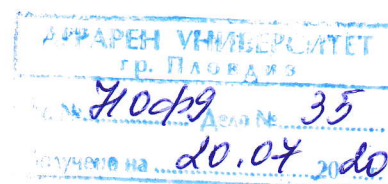


## OPINION



on a dissertation for obtaining the educational and scientific degree **"Doctor"** in: field of higher education 3. Social, economic and legal sciences, professional field 3.8. Economics, scientific specialty: **"Organization and management of production"**.

**Author of the dissertation:** MERITON NAIM ISMAILI, part-time doctoral student at the Department of Management and Marketing at the Agricultural University, Plovdiv

**Topic of the dissertation:** "MARKETING DEPARTMENT OF RURAL TOURISM IN KOSOVO"

**Reviewer:** Assoc. Prof. VALENTINA LYUBENOVA NIKOLOVA-ALEKSIEVA, PhD University of Food Technologies-Plovdiv, field of higher education: 3. Social, economic and legal sciences, professional field: 3.8 Economics, scientific specialty: "Economics and Management", appointed as a member of the scientific jury with order № RD-16-265 / 05.03.2020 by the Rector of AU.

### 1. Relevance of the problem.

In Kosovo, there are prerequisites for the development of rural tourism and the great potential for it to become a competitive sector of the economy. Research shows that at the moment the marketing tools for proper targeting, promotion and attraction of tourists are not used effectively. The need to formulate an adequate marketing strategy for the promotion of rural tourism and overcoming depopulation and migration by increasing the income of the population largely determines the relevance of doctoral work.

In this regard, it can be concluded that the topic of the dissertation was successfully chosen. It is extremely relevant, dissertable and has great practical significance.

### 2. Purpose, tasks, hypotheses and research methods.

The topicality and significance of the researched issues are successfully argued in the introduction of the dissertation. The research thesis is formulated, according to which marketing influences the development of rural tourism in Kosovo. It is proved in the course of the research by verifying four hypotheses. The goal and the 4 work tasks related to its achievement are correctly defined, as well as the subject and object of development.

The chosen methodology and research tools correspond to the complex, multidimensional nature of the research. The main methodological approach in the research is a systematic approach, and the following methods are used to prove the conceptual thesis: factor analysis, graphical analysis and comparative analysis. The doctoral student is based on Eurostat data, research reports of the Kosovo Ministry of

Tourism, as well as a number of regulations. Surveys the opinion of 210 citizens of the municipality of Kosovo, through questionnaires on the developed research model. Data processing is performed using the statistical software SPSS.

*The use of quantitative and qualitative methods and sample surveys makes an excellent impression.*

### **3. Visualization and presentation of the obtained results.**

The presented dissertation is in a volume of 183 pages. Structurally, the dissertation includes an introduction, three chapters and a conclusion.

The results of the study are presented and illustrated with 6 figures, 13 graphs, 27 tables and 30 photos.

The structure of the dissertation research is logically constructed and corresponds to the set goal and tasks. The work contains concrete results and empirical evidence that objectively reflect the real achievements of the research.

### **4. Discussion of the results and used literature.**

The dissertation analyzes the modern scientific achievements in the field of marketing and alternative types of tourism. The bibliography includes a total of 137 publications in English and 14 electronic sources.

The indicated literature sources are current and directly related to the topic of the dissertation.

The systematizations and generalizations made show in-depth and conscientious work with the literature, skills for application of analytical and deductive techniques for processing a significant amount of information with different research methods.

In the dissertation, the doctoral student clarifies the key concepts of the study - rural tourism and marketing. The extent of the impact of marketing and its tools on the effectiveness of Kosovo's rural tourism is analyzed. Based on the SWOT analysis, opportunities and challenges for rural tourism have been identified and recommendations have been made for the selection of adequate marketing strategies for its future development in Kosovo.

### **5. Contributions to the dissertation.**

Contributions can be divided into scientific and scientific-applied.

The **scientific contributions** can include enrichment of knowledge in the field of rural tourism management, in particular strategic marketing management, based on a critical analysis of the theoretical and methodological formulations in the studied field.

**The scientific-applied ones** include:

- analysis of the benefits and costs of rural tourism for rural development;
- developed a strategic framework for rural tourism management in the Republic of Kosovo.

*I accept the contributions as real, reliable and proven in the course of the dissertation research.*



## 6. Critical remarks and questions.

The presented dissertation is a complete, completed study, with indisputable contributions and qualities, to which I have no serious critical remarks, but I allow myself to give some recommendations:

- The dissertation research could benefit if the analytical part systematizes the world trends in the development of rural tourism, to make benchmarking so as to use the good practices for its development in Kosovo.
- It is recommended that each chapter ends with conclusions that clearly show the implementation of the tasks, the rejection or acceptance of the hypotheses, as well as the proof of the defended thesis.

### Questions:

1. What is the relative share of rural tourism in the total share of tourism in Kosovo?
2. What is its contribution to the country's gross domestic product, employment and unemployment?

## 7. Published articles and citations.

Five scientific publications on the topic of the dissertation are presented. Two of them are co-authored and three are independent.

The presented abstract objectively reflects the structure and content of the dissertation.

## CONCLUSION:

Given the merits of the dissertation, the relevance and complexity of the researched problems, the need to find effective solutions for them in practice, the good theoretical level of the researched and analyzed problems, it can be summarized that the presented dissertation meets the normative criteria for awarding the educational and scientific degree "Doctor" / ZRASRB, art. 6, para 2 and para 3 and the Regulations of the Agrarian University for its application /.

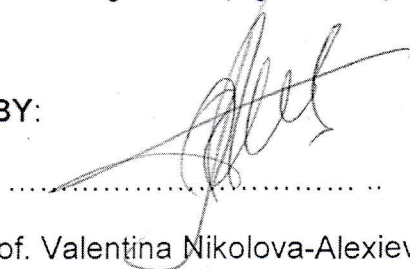
The results of the study, dedicated to the **"Marketing Management of Rural Tourism in Kosovo"** provide sufficient grounds for a **HIGH EVALUATION** of the scientific potential and research opportunities of the doctoral student.

All this allows me to confidently vote **in favor of awarding MERITON·NAIM ISMAYLI** to the scientific and educational degree **"Doctor"** in professional field 3.8. "Economics", scientific specialty "Economics and Management (Agriculture)".

Date: 12.07.2020

Plovdiv

PRODUCED BY:



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(Assoc. Prof. Valentina Nikolova-Alexieva, PhD)