

Travel agencies - Touristic activities

Dr.sc. Sali Krasniqi

University of Business and Technology, Kosovo

Dr.sc.Fatmire Shala Dreshaj

Dr.Sc. Kushtrim Dreshaj

Abstract

The aim of this paper is for the touristic features to be looked as economic activities. We always have to consider that tourism as an activity has its effect on the consumer. Every time the tourist consumes products and services from different countries in many activities from which many economic activities are connected which are in service of tourism and touristic consumption. Tourism itself is an economic activity from which with its specifics affects in production activities. We always have to be clear on its heterogeneity that affects the social product and in the creation of social income, respectively the rise of its production. This is the clearest representation that guides us to access the study of tourism from the economic aspect seeing the role and its importance for the development of society in today's time.

Keywords: Tourism, activities, Travel Agency, Organization, Ministry of Industry and Trading.

Touristic activities

Basic provisions and International elements

Touristic activities can be done by establishments, other legal persons and entrepreneurs, that have the rights to do this activity by abiding law provisions and they have to be registered for completing this activity.

Certain cases that are connected to the touristic regulation are hard to be regulated only by law. So, these cases are regulated closely to the details, sublegal acts that can be presented in the forms of ordinances, regulations, decisions and guides. Judicial power of the sublegal acts is not the same. The biggest inside power of them comes from ordinances that are brought by government authorities. The ordinance according to juridical power is ranked right after law and are brought up for the point of law abiding.

Natural persons can perform touristic services in accordance with the law provisions and other sublegal acts in power.

The contact is the most important source of obligations in the framework of obligative rights and at the same time presents a central institution in the framework of juridical communication in between contracting parts. Foreign legal and natural persons can act on touristic activities in accordance to law and sublegal acts and special provisions. Juridical and physical individuals in accordance to law in power to act on touristic activities have as a duty:

a. To publish in visible places the details of conditions, contents and the prices for

every service.

b. To give bills, tickets etc. for every service done, meanwhile copies of these documents are saved at least for a year since the date of the release.

c. To keep the book of complaints in the locals where services are paid. Complaints have to be answered in the span of 15 days.

d. To complete touristic services in accordance to the provisions and requests that connected to their field of action.

Sport clubs, syndicates, religious communities, cultural and artistic societies, the retirees' association, etc. time after time can organize touristic arrangements for their members, but that don't have a profitable character.

Societies are obligated that for the organization of the touristic arrangements from the 1st paragraph of this article, to use only those vehicles where the travelers and the baggage are secure.

The traveler is the individual that buys or is in accordance to buy the touristic arrangement pack, the touristic traveling or touristic services.

The touristic arrangement is a defined combination that is made of at least two special services included in the total price, which lasts at least 24 hours, or that includes at least an overnight stay.

The excursion program is the combination of at least two paid services that last no less than 24 hours and doesn't involve an overnight stay.

The Travel Agency - As a travel organization is a travel agency that organizes the touristic arrangement and travel packs, direct or between its agents.

The contract upon giving the touristic services in the sphere of national circulation is a contract where the offering part of service is obligated, with a compensation, to give certain touristic services (E.g. a place to stay, food, travel organization etc.) for foreign tourists or for foreign touristic organizations.

The law upon the circulation of goods and services with foreign services has this definition: " With touristic actions with the outside world we mean especially those activities that are connected to the sphere of international touristic circulations: The selling of hotel services, the organization and development of touristic travels and flights to the outside world, organizations of visits of the cultural, economic, sport character etc, organization of fishing and sportive hunting and offering traffic services in the sphere of international touristic circulation.

Activities for offering touristic services in the sphere of international circulation are done by local touristic and hotel establishments and also by foreign economic organizations that are registered by the competent for works of international transporting of goods and the foreign services.

The agency of mediated travels is a travel agency that sells or buys the arrangement pack that was compiled by the travel organizer or that finishes other meddling services.

The international touristic practice has created many contracts that regulate upon the implementation of touristic services internationally. It has been pointed out that contracts upon offering touristic services are very complicated and that they regulate relations in: user of touristic services - touristic agency; touristic organization - hotel and hotel - user of services. In the touristic business the most important relations are

between touristic agency and the hotels, especially those that are characteristic for their seasonal character of business. Here dominate: contract upon the rent of hotel facilities, contract with the base of searching and verifying of the reservation.

