 2005-2011					
Year		2008	2009	2010	2011
Order. No	Municipality	TOTAL			
1	Deçan	128	255	170	244
2	Gjakovë	1,537	1,823	1,620	1,368
3	Gilgoc	396	278	303	114
4	Gjilan	2,621	3,222	2,194	2,496
5	Istog	1,085	2,780	3,488	2,673
6	Kaçanik	162	1,867	3,175	1,396
7	Klinë	1,751	2,363	3,186	2,444
8	Fushë Kosovë	1,708	8,554	4,286	5,275
9	Mitrovicë	1,146	2,201	2,757	2,334
10	Leposaviq	-	-	-	-
11	Lisjan	3,422	13,534	10,024	11,188
12	Obiliq	501	2,164	1,378	327
13	Rahovec	854	719	534	417
14	Pejë	2,587	5,967	3,002	2,063
15	Podujevë	-	-	-	-
16	Prishtinë	44,171	67,715	67,702	63,716
17	Prizren	2,872	4,710	8,147	5,628
18	Skenderaj	-	-	-	-
19	Shtirë	20	3,124	500	396
20	Shtërpaz	-	-	-	-
21	Suharekë	1,223	1,082	1,063	1,317
22	Feriz	1,652	7,416	7,248	5,788
23	Vll	945	958	206	605
24	Vushtr	821	517	532	556
25	Zubin Potok	-	-	-	-
26	Zvegjan	-	-	-	-
27	Malishevë	-	-	-	-
	<b>TOTAL</b>	<b>69,512</b>	<b>130,916</b>	<b>121,517</b>	<b>110,341</b>

Source: KAS, Hotel Statistics

In order to improve the current state which is not to be praised and also not satisfied for the tourism in Kosovo, I think that we should follow the practices of developed countries that have created a culture regarding the creation of infrastructure and tourism conditions applying the most marketing in tourism as a main tool or element in promoting ,

advertising and stimulation of visitors as per those local one also for foreign one to visit the most attractive places that those countries possess, therefore I say that the application of marketing in Kosovo tourism is a necessity that shall in any case to be considered as a step toward our targets and needs to develop economy and tourism as its profitable sector. In order to do the first steps in this direction I think we should have a look to the tourist requests and our offer as a state with attractive tourist places and to find proper forms of marketing in tourism.

### **3. Marketing in Kosovo Tourism –Used Strategies**

In order to achieve improvements in the field of tourism, an impellent element is exactly the used marketing. The aim of doing marketing it is not only to do something which is marketing the achievements which can only be a waste of time and money at the same time. Therefore I say that to do a marketing campaign we should choose proper strategies and forms that easily infiltrate on the proper place – so in general at foreign tourists and visitors and from this to use capabilities of gaining market over competition and that in region are numerous countries that offer approximate values of tourism – mainly to the mountain one, the same tourism that we can offer. To talk in details per marketing strategies of all types and possible used forms, there is a need for an elaboration as a part of marketing plan therefore I have decided to talk for strategies and forms that I think may effect initially in susceptibility of tourists for attractions that Kosovo offer and then the stimulation of as many of them to visit our country.

#### *3.1 Mediators on advertising their tourism through tourist partners*

Considering that most of our locals live and work abroad, we have advantage regarding the advertising or doing marketing of tourism in East Europe and Trans-Atlantic states. Most of our compatriots are well known businessmen and people with wide circuit of well know people in the field of business therefore easily and simply we may use them as mediators for our targets, of promoting touristic values of Kosovo. Most of them, I think with will and pride would like to be a part of this project where their place of birth is already ready to be tourism hostess of their co-citizens in the countries where they live and perform, therefore as a mediator they can use:

##### *3.1.1 Promoting bureau or office*

It is a form that enables many tourists of foreign countries to get informed around offers that Kosovo offer, as a place with numerous mountain and historical attractions for tourism. These offices can offer important information for potential tourists presenting our country. The places that would these offer be presented to , are the most well-known cities such as : Roma, Vienna, Prague, Paris, London, Brussels, Athena, Zagreb, Helsinki, Oslo, Berlin, Istanbul and other countries that might affect to inform as much tourist as possible over the possibilities of using Kosovo as a place where it worth to rest and visit. Such office is opened in Prishtine by alternative tourism association but I say that the effect and promotion Kosovo and its natural beauty is necessary to be done in western countries where the echo would be greater and more effective that of office or offices in Kosovo.

##### *3.1.2 Tourism promoting campaign*

It is an easy and efficient form that is used also by many companies and corporations in their marketing strategies. It would be so valuable if in many countries of Europe to be presented posters with information over touristic offers of Kosovo. Also, leaflets and brochures may at least filter to the interested or to tourists that at least express the interest to closely see what is promoted in that country.

