

## The development of tourism enterprises in the municipality of Peja

PhD (C.) **Fatmire Shala Dreshaj**

PhD. **Ruzhdi Matoshi**

*University of Business and Technology, Kosovo*

PhD (C.) **Kushtrim Dreshaj**

*University of Peja " Haxhi Zeka", Kosovo*

### Abstract

The development of tourism is different from other economy sectors. In the market's economy the fate of each sector's businesses is decided by the competition in the market by realizing consummator's choices, for the development of tourism overall, there are some exceptions that come as a result from affinities and institutional commitments and infrastructural that stimulate the activity of tourism. The activity of development in tourism needs the dynamic of development by fulfilling the market's requests that just keep growing, and we have economic growth, a source of income and employment. Now overall the tourism in The Republic of Kosovo and tourism in municipality of Peja is followed by an entrepreneurship that doesn't leave the chance of wanting success considering the infrastructure, the marketing and many elements that overall connect with the development of tourism in The Republic of Kosovo and especially in the municipality of Peja. Taking into consideration the natural potential and favorable climate, the rare natural wonders that are represented by Rugova's Canyon and other canyons of the Albanian alps, the structure of hotel entrepreneurship in municipality of Peja, momentarily has seen a growth as the years pass by, but it is far enough from fulfilling the market's requests, criteria and attracting tourists. The Republic of Kosovo and the Municipality of Peja as a place in development is facing a challenge where it has to bring results of capacity growth in the development of touristic entrepreneurship. The point of this project is to show where the Republic of Kosovo is in this process and perspective, make a critical evaluation and make conclusions for which is the best alternative for the development of touristic entrepreneurship in the Municipality of Peja.

**Keywords:** Republic of Kosovo, Municipality of Peja, Enterprises of Tourism, Natural Potentials.

### Introduction

The term tourism means traveling to different places, that mostly are organized by touristic agencies, for vacations, seeing rare things, nature beauties etc. The differences between the word tourist and tourism, taking into consideration the differences in experience, are real because they are a description of experiences. From this, tourism can be defined as an entirety of different individual experiences in relationships that are built by fulfilling of human needs, which we mostly name touristic needs. One of the most acceptable definitions, for tourism is given by Swiss authors Kunziker and

Krapf, definition which is known by the International Association of Scientific Experts in Tourism (AIAEST). "Tourism is an entirety of relationships and phenomenon that come from traveling and visitors vacation, if with that vacation permanent settlement is not established and if that vacation is not connected with any business relations" (Muhaxheri, 2005).

In the French dictionary of E. Litre (1885) the term "tourist" is explained for the first time, where it states that "Tourist are called those people that travel to foreign countries for visiting and vacations and go on tours of the places that their fellow citizens have visited before" (Gashi, 1986). Tourism is a society occurrence of humans of the XIX century, the industrial revolution's period lifestyle in Europe, whereas scientific and theoretical research in the field of touristic development have started to be treated in the end of the XIX century and in the end of XX century, at the time when tourism starts going massive because of the participation in touristic travels and the representatives of different classes of capitalist society. It is proved that the first steps in the field of touristic theory were relevant for statistical scientific studies and later in the site of touristic propaganda (Zeka, 2010, 8).

The development of worldwide societies in all the spheres of life, especially in the sphere of work and living, have to do with the advancement of many XX century scientists, which are committed to define the meaning of the notion that is tourism, so that this century in the history of humanity to be presented in many different living sections, so that XX century as Andre Siegfried presents, is the "period of tourism" and that tourism to be defined by its importance for the wide perspective of the future. In scientific publications and professional publications of well-developed touristic countries and in the documents of international organizations, like: WTO. IATA. AFEST, etc. Tourism is treated as an industry. But, it has to be noted that with the word *industry*, we do not mean the classic industries that does the manufacturing of products or the processing of first-hand substances, because the tools that are used, organization, technique and work's process technology and the touristic product is in no way similar to the meaning of industry (Krasniqi, 2005,106). A definition that is expressed by Klodiana Gorica (2002) is "The short term movement of humans to other places far from their normal living place to do entertaining activities". A definition like this one may seem simple but, in fact it doesn't include the touristic business field of profit, where the main cause of the travel is work and not entertainment. It is relatively hard to be decided the ways to travel to be considered a tourist, or how many night you have to stay out of your house to be classified as a tourist.

Tourism is one of the most complex fields of the modern society. In developed countries, but even in some transitioning countries, it is an important product of export and a generator of employment. It includes many different occurrences and reports that come from the time of touristic traveling, whereas in its realization it goes deep not only in the economic aspect, but even in the ecologic, social, cultural aspect of life. Even in Kosovo tourism is an important economic branch. The Touristic Industry of Kosovo has realized 8-10% of the local society product, depending on the fact for which year we are talking about and if all the direct factors were taken into consideration (Hotel Industry, gastronomy and indirect factors (agriculture, construction, etc.).