Travel agencies

A travel agency is an establishment or an enterprise that does the travel agencies services for profit reasons, after having completed the conditions provided by law. Travel agencies in tourism usually work together for the successful realization of the tourism function in a wide range of meaning. They play a key role in its growth, development and in the distribution also in the continuing of giving new forms. One of the oldest existing tourism function, especially for small establishments, it is simply the meddling function between clients and services offered from a chain of interested functions. These relations, in the timely aspect, can be treated and also as an assigned level of production in which simple services produced from a whole of establishments, transform in only one finished product, that goes i the market with lower prices that most of the simple products that it is made from.

The travel agencies services are:

- a. Organization, selling and the realization of the programs of the arrangement pack,
- b. Organization, selling and realization of excursion programs,
- c. Selling and meddling between hotel and touristic services,
- d. Meddling in the finishing of travel and staying services and also the finishing of other services that are connected with them.
- e. The acceptance and the transport of travelers.
- f. The place reservation and other services in hotel facilities.
- g. Selling and meddling in ticket selling or/and reservation of places in all vehicles,
- h. Representing of touristic agencies, foreign and local, in the travel location,
- i. Giving touristic information and promoting material,
- j. Meddling in the getting of travel documents, visas and other needed documents for passing the border and staying in other places, licenses for hunting and fishing, also for other documentations needed for the organization and realization of different tourism forms,
- k. Organization and meddling in the selling of rural touristic services, health, sportive, congresses, youth and other forms of tourism,
- l. Organization of the escorting of tourists and giving other assistance needed for tourists;
- m. Reservation, buying and selling tickets for all kinds of shows, museums etc., also selling goods that are connected to travel needs,
- n. Organizing and finishing services that are connected with the use of credit cards or tourists checks, and also money exchange services, in accordance to special provisions,
- o. Meddling in the securing of travelers and baggage,
- p. Organization of transportation,
- q. Offering of rental car services.

Types of traveling agencies

In the function of fulfilling different kinds of services for the touristic consumers, different types of traveling agencies offer many kinds of products and travel services. They are classified in:

1. General
2. Specialized

General agencies - are made from most of the travel agencies. They are able to offer different kinds of products and services in wide range of clientele and treat all kinds of transports and accommodation, reserve all kinds of traveling and consumers can get all kinds of prices. Owners of these agencies believe in a diversity of products and services considering that this methodology of functioning is a base to secure and stable **income**. These agencies overall have a goal to get consumers - tourists meaning that 60% are for vacation motives and 40% are for business motives. Bigger agencies are separated into departments for example: Commercial department, Vacating department etc. Specialized agencies deal exclusively with the sale of only one product or they are directed to only one category of consumers and act in those places where are big segment of the market is present. The goal of agencies is to specialize when a location has enough agencies.

Some specializations would be:

- Offering of traveling services for states workers
- Offering of services for adventure travelers;
- Offering traveling services for the 3rd generation;
- Offering traveling services for ethnic motives.
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Traveling agency can change its kind of service, in accordance with the conditions predicted by law and towards a request that is submitted to the competent Ministry responsible for tourism.

Along with obligations predicted with the 5th article of this law, the agency of travels has the following duties:

- a. To add the establishments name in the entrance of the facility of the travel agency
- b. To add the work hours in the entrance of the facility where they offer their services,
- c. With the request of the consumers, to declare the quality it has in the market and the types of authorizations, in case it acts as an agent for other agencies,
- d. To mark the establishments name and the headquarters in all the advertisements, also in different documents,
- e. To store confidentially of the passengers' information and to not give it to anyone without their approval: the passengers address, place and time of travel, location that they are staying at, the price paid and also names of the companions, except in cases predicted by law,
- f. To secure travelers from injuries and losing their baggage while traveling and while staying in their destination.

Institutional and regulative touristic infrastructure

Even if other fields of life and social activities in a democratic country and legal state are ruled by law and sublegal laws in national level and relevant local rulings. In the new history of Kosovo, the sector of tourism is ruled by the No.03/L-168 law for tourism and touristic services which replaces the 2004/16 law for Hotel and Touristic Activities. The law chooses "rules and obligations of the individuals responsible or organization, functioning and offering touristic services in accordance with standards of services in the subject of tourism" (article 1) and also "relations between public institutions, individuals and juridical, foreign or local, that act on touristic activities" (article 2).

This law identifies some kinds or forms of organization of tourism and touristic services as rural tourism which is organized by the family economy putting in function a part of the spaces, equipments and family members, youth tourism in form of camping, hotels for students or teens, etc, hunting tourism from hunters of hunting associations that are registered by rules and hunting seasons, congress tourism in the form of different organizations like training, seminars etc. from organizations, businesses and different institutions, local or foreign by using zones, objects and touristic services, and even in other forms of health, sport, religious tourism etc.