##### *3.1.3 Tourists agents*

In order to be as recognized worldwide, important is to be close to the target and in our case they are tourists. After that as a new country and not such well-known for tourism, engagement shall be unstoppable in order to achieve at least to be known by tourists and to gain an advantage over competition. In order to reach these two objectives we must find a form of efficient informing of those who spend time and money in foreign countries, and we want them perseveringly to have for a visit in our country. Tourist agents would be the one who are professional in this aspect. Thanks to the youth that our country has and most of them fluently speak foreign languages so they can be trained to perform efficiently the

duty of tourist representative agents in our country. Their mobilisation could be done, sending them in different places such as tourism fairs and conferences, centres of European cities, and in well-known trade centre or similar places where as tourist representative officer or similar places where may catch the attention of many foreign citizens and to the most for them who are ready to visit beauty and relaxing nature places that Kosovo nature offers. In terms of interconnection and tourism bidders, most of information provided by tourism are based in relation or communication between their tourists and servers with whom they have or create contacts with, such as hotels (Kim, Han, & Lee, 2001), restaurants and touristic groups (Conze, Bieger, Laesser, & Riklin, 2001)3.

### 3.2 Prestigious magazines and newspapers

Even though it can be pricey, marketing in prestigious newspapers and magazines of course would justify the performed investments on them. I think that is a proper place where Kosovo tourism shall have its marketing while we pretend that we have what to offer therefore necessarily we can plan a strategy specially around the time and form or preparation of advertisement in such magazines and newspapers, and that gradually we begin to create a brand of a valid place related to tourism.

### 3.3 Television campaign

Too expensive for a place as Kosovo is to advertise itself in television advertisement of the most well-known channels in Europe and worldwide , but is a form when all the investment in those advertising may be brought back in a form of collecting of revenues from tourism. Even though in 2009 Kosovo has done a television campaign emitting the country as the new-born country with the slogan "Kosovo the young Europeans"<sup>8</sup> which aimed the susceptibility of other countries over us.



**Figure 2** - The slogan of Kosovo television advertisement emitted in international TV

Advertising with the aim of tourism hope would have proper affection, as mentioned above, against the expenses created in emit, time will testify that all financial funds used in television campaign will dissipate it by adding the number of foreign tourists who have what to enjoy from the beautiful nature and landscape of our country.

### 3.4 Internet – social network such as Facebook and Twitter

Virtual world created by offering internet services is considered to be so successful in real world, in aspect of its affection by business advertisements. For this I think that also Kosovo tourism shall use this world and to get as close as possible to its touristic target. Such advertisements over Kosovo, we can already access, they are offered by Alternative Tourism Society<sup>10</sup> which association has an official information page in social network like Facebook over Kosovo and its natural

<sup>8</sup> Entermedia in co-operation with Kadishzon Productions from Israel, under the idea of BBR Saatch & Saatchi, Israel has produced the TV Ad " Kosovo, The Young Europeans. Published 27 Oct 2009-<http://www.kosovo-young.com/about-us/>

<sup>9</sup>[http://www.ambasada-ks.net/nl/inc/images/kosovo\\_young\\_europeans.gif](http://www.ambasada-ks.net/nl/inc/images/kosovo_young_europeans.gif)

<sup>10</sup><https://www.facebook.com/pages/Shoqata-e-Turizmit-Alternativ-te-Kosoves/273858589302275?sk=info&tab=overview>

beauty. As well we can access also the promotion of "Kosovo- the Young Europeans<sup>11</sup>" on the same social website. Efficient would also be the promotion on other networks such as Google+, LinkedIn, Instagram, Pinterest, Vine, Tumblr, and Twitter to be opened official websites and Kosovo to be presented as a country with good touristic capacities, doing so from virtual world to profit adding foreign tourist interests and making possible for Kosovo gradually to gain a name on offering valid touristic services as per foreigners as well as for locals.

#### 4. Conclusions and Recommendations

In order to breach to tourists mainly to foreign, Kosovo as a country with her offers over tourism shall in any case to change strategy of marketing approach. Attempts to advertise Kosovo and natural beauties that this place possess, is true that have not ceased, but I can say that results, based on statistical data of statistic agency of Kosovo, results are not satisfied while exist possibilities that may be used to make our country internationally recognized in the field of tourism. In order to achieve this target, there is a need for appropriate strategies of marketing to be applied where appropriate and in appropriate form. What world knows for us and what reads for us in Kosovo tourism researches may be called "a sequence" of that what may and will be offered. Thank to our fellow around the world, we can use their abilities and enabling them profiting by lobbying and advertising their native land, this way we earn by increasing the level of information over tourism and our country in general. Moreover to achieve this we must contact neighbour countries that also have a good offer in mountain tourism, we necessarily shall find paths of mass informing tourists over our offers in this field.

To do this we must utilize prestigious newspapers, television channels and virtual networks that have a superior trend of global informing where we must find space and possibility to promote our country and to present Kosovo nature beauties that will be too attractive for each tourist who wants to have a relaxing holiday during four seasons, by visiting the nature and object with historical values that our country possess.

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<sup>11</sup><https://www.facebook.com/TheYoungEuropeans>