



**University Goce Delchev – Shtip
Faculty of tourism and business logistics -
Gevgelia**

**Proceedings
First International Scientific Conference
ISCTBL**

CHALLENGES OF TOURISM AND BUSINESS LOGISTICS IN THE 21ST CENTURY



Gevgelia, 24-25 October 2017 & Shtip, December 2017



University "Goce Delcev" – Shtip, R. Macedonia
Faculty of tourism and business logistics – Gevgelija

ISCTBL

INTERNATIONAL SCIENTIFIC CONFERENCE ON
TOURISM AND BUSINESS LOGISTICS – GEVGELIJA



Proceedings
First International Scientific Conference
CHALLENGES OF TOURISM AND BUSINESS
LOGISTICS IN THE 21ST CENTURY »ISCTBL 2017«
Gevgelija, October 24-25, 2017



"St. Kliment Ohridski" University – Bitola



Faculty of Tourism and Hospitality, Ohrid, Macedonia



University of Kragujevac

Faculty of Hotel Management and Tourism

Vrnjačka Banja



Gevgelija- Shtip, December 2017

Publisher:

Faculty of Tourism and Business logistics, Gevgelija
University "Goce Delcev" Shtip, Macedonia
Krstе Misirkov 10-A, 2000 Shtip; tel.: +389 32 550 000; Fax: +389 32 390 700
Tel.:+389 32 550 351 ; +389 32 550 350
E-mail: <http://ftbl.ugd.edu.mk/> www.ugd.edu.mk

For the Publisher:

Nikola V. Dimitrov, Ph.D. – Dean

Edited by:

Nikola V. Dimitrov, Faculty of Tourism and Business Logistics, "Goce Delčev" University - Štip, *Macedonia*
Drago Cvijanović, Faculty of Hotel management and Tourism in Vrnjačka Banja, University of Kragujevac, *Serbia*
Cvetko Andreeski, Faculty of Tourism and Hospitality - Ohrid, "St.Kliment Ohridski" University - Bitola, *Macedonia*

Technical Support

Nikola V. Dimitrov, Faculty of Tourism and Business Logistics, Goce Delcev University - Štip, Macedonia
Dushko Josheski, Faculty of Tourism and Business Logistics, Goce Delcev University - Štip, Macedonia
Natasа Miteva, Faculty of Tourism and Business Logistics, Goce Delcev University - Štip, Macedonia

Proofreader:

Marija Krsteva, Faculty of Philology, Goce Delcev University - Štip, Macedonia

Number of copies

100

Printed by:

2 August Shtip

CIP - Каталогизација во публикација
Национална и универзитетска библиотека "Св. Климент Охридски", Скопје
338.48(062)

INTERNATIONAL scientific conference "Challenges of tourism and business logistics in the 21st century, ISCTBL (1 ; 2017 ; Gevgelija)

Proceedings / First international scientific conference "Challenges of tourism and business logistics in th 21st century, ISCTBL, 2017, Gevgelija, Macedonia, October 24-25, 2017. - Shtip : University "Goce Delcev" - Shtip, Faculty of tourism and business logistics - Gevgelija, Shtip 2017. - 340 стр. ; 25 см

ФУСНОТИ КОН ТЕКСТОТ

ISBN 978-608-244-465-9

а) Туризам - Собири
COBISS.MK-ID 104519178

ORGANIZER OF THE CONFERENCE AND PUBLISHER
UNIVERSITY "GOCE DELČEV" – SHTIP, REPUBLIC OF MACEDONIA
FACULTY OF TOURISM AND BUSINESS LOGISTICS - GEVGELIA

Co-organizers

Faculty of Tourism and Hospitality - Ohrid, "St.Kliment Ohridski" University - Bitola, *Macedonia*

Faculty of Hotel Management and Tourism in Vrnjačka Banja, University of Kragujevac, *Serbia*

Institute of Geography, Faculty of Natural Sciences and Mathematics, "Sts. Cyril and Methodius" University - Skopje, *Macedonia*

Faculty of Nature science chair Geography - Konstantin Preslavsky University of Shumen, *Bulgaria*

Faculty of Tourism, Hospitality, Environment, University of Peja "Haxhi Zeka", *Kosovo*

Faculty of Applied Ecology Futura, University Singidunum, *Serbia*

Aristotle University of Thessaloniki, *Greece*

Program committee

Nikola V. Dimitrov, Faculty of Tourism and Business Logistics, "Goce Delčev" University - Štip, *Macedonia* (President)

