

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

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### 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.

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