The change of the social and economic system that comes as an aftermath of the last war, that brought the democratic system and put Kosovo in the road of reorganization of roots of the economy and market's economical principals. This notes a fundamental economic transformation, the creation of a new economic system, new models of organization and leadership. When focusing on the companies of the touristic profile we have deal mostly with the knowledge and the creation of these concepts after the body in function of a genuine touristic activity did not exist. Today the installation of the western market is accepted as one of the priority directions of economic development, and it is seen as a reality and a future that is going to happen for Kosovo's economy, and especially Peja's economy.

Tourism is the branch of economy that since 2002 has a strategy and coherent development politics and a master plan scaled in stages until the year 2015. <sup>1</sup>

### History of the municipality of Peja

Peja as an inhabited place dates since the early times of the Illyrians, and it was the most important city of the Antique Dardania. In this location have been discovered many archeological objects, that make us even more convinced that here was an administrative center for the whole region of Dukagjin<sup>2</sup>.

Peja in the antique times and in medievalism up until the XV century was located in the field starting from the fields called "Gradina". It started from the shrine of "Sari Salltëkut" where now is the factory of batteries, in the East, and up until the train station more exactly up until the castle, in the West.

Peja through history has been known with many different names, for example: In the antique Illyrian-Roman it was called Siparantum, whereas through medieval times it was called: Pech, Peka, Pentza and Forno. Peja, who in Latin documents is called Pechi (1202), is known to be the oldest document of that time. In that time in Peja, businesses were developed. The Colony of Dubrovnik existed. Peja as a Dardan Siparant is mentioned in the map: Geography of Ptolemy in III-IV centuries (under the dictate of Romans) whose civilization arrives in the highest levels of development. Peja in that historic period was made to be the most important city after Ulpiana (Pristina). Peja after the battle of Kosovo (1389) up until 1462 was administered once by the Balshaj (1378) and after that from the Dukagjin's. The history of Peja is connected closely with the family of Dukagjin. Leka and Pali governed the place together. In the time of Gjergj Kastrioti's war against the Ottoman Kingdom, until 1462 this city was governed by Leke Dukajini III. Because of this the Valley of Drini Bardhe is called, The Valley of Dukagjini. Peja, in the meantime was located for decades up until the 40<sup>th</sup> year of XVI century in the Sanjak of Shkodra. The changes of Peja's different ethno-cultural influences are interesting to be studied. The arrival of Ottomans brought a strong ottoman-Islamic culture in the spiritual life and materialistic culture of this territory, thus including: Patriarchy complex of Peja, Century XII-XIX towers, Peja's mansions, mosques, Masjids, graveyards, shrines, mills, clock-towers, bridges, fountains, kainaks, public bathrooms (hamam), etc. Peja was an economic-cultural

<sup>1</sup> Development Plan of Peja Municipality for the Period 2002-2015.

<sup>2</sup> [www.kk.rks-gov.net/peje](http://www.kk.rks-gov.net/peje).

center, and by the end of XIX century, it was made a center of the National Renaissance with Haxhi Zeka as their leader, in the war against the Ottoman Empire. Peja became independent on the 29-th of October 1912. In 1919 it fell under the occupation of the Serbian-Croatian-Slovenian Kingdom until 1941. In 1945 it was under the occupation of former Yugoslavia, whereas after the NATO intervention in the year 1999, Kosovo became independent. Now the municipality of Peja, is a territorial administrative unit, where the citizens self-govern their city, in accordance to the Regulatory provisions for Kosovo's Local Self-governing, nr 2007/30.

### **Natural resources and the development of the touristic and hotel industry**

Because of its location, Peja has a lot of attractive and interesting touristic resources which can meet the demands of the wildlife lovers but even the lovers of villages, and the researchers of traces of the past<sup>3</sup>. Ranging from between the river of Drini I Bardhe and Lumebardhe, Peja offers a specter of opportunities for fishing of rare types sweet waters fish, whereas the lovers of winter and summer sports adventures will have breathtaking impressions from the beauties of canyons, waterfalls and skiing locations. Families with children will find the ideal spot for relaxation in the fresh shores of the rivers in hot summer days. The physiognomy of attractive elements of the touristic region of Albanian Alps offer opportunities for the development of these touristic attractions: *Summer tourism, winter sports tourism, cultural tourism, Hunting and fishing, rural tourism, health tourism, field trips, hiking tourism, Speleo-tourism, etc.* The geographical position, climate, the directions of touristic transit, complexes and, natural and cultural riches, hunting locations and villages, offer opportunities for the development of these tourism forms: *Recreation tourism, winter sports, summer tourism, cultural tourism, rural tourism, hunting and fishing, health tourism, field trips, hiking tourism, Speleo-tourism, transit tourism etc.*

