

Promotion of tourist offer through social networks

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Abstract

It is easy to answer this phrase. If you use the less social networks, you will be informed about the promotions of tourist offers, especially in those areas that offer many opportunities for tourism development, as there are many tourist spots whose visits can to be the focus of many potential visitors. What we will stop talking about are the attractive activities that take place at different times and as such are of great importance in attracting potential visitors. All our research relies on the data collected at the Dukagjin Regional Tourism Center, which develops its activity in the tower and mill of Haxhi Zekdh in Pejë, and at the same time through a questionnaire that we have conducted in private businesses in the Rugova region, more about the topic you will be able to get informed later.

Keywords: Tourist, social network, tourist offer, tourists, tourists, tourists.

Introduction

The purpose of this research is to explore the possibility of promoting the tourist offer through social media and to carry out a measurement for the actual use of this promotion method.

Through this, the project claims to bring information about the promotion of a tourist offer through social networks, what are the biggest priorities, how much is being worked on in this direction and what are the opportunities for change for a promotion and with a better management would have greater tourism development.

Working limits

We have not been able to investigate more respondents than we have mentioned in the methodology, and the schema is also possible in other Towers as cultural monuments that are in the Peasant Commune.

Review of literature

Tourism includes social responsibility, a strong commitment to nature and the integration of local people in every operation or tourism development. Tourism is defined by the World Tourism Organization (WTO), the Tourism Council (WTTC) and the Land Council as: Tourism Development meets the needs of current tourists and host countries while protecting and enhancing opportunities for the future. It implies the management of all resources so as to meet the economic, social and aesthetic needs while preserving cultural integrity, basic ecological processes, biological diversity and life support systems. Sustainable tourism products are those products that work in harmony with the environment, community and local culture so that they are beneficial and not victims of tourism development. Through the promotion of the tourist offer through social networks we have promoted the Mountains of Nemuna. Where the Fauna of the Bjeshkët e Nemuna according to the present research consists of: 8 species of fish, 13 species of water, 10 species of slippery, 148

species of birds (it is thought to have over 200 species), and 37 species of mammals. In the Bjeshkët e Nemuna there are also 129 species of butterflies from the Lepidoptera order that make the region one of the richest in Europe for which is also identified as the Primary Butterfly Area (PBA). Their vascular flora in the Kosovo part consists of 1,611 taxa (types and subtypes): 435 genera, 105 families, 50 rank and 6 classes. According to the data at the highest peaks of Bjeshkët e Nemuna such as Gjervica, Bjellastica, Hoti, Bori, there are 255 types and endemic subtypes of the Balkans. From the Flora of the Accursed Mountains, 19 plant taxa have been introduced into the Red List of Threatened Plants.

Hypothesis

H1. Social networking sites are used to inform tourists on the promotion of tourist offers.

H2. Social networking sites are considered as trustworthy for the information they distribute.

Research questions:

1. What is the role of social networks in the process of promoting the tourist offer?
2. As tourists perceive the promotion of tourist offer on social networks?
3. As tourists react to the promotion campaigns of the destination presented on social networks?

Methodology

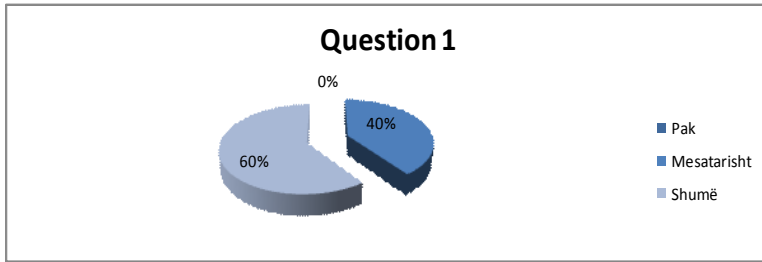
The realization of this paper is based on the methods of comparison, in different interviews and discussions with local experts of this kind. For the preparation of this report, literature from the Economy, Geology, various local authors, as well as professional literature, has been used, websites for the provision of tourist packages in this section and the role of regulators in this industry have been used. The methodology we used for this research has been through statistical data on the number of visitors and comparison over the years.