Anne-Mette Hjalager, Department of Entrepreneurship and Relationship Management, University of Southern Denmark, *Denmark*

Angela Vasilevska, Faculty of Tourism and Hospitality - Ohrid, "St.Kliment Ohridski" University - Bitola, *Macedonia*

Aleksandra Zezova, Faculty of Tourism and Business Logistics, "Goce Delčev" University - Štip, *Macedonia*

Aneta Stojanovska Stefanovska, Faculty of Tourism and Business Logistics, "Goce Delčev" University - Štip, *Macedonia*

Biljana Petrevska, Faculty of Tourism and Business Logistics, "Goce Delčev" University - Štip, *Macedonia*

Blagoja Markoski, Institute of Geography, Faculty of Natural Sciences and Mathematics, "Sts. Cyril and Methodius" University - Skopje, *Macedonia*

Branko Nikoloski, Faculty of Tourism and Hospitality - Ohrid, "St.Kliment Ohridski" University - Bitola, *Macedonia*

Cane Koteski, Faculty of Tourism and Business Logistics, "Goce Delčev" University - Štip, *Macedonia*

Cvetko Andreeski, Faculty of Tourism and Hospitality - Ohrid, "St.Kliment Ohridski" University - Bitola, *Macedonia*

Dallen J. Timothy, School of Community Resources and Development, Arizona State University, *USA*

Dimitris Kourkouridis, PhD student, Aristotle University of Thessaloniki, *Greece*

Dean Metodjejski, Faculty of Tourism and Business Logistics, "Goce Delčev" University - Štip, *Macedonia*

Drago Cvijanović, Faculty of Hotel management and Tourism in Vrnjačka Banja, University of Kragujevac, *Serbia*

Drasko Atanasoski, Faculty of Tourism and Business Logistics, "Goce Delčev" University - Štip, *Macedonia*

Dusica Saneva, Faculty of Tourism and Business Logistics, "Goce Delčev" University - Štip, *Macedonia*

Elizabeta Mitreva, Faculty of Tourism and Business Logistics, "Goce Delčev" University - Štip, *Macedonia*

Husnija Bibuljica, Faculty of Tourism, Hospitality, Environment, University of Peja "Haxhi Zeka", *Kosovo*

Ivanka Nestorovska, Faculty of Tourism and Hospitality - Ohrid, “St.Kliment Ohridski” University - Bitola, *Macedonia*

Jovan Stojanoski, Faculty of Tourism and Hospitality - Ohrid, “St.Kliment Ohridski” University - Bitola, *Macedonia*

Kiril Postolov, Faculty of Economics – Skopje, “Sts. Cyril and Methodius” University – Skopje, *Macedonia*

Lidija Simončeska, Faculty of Tourism and Hospitality - Ohrid, “St.Kliment Ohridski” University - Bitola, *Macedonia*

Liljana Batkoska, Faculty of Tourism and Hospitality - Ohrid, “St.Kliment Ohridski” University - Bitola, *Macedonia*

Marija Magdinceva-Sopova, Faculty of Tourism and Business Logistics, Goce Delcev University - Štip, *Macedonia*

Marija Takovska, Economic Institute, “Sts. Cyril and Methodius University” - Skopje, *Macedonia*

Mico Apostolov, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia*

Milen Penerliev, Faculty of Nature science chair Geography, Konstantin Preslavsky University of Shumen, *Bulgaria*

Mimoza Serafimova, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia*

Mitre Avramoski, Faculty of Tourism and Hospitality - Ohrid, “St.Kliment Ohridski” University - Bitola, *Macedonia*

Nako Tashkov, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia*

Naume Marinovski, Faculty of Tourism and Hospitality - Ohrid, “St.Kliment Ohridski” University - Bitola, *Macedonia*

Nazmiye Erdoğan, Vocational School of Social Sciences, Tourism and Hotel Management Program, Başkent University, Ankara, *Turkey*

Neda Petroska Angeloska, Economic Institute, “Sts. Cyril and Methodius” University – Skopje, *Macedonia*

Nikola Panov, Institute of Geography, Faculty of Natural Sciences and Mathematics, “Sts. Cyril and Methodius” University - Skopje, *Macedonia*

Noga Collins-Kreiner, Department of Geography and Environmental Studies, University of Haifa, *Israel*

Olgica Dimitrovska, Institute of Geography, Faculty of Natural Sciences and Mathematics, “Sts. Cyril and Methodius” University - Skopje, *Macedonia*