Identified projects for the development of tourism in the municipality of Peja:

Zones and touristic locations of Peja<sup>4</sup>

1. *The touristic zone of Peja and its surroundings*

- *The touristic location of Karagaq,*
- *The touristic location of the Valley of Lumbaradh,*

2. *The touristic zone of Rugova:*

- *The touristic location of the Valley of Rugova,*
- *The touristic location of Leqenat,*
- *The touristic location of Bogë,*
- *The touristic location of Drelaj (Drelaj, Shtupeq, Dugaiv, Reka e Allages, Rusolia, Lipa, Pepaj, Malaj).*

3. *The touristic zone of the Valley of Drini*

- *The touristic location of Burimi I Drinit.*

The surface of Peja is mostly covered by mountains, which in itself consists on assets for hunters and for gatherers of natural medications. Peja has great opportunities

<sup>3</sup> [www.peja-komuna.org](http://www.peja-komuna.org)

<sup>4</sup> Tourist Product Projects in the Mountain Region Tourist Area (Albanian Alps) Prishtina 2008. pg.10

for the development of hunting tourism. The most known resources of the animal's funds are in Rusolia, like: Bears, Deers, Foxes, Goats, Bobcats, Rabbits, Partridges, Pheasants, The forest rooster etc. Medicating plants that are found in the Albanian Alps are: kantarioni-hypericum perforatum, thymus serpyllum, dignalis feruginea, Aruncus silvestris kost etc. Rugovas region mountain climate with the hot summers and cold and long winters, favors health tourism with the clean air that is a stimulant for the human health. You can get lost in thoughts and meditation in the attractive living world that makes you go back in your origin as a human, to judge what you have become, and what is the difference between you and the world of animals, birds and insects, which are in harmony between one another and with their surroundings. The thickness of snow offers the opportunity of skiing.

This thickness goes up to 1-2 meters at the height of 1200-2000 meters with trails at the length of 1-5 km. The exposing itself of these grounds; VP, VL AND JL offers the conditions for qualitative snow layers to be created from the end of December until April. The presence of waters is crucial for every kind of tourism, so the region is considered as a reservoir of waters with optimal flow from the deep rivers that gives an esthetic view, waterfalls, wells in a considerable number and coverage. Their water is crystal clear, in the most cases cold but rich with the tasty fish – Trout. However the region of Rugova is still a place with comfortable climate, overall with fresh summers where the temperatures go from 17.2 degrees C and sometimes up to 25 degrees C which favors housing tourism, stationary organized, healing and other recreations like, hiking and marching, walks, visits of cultural and historic monuments, parachuting, and swimming in the lake of Liqenat. Meanwhile the cold winter favors the development of winter sports, skiing, hiking and stationary tourism. The most beautiful motive and at the same time special is at the Valley of Rugova and the field around the river of Lumbardhi of Peja where through that passes the hidden 24km asphalted road that send you from Peja, through Çakor to Montenegro. The space around the river of Lumbardhi has a view at the length of 20km, whereas the most beautiful part of it, the Valley of Rugova is nearly as long as 10km. It is deep nearly 1000m, and it classifies in the ranks of the deepest canyons in Europe. Before you go into the point that characterizes this place as a typical canyon, in the 6<sup>th</sup> km is located a 25m waterfall that has its source from a cliff on the south side and flows into the river. This canyon is created from the erosion of the water and the parting of the glacier, is typical and so deep that at some places the river cannot be seen from the shrinking and the increased volume of high vertical cliffs, so high that you can only see the blue sky. The Rugova's canyon starting from 3km away from Peja up until the 9<sup>th</sup> kilometer where it slowly starts to open up and shrink, forming a canyon that it goes up to Plave. The average quota of the valley is 650-1000m which is inhabited mainly in the left side of it and sometimes during the summer on its left side, has a rare beauty that makes it more special than the other peaks on both its sides. Continuing higher we have the cliffs hanging as a statue, the waterfall that has its source on those cliffs, two short tunnels and a shelter of cliffs up on the winding road that takes us to the valley with the opening horizon of the view in mountains, to continue furthet to the villages that are located in the left side of the river. Rugova has many low valleys that connect it to other zones; The valley of Shkodra, that connect