Tourist Turnover for the years 2007/2015

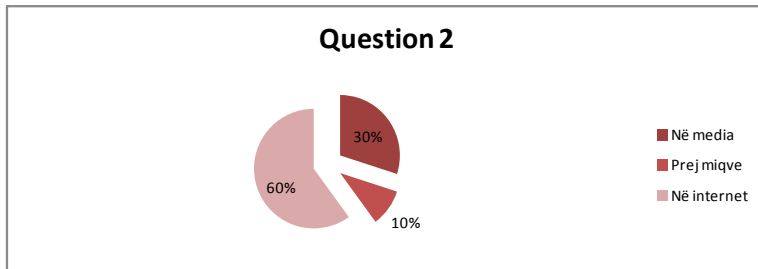
Year	Total	Domestic	Foreign	Growth %
2007	0	0	0	0
2008	377	197	180	0
2009	2220	883	1337	5.7
2010	1686	631	1055	0.7
2011	1609	537	1072	0.9
2012	2649	806	1843	1.6
2013	3007	585	2422	1.1
2014	3909	537	3372	1.2
2015	10000	3420	6580	2.5

FAQ

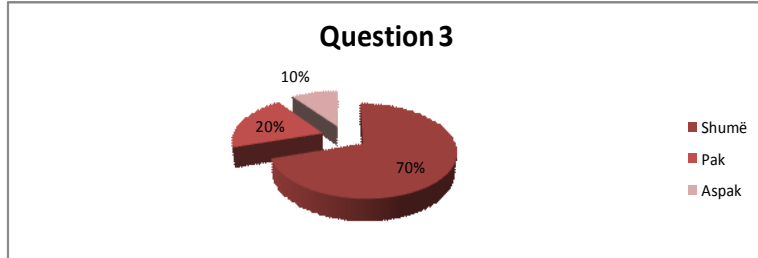
1. How much can you spend on vacation?



2. Do I receive tourist information?

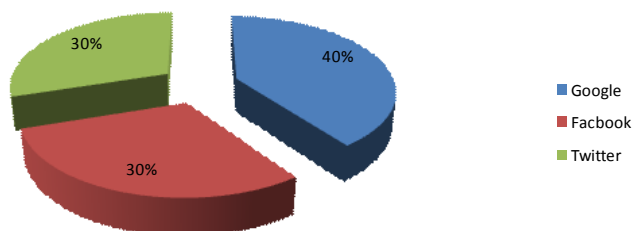


3. Are social networks influencing the promotion of tourist offers?

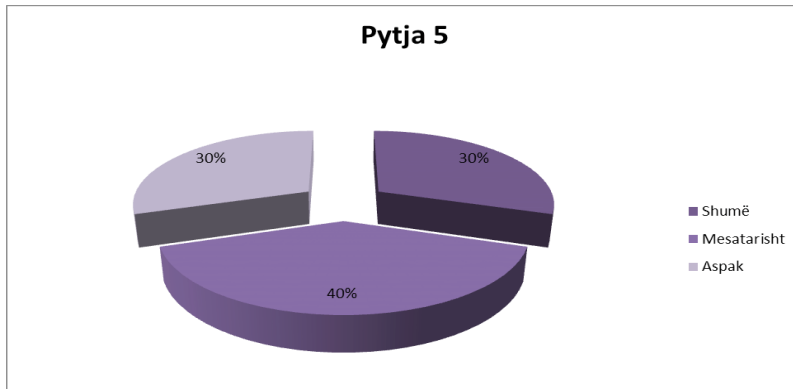


4. What social networks do you think are being used more for promotions of tourist offers?

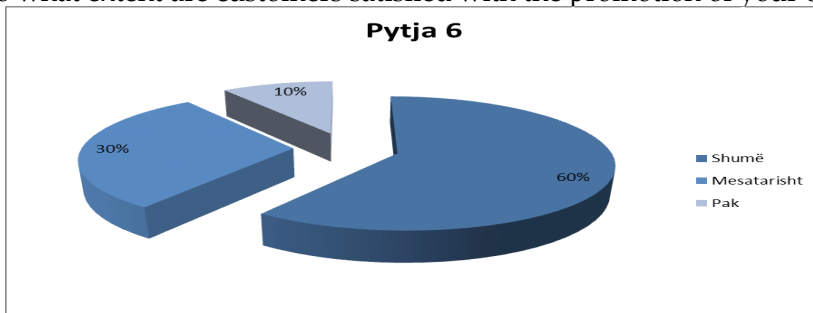
Question 4



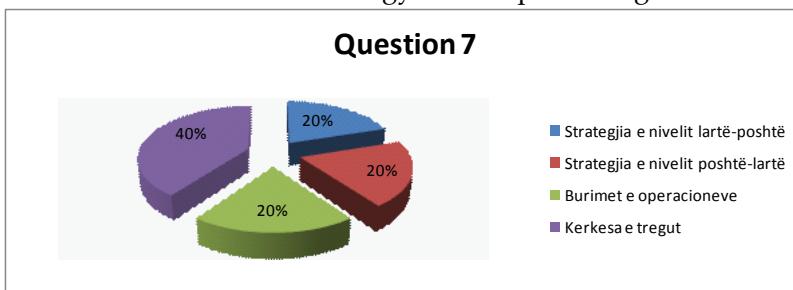
5. Are you satisfied with the promotion of tourist areas in social networks?