Oliver Filiposki, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia*

Pietro Beritelli, Institute for Systematic Management and Public Governance, University of Saint Gallen, *Switzerland*

Ramona Rupeika-Apoga, Faculty of Economics and Management, University of Latvia, *Latvia*

Snežana Miličević, Faculty of Hotel management and Tourism in Vrnjačka Banja, University of Kragujevac, *Serbia*

Snežana Štetić, Faculty of Sciences, Department of Geography, Tourism and Hotel Management, University of Novi Sad, *Serbia*

Sofronija Miladinovski, Faculty of Tourism, Hospitality, Environment, University of Peja “Haxhi Zeka”, *Kosovo*

Suzana Djordjević-Milošević, Faculty of Applied Ecology Futura, University Singidunum, *Serbia*

Shaul Krakover, Hemdat Hadarom Education College & Department of Geography and Environmental Development, Ben-Gurion University of Negev Beer-Sheva, *Israel*

Tanja Angelkova - Petkova, Faculty of Tourism and Business Logistics, Goce Delcev University - Štip, *Macedonia*

Tatjana Boskov, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia*

Zlatko Jakovlev, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia*

Zoran Temelkov, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia*

Zoran Tuntev, Faculty of Tourism and Hospitality - Ohrid, “St.Kliment Ohridski” University - Bitola, *Macedonia*

Organizing committee

Zlatko Jakovlev, Faculty of Tourism and Business Logistics, Goce Delcev University - Štip, *Macedonia* (President)

Drasko Atanasoski, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia* (Vice-President)

Zoran Temelkov, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia* (Vice-President)

Marija Magdinceva-Sopova, Faculty of Tourism and Business Logistics, Goce Delcev University - Štip, *Macedonia*

Natasa Miteva, Faculty of Tourism and Business Logistics, Goce Delcev University - Štip, *Macedonia*

Dushko Josheski, Faculty of Tourism and Business Logistics, Goce Delcev University - Štip, *Macedonia*

Tanja Angelkova - Petkova, Faculty of Tourism and Business Logistics, Goce Delcev University - Štip, *Macedonia*

Mimoza Serafimova, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia*

Biljana Petrevska, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia*

Cane Koteski, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia*

Cvetanka Ristova, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia*

Plenary session

Joanna Hernik, Faculty of Economics, West Pomeranian University of Technology in Szczecin, *Poland*

Ramona Rupeika-Apoga, Faculty of Business, Management and Economics at the University of Latvia, *Latvia*

Nazmiye Erdoğan, Vocational School of Social Science and Tourism & Hotel Management Program, Başkent University, Ankara, *Turkey*

Aleksandra Terzic, Geographical Institute "Jovan Cvijic", Serbian Academy of Sciences and Arts – Belgrade, *Serbia*

Host of opening the conference

Biljana Petrevska, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia*

Moderator

Ivanka Nestoroska, Faculty of Tourism and Hospitality - Ohrid, “St.Kliment Ohridski” University - Bitola, *Macedonia*

Tanja Angelkova Petkova, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia*

PREFACE

The Faculty of Tourism and Business Logistics in Gevgelija, at the Goce Delcev University - Stip, hosted the First International Scientific Conference, "Challenges of Tourism and Business Logistics in the 21st Century".

The conference was held on 24 and 25 October 2017 in Gevgelija with an optional visit to Dojran - Dojran Lake.

32 works of 60 authors from Serbia, Latvia, Turkey, Poland, Bulgaria, Kosovo and Macedonia were presented at the Conference.

The purpose of the Conference is exchange of ideas and experiences of the participants coming from Macedonia and abroad, and establishment of cooperation for further development of tourism and business logistics in Macedonia and beyond.

The results of the Conference are visible through publication in a collection of papers, which is presented to a wider scientific audience and the public.

In this way, we want to promote the Faculty of Tourism and Business Logistics, to promote Gevgelija and Dojran as the most visited settlements in the south-eastern part of Macedonia.

