

Cultural and heritage values as a potential for the development of the tourism in Peja -Republic of Kosovo

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Abstract

Peja's greatest asset are its values inherited from the past centuries. These values are manifested through perfect architecture and attractive urban structure on the one hand, as well as a popular tradition that is very special as value on the other. Peja's cultural and historical heritage is a rare and colorful attraction which the whole of Kosovo is identified and proud with.

Peja is a place where different cultures and peoples meet, various civilizations that have contributed today to this city being of great value to the whole of Europe in terms of cultural and historical past and heritage. In this work we are focused on analyzing cultural and historical factors as a significant potential for tourism development and promoting the country's values as a tourist destination.

Archaeological sites, mosques and masjid (small mosque), hammam and towers, as well as churches are distinguished as material assets, while festivals, costumes, kitchen and similar ones as intangible heritage which all those are some of the main features that contributed to the development of tourism as an economic activity in this part of Kosovo.

The research aim of this work is to identify all positive and negative factors that can affect and have the potential to develop cultural tourism of the Municipality of Peja, and on this basis to determine the further course of action so that all natural and anthropogenic values in this place can be utilized and to improve the situation with the tourist activity of that part of Kosovo.

This research should help improve performance in the tourism and development sector of destinations in the Peja region known for their cultural heritage in order to first provide guidance on creating and implementing successful and effective strategies, to present and exploit cultural heritage for tourism development.

Keywords: Culture, heritage, values, tourism, Peja.

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