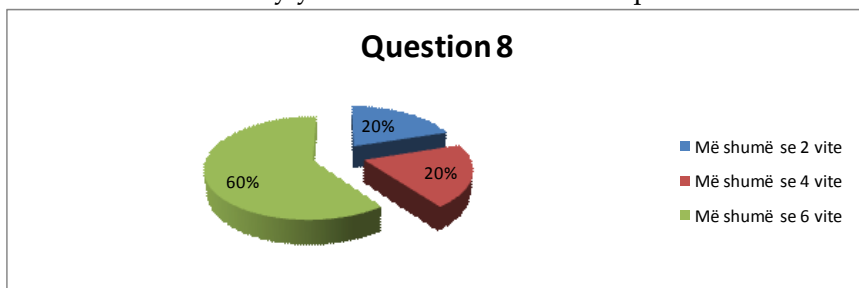
6. To what extent are customers satisfied with the promotion of your offer?



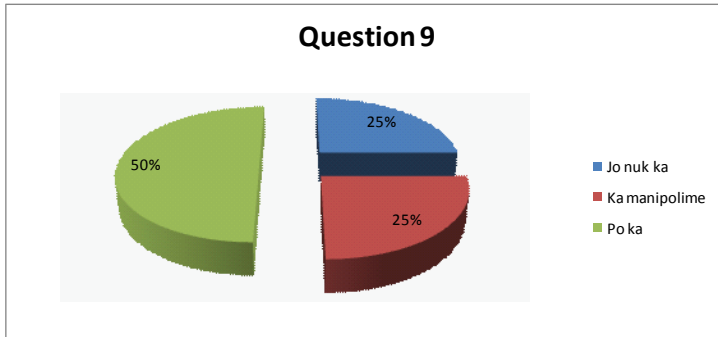
7. What are the methods of strategy I use in promoting a tourist offer?



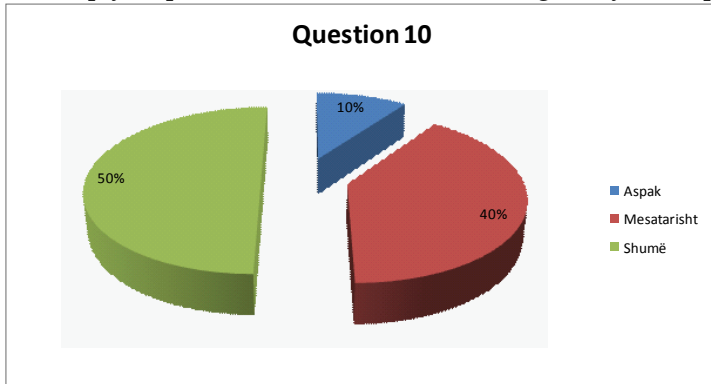
8. How many years does the tourist offer promote?



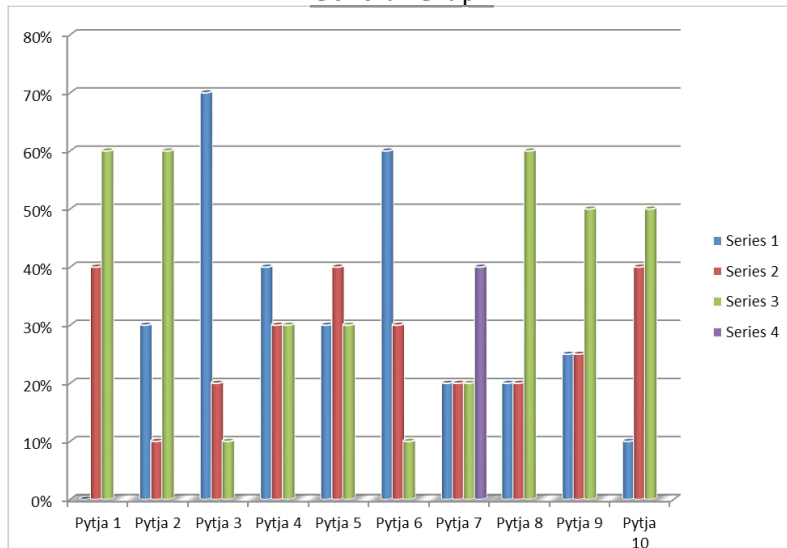
9. Is there a great competition between the promotions of a tourist offer?



10. Does it help you promote a tourist offer to recognize your capacities?



General Graph



Conclusions

In conclusion, as far as the use of this communication channel is concerned to promote the tourist offer, we can say that there is an interest and trust on the part of the enterprises but there is no involvement and engagement.

The role that the social network promotes in promoting tourism lies primarily in the conscience, encouragement and persuasion to choose a particular expense or enterprise. Specifically in these social networking platforms are required information about criticism that can be made about a particular enterprise, the price comparison is quite used by the information request.

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