Gevgelija - Stip,
December 2017

Editor
Nikola V. Dimitrov Ph.D. *Dean*

C O N T E N T S:

PREFACE.....	7
---------------------	----------

PLENARY SESSION

GREENWASHING IN TOURISM, SO HOW COMPANIES SHOULD NOT CREATE AN IMAGE	13
---	-----------

Joanna Hernik

THE PARADOX OF ACCESS TO FINANCE IN THE CIRCUMSTANCES OF CAPITAL MISALLOCATION: EMPIRICAL EVIDENCE FROM LATVIA.....	18
--	-----------

Ramona Rupeika-Apoga

SUSTAINABILITY IN TOURISM: ECOLABEL AND CERTIFICATION PROGRAMS AT HOTELS IN TURKEY	20
---	-----------

Nazmiye Erdogan

SUSTAINABLE TOURISM ISSUES – THE ROLE OF LOCAL COMMUNITY (THE CASE OF SERBIA).....	28
---	-----------

Aleksandra Terzić ; Nataša Simeunović Bajić

TOURISM

SHORT HISTORICAL PRESENCE OF TOURISM IN THE REPUBLIC OF MACEDONIJA.....	39
--	-----------

Nikola V. Dimitrov

POSSIBILITIES FOR SUSTAINABLE DEVELOPMENT OF WINE TOURISM IN DEMIR KAPIJA AND FLORINA	58
--	-----------

Naume Marinovski ; Sasho Korunovski ; Mishael Risteski

EVALUATION OF WESTERN SERBIA RURAL TOURISM DEVELOPMENT	68
---	-----------

Drago Cvijanović ; Aleksandra Vujko ; Tamara Gajić

PRINCIPLES AND METHODS OF CARTOGRAPHY IN TOURISM	81
---	-----------

Blagoja Markoski

OTTOMAN HERITAGE TOURISM FLOWS IN MACEDONIA	89
--	-----------

Ivanka Nestoroska ; Biljana Petrevska ; Petar Namicev

NEW GENERATION OF PV CELLS AND THEIR POTENTIAL APPLICATION IN TOURISM AND HOTEL INDUSTRY	100
---	------------

Vlatko Cingoski ; Biljana Petrevska ; Saso Gelev

EFFECTS OF TOURISM ENTREPRENEURSHIP ON REGIONAL DEVELOPMENT	111
--	------------

Branko Nikolovski ; Tatjana Dimoska ; Zoran Tuntev

MASS MEDIA RELATIONSHIP AND ITS SIGNIFICANCE FOR THE FINANCIAL STATUS OF THE MUSEUMS IN BULGARIA ..	121
Daniel Rumenov ; Severina Vaskova	
RURAL TOURISM AS AN ALTERNATIVE TYPE OF TOURISM.	129
Tanja Angelkova Petkova ; Marija Stanojkova	
RESEARCH OF THE WORK OF RESTAURANTS, THE DAILY MEALS AND THE CATERING PROCESS THROUGH THE USERS OF THE SERVICES IN THE CATERING FACILITIES IN SHTIP AS A FACTOR IN INCREASING THE TOURISTIC COMMERCE	135
Juliana Sazdova ; Aco Kuzelov ; Goran Antonievski	
TOURIST OFFER PEJA	145
Anela Džogović	
UN GOAL: SUSTAINABLE TOURISM AS A KEY CONTRIBUTOR FOR SUSTAINABLE DEVELOPMENT IN DEVELOPING COUNTRIES.....	152
Aneta Stojanovska-Stefanova ; Drasko Atanasoski	
TOURISM RESEARCH METHODS IN PRIZREN	162
Naser M.Bresa ; Cane Koteski ; Nikola V.Dimitrov	
ONLINE BOOKING: BENEFITS AND ADVANTAGES	170
Tanja Angelkova Petkova ; Cvetanka Ristova ; Suzana Đorđević Milošević	
THE ROLE OF THE MONUMENTS FROM CULTURAL HERITAGE AS PART OF THE TURIST OFFER: DEVELOPMENT OF METHODOLOGY	178
Petar Namicev	
ANALYSIS OF THE NUMBER OF OVERNIGHT STAYS AND THE NUMBER OF FOREIGN TOURISTS IN THE REPUBLIC OF MACEDONIA IN THE PERIOD 2006-2015	187
Darko Majhosev ; Cane Koteski	
ENTREPRENEURSHIP AS A PROCESS OF SOCIAL INNOVATION IN TOURISM.....	199
Branko Nikolovski	
QUALITY OF THE TOURIST PRODUCT IN THE FUNCTION OF ATTRACTING TOURIST VISITORS	206
Sofronija Miladinoski ; Fejzula Beha	
THE PROCESS OF ADAPTATION OF TOURIST DESTINATION OFFER TO THE CONTEMPORARY MARKET TENDENCIES.....	212
Snežana Milićević ; Nataša Đorđević	
ANIMATION OF VISITORS DURING THEIR TOURIST STAY IN THE EASTERN REGION OF R. MACEDONIA	219
Zlatko Jakovlev ; Marija Takovska ; Neda Petroska Angelovska	
TOTAL QUALITY MANAGEMENT IN HOTEL INDUSTRY	229
Elizabeta Mitreva ; Dushica Saneva ; Natasha Miteva	