Rugova with Tropoja and Shkodra; The Valley of Cakorr that takes us to Plave and Guci; The village in the north of Boge connects Rugova with Buxhovi and Rozhaja; The Valley of Hajle wide enough that goes down in both of the sides of Montenegros administrative border where is the main road that connects Rugova with the Highland of Rugova (the villages Dacaj and Husaj) continuing up until Rozhaja. In the ridge at the Valley of Hajle, it has been a decade that the traditional games of Rugova have been organized. The stone of Ndre Nika (Shtedim) as a favorable place for skiing with the length of 5km that lays in both of the territorial spaces of Kosovo and Montenegro; the valley of Qyqe where you can see the whole hole of Peja. These valleys are very adequate for walking and hiking. In their flat spaces and picturesque, can be found many mountain houses that are open for every nature lover. The natural beauties that do not leave anyone indifferent, in all the seasons attract the hikers that are directed to known roads and experience unforgettable moments in picnics close to the city. Whereas skiers during the winter the grounds stay available for skiing in the touristic center in Boge. The beauties that enchant are the mountains that lay in north and northeast of Lumbardh of Peja": Zhlepi with the pinnacle of Rusoli (2380m), Hajle (2403), Shtedim (2272), The Mountain of Ciga with the pinnacle of Hasani (1871m), the mountain of Begu with the pinnacle of Vjelaku (2015m), Peklena (1376m) etc. The river Lumbardh passes through the city with its snaky flow separates the city in two parts giving it a special beauty, whereas its green shores are a promenade, favored by Peja's inhibitors. In hot days Peja's inhibitors gladly go out to freshen up in the waters of Lumbardh, where the most known locations are: The black water source near the Cave of Demaj, in the third kilometer near the cave of the Princess and up until the 12<sup>th</sup> kilometer, whereas in the continuing of the river, five kilometers from the city is located the pool with Olympic dimension that in hot days is full of visitors of all generations, especially younger people that have fun in the fresh water, or just drinking cold beverages under the shade. These are not the only wealth of Rugova. There are the caves as natural monuments in the zone and along the canyon like: The Cave of Karamakazi, The small caves of the Princess, the Cave of Radavc, the cave along Gerla of Koshutan, the cave near the Source of Ruti and in the slope in front of Drelaj. In the fifth kilometer are located the caves of Jerina, whereas a little bit lower, the cave of Demaj. Whereas in the eighth kilometer, in the left side of the canyon, 50-60m above the river, in the heel of a giant cliff, with a height of around 350m. in the form of a water source, is located the entrance to the cave that is called "The Great Valley" which has been studied in the length of more than 10km, is ranked as one of the longest in the Balkans. This cave from the entrance to above the underground river starts to climb to a continuous height. From the difficult climbs to its straits the difference in height is 310m. This is what makes this cave unique and also the highest in the Balkans. A special and unique part of the cave is the so called the Helter-Skelter. A special touristic motive which is characterized with esthetic and curious attributes presents the cave of Radavs, and the waterfall of the source of Drini I Bardhe which is located near the village of Radavc, around 11km away from the city of Peja in the direction of the city of Rozhaja, in the northeast part of the range of mountains of the Albanian Alps. It is deep in cliffs that make the pinnacle of Rusolia with an altitude of 2381 m where under lies the field of Drini I Bardhe. It is characterized with

underground jewels, lakes and maybe the most unique cascades in the world. It is undoubtedly the biggest cave in the region, even though not massively explored; it is announced as a natural Monument with the source of Drini I Bardhe. In Liqenat that touristic village "Guri Kuq" has been built with touristic objects with a capacity of 200 people which are visited each year. Whereas in Garuzhde the pool with a 150 people capacity, the motel "Gryke", the restaurant "Bjeshka", "Rugova Camp", the Restaurant "Mulliri", Restaurant "Liqeni" in Leqinat where you can enjoy the traditional familiar welcoming, first with "bread with salt and heart" and after that you can enjoy the autochthon and original food, fresh milk, cheese, butter, mountain tea, all kinds of pies and healthy wheat bread etc. These are the mountains that enchant with their beauties. The lakes, waterfalls, valleys, canyons, are what make the landscape of the Albanian Alps a national treasure.

### Conclusions

In the development of touristic establishments in the municipality of Peja, there is a lot of potential to affect the economic development. Tourism will continue to have the main role in its future. Most of the progress of the demographic, urban and infrastructural development of the city will depend directly and indirectly from the progress of the developing of tourism because of the multiplying effect that possesses for other sections of the economy. There are a lot of touristic potentials and partly still unused for an effect of the tourism in the further development of the city. The local and central government have shown interest in the promotion and the development through strategies and documents and projects, some financially supported from foreign donators. Promises and perspectives exist but it is left to see if they are going to transform into programs and strategies for the development of tourism in the municipality of Peja.

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