The law gives standards and responsibilities of touristic operators including touristic agencies, hotel industry, family economies and even associations or different clubs, responsibilities for registration and categorization, tax responsibilities etc. hygienic standards, transparent notifying of clients with services and prices, after that touristic strategies, certification of operators including and touristic guidance with needed qualifications, the control of quality from municipality inspectors for tourism and hotels in the framework of the market inspectorate and also punishing tourism operators.

As it is, the law is general and leaves space towards specifications in the form of regulative and sublegal acts. Anyways, it is left incomplete since it doesn't get to describe all the possible forms of tourism, after that comes the defining of the local government role except the food inspectorate, it does not define the certifying body and the field of specialization of touristic travelers etc.

It is considered that the law has a controlling and punishing nature whereas it misses the stimulation aspect and other aspects as reference at the legislation and European and international regulations. So, the law is an adjustment procedure and harmonization between others and directives of EU and standards of the international sector including protection and the freedom of the consumer and human rights.

Naturally, law, politics, strategy and sectorial plans have to be in harmony with other sectors and they have to support each other, so their drafting needs integrated sub sectorial access. In these lines, Kosovo's Government has drafted the Strategy for Tourism Development 2007 - 2013. Considering it crucial for further local development, in the summer of 2012 The Department for Economic Development of the City of Peja in cooperation with other administrative units and in institutional support from the mayor and self-financing it drafted the strategy for Economic Development where one out of two main planning objectives is tourism as an integral

part and a generator of the economic development, the employment rate growth and the familiar well being in the Municipality of Peja along other producing sectors and helper for each other.

In the national level, the Ministry of Industry and Trading is a sponsor of the law for tourism and is responsible for making the politics and national strategy for supporting and developing of tourism and also the securing of government funds and the growth of other funds from donators and services offered from it like licenses, etc. usable for the implementation of strategy and its programs. Anyway, other ministries play a key role in the advertisement of touristic potentials and others and attracting local and foreign investors.

Through other specialized agencies, MTI has regulatory and supporting functions in the sector of tourism like supporting of NVM including the touristic ones, registration, standardization and accreditation. In the local level, the Division for Tourism in the framework of the Department of Economic Development in cooperation with the Office for Touristic Informing and other administrative units and the Municipality of Peja services, is responsible for the sector of tourism in the Municipality of Peja, including drafting, financing with municipal funds and the growth of other funds from donators and also the implementation of programs and other needed supporting and regulative actions for the development of tourism in the urban and rural zone and informing the public and visitors.

In the last decade, after the emergency and rebuilding phase, considering tourism as an industry with potential for the Municipality of Peja and the region, Department for Development, its division of Tourism and the Municipality of Peja overall, have undertook a whole of direct actions through the delegation of some activities to the service givers investing in different projects to ease the well being of citizens including the attraction and easing of access for foreign and local tourists and development overall. These investments mostly were focused in the infrastructure of the roads, drinkable and watering water systems, publications, advertisement and touristic infrastructure using financial municipality tools and from foreign donators through different projects. Activities of the Division of Tourism in the Municipality of Peja overall include the gathering of information and advertising tourism and touristic potentials. In the period of strategy drafting, the Division was involved in some projects like:

- Advertising tourism through brochures and other informative and orienting materials in cooperation and in function of the office for touristic information which functions in the framework of this division and is located in the municipality object;
- Organization of traditional touristic fairs;
- The preparing of a videotape and a touristic documentary;
- The touristic signaling in the city of Peja;
- The gathering and the processing of statistical information for the touristic trend together with the Office of Kosovos Statistics and the Informative Office for Municipal Tourism,
- Participating in the preparation of the triple border map and the advertising of

mountain tourism in the framework of the project "Peaks of Balkans"

- Contributing in the advertising and easing of the mountain tourism in Rugova in the framework of the program "SEENET - Green Path" that includes building/adaptation of private houses for family tourism
- Participating in trainings, conferences and college visits for capacity growth in planning, management of projects, natural and cultural heritage, and also,
- Cooperation and participation of associations and other subjects including the faculty of tourism in planning.

So, based on the Law for Tourism, state regulations, competences and regulative municipality responsibilities for touristic activities, it is needed the identification of needs like influence to the central government for WTO standards, preparing of regulatory and a guide for the community, the criteria of certifications and monitoring of touristic activities in the field, the attraction of foreign investments in the field of tourism and other economic activities.

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