TOURISM DEVELOPMENT TRENDS IN PRIZREN	236
Naser M.Bresa ; Zlatko Jakovlev	
SERVICE QUALITY IN THE HOTEL INDUSTRY	246
Elizabeta Mitreva ; Natasha Miteva ; Dushica Saneva	
THE IMPACT OF TEAMWORK ON THE QUALITY OF THE HOTEL PRODUCT.....	252
Lidija Simonceska ; Toni Cvetanoski	

ECONOMICS AND BUSINESS

ANYTHING GOES THEOREM, INCOMPLETE MARKETS AND RICARDIAN EQUIVALENCE HYPOTHESIS	265
Dushko Josheski	
ANALYSIS OF THE REGULATION OF THE LABOR MARKET IN THE REPUBLIC OF MACEDONIA	279
Mimoza Serafimova ; Mirjana Stojceska Gjorgjioska	
THE ROLE OF THE ENTREPRENEUR IN MANAGING THE PROFESSIONAL STRESS OF THE EMPLOYEES	286
Marija Magdinceva-Sopova ; Snezana Bardarova ; Aneta Stojanova-Stefanovska	
PROCESS OF GLOBALIZATION IN THE WORLD ECONOMY ..	299
Vlatko Paceskoski ; Krume Nikoloski ; Emilija Miteva – Kacarski	
IMPACT OF THE BUSINESS ENVIRONMENT ON THE CONDITIONS FOR STARTING BUSINESS IN REPUBLIC OF MACEDONIA.....	305
Mimoza Serafimova	
INTERNATIONAL DEBT AND DEVELOPING COUNTRIES	313
Vlatko Paceskoski ; Krume Nikoloski ; Emilija Miteva Kacarski	
THE MODERN ENTREPRENEURSHIP IN THE PROCESS OF MODERN TOURISM DEVELOPMENT IN THE REPUBLIC OF MACEDONIA AND MUNICIPALITY OF GEVGELIJA	319
Marija Magdinceva-Sopova ; Kiril Postolov ; Risto Elenov	
ADDRESSING DE-EUROIZATION IN TRANSITION ECONOMIES: THE EVIDENCE OF MACEDONIA	326
Tatjana Boshkov	
Poster presentations.....	335

TOURIST OFFER IN PEJA

Anela Džogović¹

Abstract

The territory of Peja is large, attractive and has interesting tourist resources with offers and can meet the needs of the visitors. Located between the river Beli Drim and Bistrica, it provides different fishing opportunities, and for lovers of adventure, winter and summer sports there is the beauty of the canyon, waterfalls and a ski terrain. Mountain Rugova is the greatest feature of the city that is beneficial for the tourism development. The city dates back to the time of the Illyrians. The natural beauty of the city will not leave anyone indifferent.

Key words: *tourist attraction, City of Peja, cultural heritage, hotels.*

Introduction

The city of Peja is located at the foot of Prokletije. It is a major economic and cultural center of the north-western part of Kosovo. According to the statistics from 2011 it has around 96,450 inhabitants, mostly Albanians (87,975), followed by Roma (993), Ashkali (143) and Egyptians (2700), Gorani (189), Bosniaks (3786), Serbs (332) and Turks (59). The municipality of Peja includes the national park Prokletije with two neighboring municipalities, Decani and Djakovica. Mountain Rugova is a great feature of the city for potential tourism development. Peja offers different cultural heritage from different historical periods. The best preserved and most attractive examples are located in the city center: Bayrakli Mosque (15th century), Hamam mosque, Visoki Decani Monastery, monastery complex (13 - 17th century), an important ecclesiastical seat of Orthodox Serbs and several characteristic urban stone house towers where the wealthy and influential citizens of Peja lived in the 19th century. These include those belonging to Haji Zeka, Zenel Begu. There is also a large Byzantine art center, located near the city center, at the entrance of the Rugova valley. In addition to this Peja is rich in natural lakes and caves but most of them are not open to visitors. The traditions and the rich social life of the population in this area is reflected in a number of traditional events and products of manual labor, including the Rugova games and the craft making of men's hats. This was recognized as an important heritage that needs to be further developed by those who practice it, which would probably attract both domestic and foreign tourists. In addition to the cultural heritage, the city also offers hotels, restaurants, beer factories (Peja Brewery),

¹Anela Džogović, Phd(c), assistant, University „Goce Delchev” Stip Makedonia, Faculty of Tourism and Business Logistics, +37745597967, anela.dzogovic@unhz.eu

coffee factories, shopping malls, etc. The aim is to see the kind of tourism Peja offers and how to find the best way for promotion.

Work Methodology - In this paper we use the following methods: questionnaire, statistical method, comparative and descriptive method.

Tourist offer in Peja

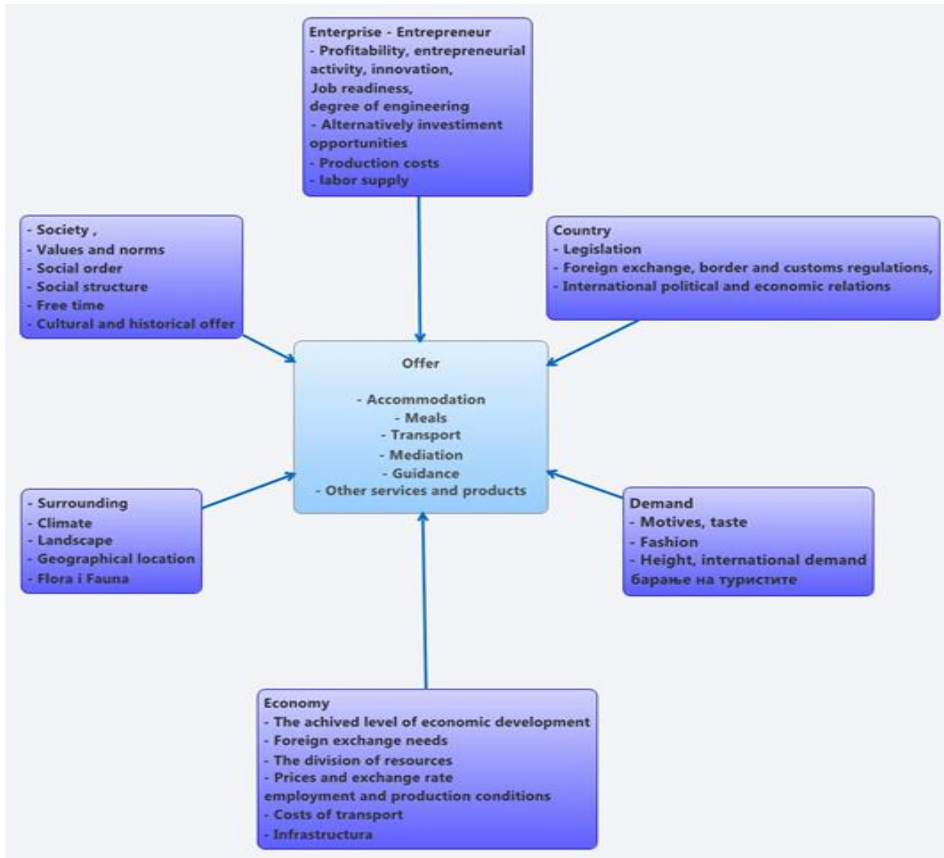
Tourist offer is defined as the amount of goods and services offered to tourists at a certain tourist market, at a certain time for a certain price [1]. A tourist is interested and willing to buy whatever there is at a given moment that is useful and that can fully cater to their needs. This also opens up a huge area for placement of everything in the true sense of the word. As a tourist receptive country there is a very, we can assess the significance of need in every way and facilitate the optimal development "of tourism". It means that at today's level when it comes to the development of tourism tourist attractions need to be viewed in the broadest sense. This should include all participants who will properly contribute to the spread and diversity of the overall supply and thus enable the increase of tourist spending, as economic result of the temporary stay of any domestic or foreign tourists. The city of Peja has its drawbacks since tourism is primarily related to the promotion and the city has no promoters who would presented it in the best way, but we can say that it still has a lot to offer, there are beautiful hotels that offer good accommodation capacity, quality, provide good service and guarantee security.

Scheme 1. Tourist offer



When we talk about the tourist offer we see the factors that influence the formation and shaping of the tourist offer, given by W. Freyer [2].

Scheme 2. Factors influencing formation of tourist offer



This illustration shows the degree of complexity that needs to be taken into account when considering the achieved level of development of the tourist offer, its quality, organization etc. All this depends precisely on these impacts, the different influences, the level of societal, climate and economic impact and demand of the countries and companies. Each group influences its specific works to create and design diversity within the basic elements of each tourism.

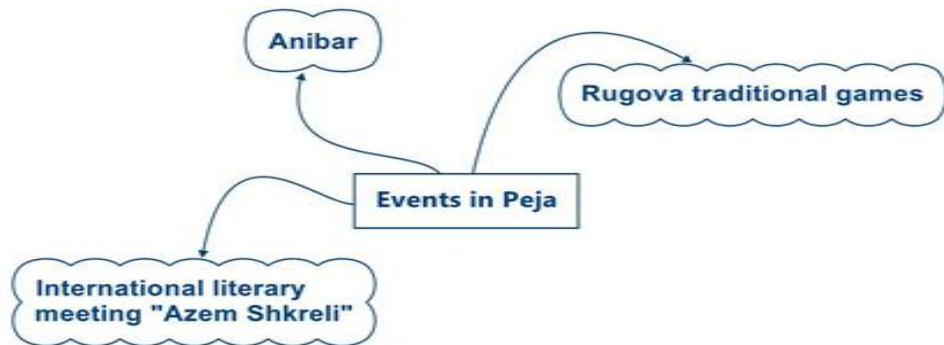


Among the most famous hotels is the Hotel Dukagjini located in the center of Peja. It has 120 employees and offers high-quality and delicious food prepared by expert cooks with years of experience. This hotel has 67 rooms, which are equipped with top quality furniture according to the latest standards. Each room has a TV, internet and a bathroom. From the terrace there is a beautiful view on the river of Bistrica, and the peak Rugova. Mountain Rugova is located on

the territory of Kosovo and little is known about it. Only those who live in the mountain or in its the vicinity know more. Rugova has a good potential for tourism development. It stands out because its well-preserved natural environment contains plenty of sources of clean mountain water. In addition to the Rugova Mountains, we can also present the Bistrica River. The Bistrica River springs from Prokletije at an altitude of more than 1400 meters.

Events in Peja

Scheme 3. Events in Peja



The main annual event is Anibar, an international festival which takes place in the town of Peja, Kosovo. Anibar was founded in 2010 by a group of young activists. Their mission is to encourage young people to deal with a variety of experiments and to show their creativity.

The goal of this event is to design and implement activities in capacity building, such as seminars, trainings and workshops, film screenings, debates and other activities that provide them with greater opportunities to become good artists. Anibar has a camping space for your guests, which is located at a national park in Peja called "Karagacha". This event is the only festival of animation in Kosovo.

International literary meeting "Azem Shkreli" is still the most famous representative of the Kosovo Albanians who were born in the past 60 years. At the international literary meeting "Azem Shkreli" there are many writers and linguists, who gather together every year in the honor of this writer. The objective of organizing this cultural event coincides with raising awareness of the cultural and literary values, for the operation and promotion of the primary factors for the formation of personality, knowledge transfer and understanding.



Rugova traditional games are among the most visited cultural events in Peja. These games acquire hereditary value year after year. Their main activity in this program is struggling accompanied by other sports, traditional food and drinks.

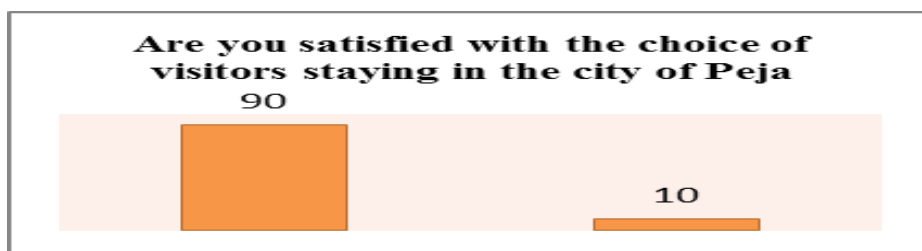
Table 1. Satisfaction of visitors staying in Peja

<i>Are you satisfied with the choice of visitors staying in the city of Peja?</i>	
<i>Yes</i>	90
<i>No</i>	10
<i>Total</i>	100

Source: Author

When asked if they were satisfied with their stay in Peja, 90% of the visitors said yes.

Chart 1: Satisfaction of visitors staying in Peja



Source: Author

Table 2. Satisfaction with quality of service

Are you satisfied with the quality of services offered by your company?

Yes	90
No	10
Total	100

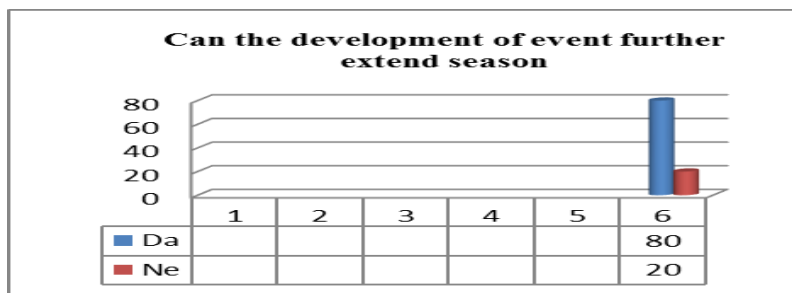
When asked if they were satisfied with the quality services offered by their company, 90% of employees responded with yes, while 10% said no.

Table 3. Development event

Can the development of event further extend season

Yes	80
No	20
Total	100

Chart 2. Development event



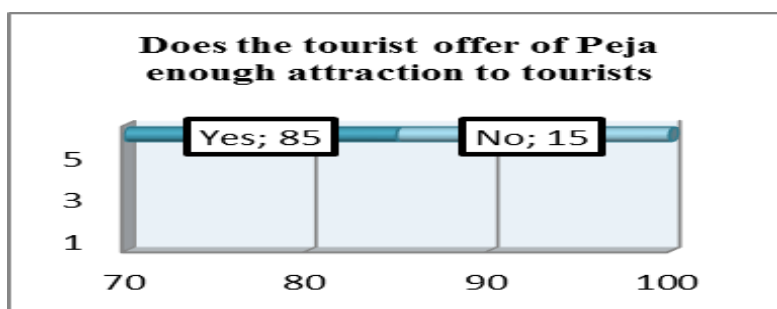
To the question "Can a development event further extend the season?" most employees responded positively. They should always be innovative to attract tourists by creating new events that complement the offer of the city and approaching responsibly to their development and implementation. Development events can certainly extend the season. The events should take place throughout the year so that guests will always be able to see and experience something new. They are always a good foundation for development and design of new products. Tourists need to have a diversity of offers, and these events can contribute to this. Events also constitute a key factor in the development of the town during the off season. It should be continuously resourceful with the creation of new contents with a final impact of increasing of arrivals and overnight stays.

Table 4. Tourist offer Peja

Does the tourist offer of Peja is enough to attract tourists

<i>Yes</i>	85
<i>No</i>	15
<i>Total</i>	100

Chart 3. Tourist offer Peja



On the question whether the tourist offer of Peja is enough to attract tourists, 85% of the employees agree while 15% believe that it is not enough.

Conclusion

The main objective of this study was to explore the tourist offer of Peja, the extent to which it was developed and how attractive it is for visitors. This is important in order to determine whether Peja has a significant predisposition for further development of the tourist attractions, as well as working on it. We also need to work continuously to promote Peja as a tourist destination on the Internet, where it will be interesting for tourists who would want to see more about it. We believe that Peja is a relatively small city that has the potential to further develop in the future. We can see this from the research that we conducted with tourism professionals, which concludes that it is necessary to work continuously on the diversity of offers in the city, work on new innovative tourism products, create events on various topics which will be tailored to different age groups all year round.

Recommendations:

Better promotion of tourism in regional locations.
Development of infrastructure for tourism development in Peja,
The use of cultural heritage and its preservation.

References

1. Ashworth, G. J. (1989a). Accommodation and the historic city. *Built Environment*, 15(2).
2. Hofmayer, A. (1986). Some geographical aspects of tourism in Vienna. In F. Vetter (Ed.), *Big city tourism* (pp. 200–212). Berlin: Reimer Verlag.
3. Lew, A. A., & McKercher, B. (2006). Modeling tourist movements: A local destination analysis. *Annals of Tourism Research*, 33(2).
4. McKercher, B., & Lau, G. (2010). Methodological considerations when mapping tourist movements in a destination. *Tourism Analysis*, 14(4).
5. Pirjevec, B., Kesar O., "Počela turizma" Ekonomski fakultet Zagreb, 2002.
6. W. Freyer, op.cit.