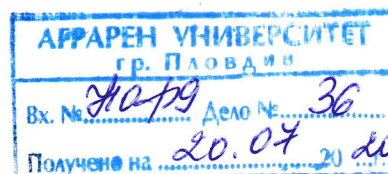


## OPINION



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 (agriculture and sub-sectors).

**Author of the dissertation:** Meriton Naim Ismayli, part-time doctoral student at the Department of Management and Marketing at the Agricultural University, Plovdiv

**Dissertation topic:** "Marketing management of rural tourism in Kosovo"

**Reviewer:** Assoc. Prof. Dr. Toni Bogdanova Mihova, Technical University - Sofia, Plovdiv branch

field of higher education: 3. Social, business and legal sciences, professional field: 3.8 Economics, scientific specialty: Economics and Management

appointed a member of the scientific jury by order № RD-16-265 / 05.03.2020 by the Rector of AU.

### 1. Relevance of the problem.

The urgency of the problem is determined by the growing social and economic importance in recent years of rural tourism, in connection with the fact that it provides income to a large number of people in rural areas.

Rural tourism in Kosovo is developing and marketing management tools are currently not used effectively to promote and attract tourists. This is the essence of the second argument for the relevance of the studied problem.

In summary, I believe that the analysis of the problems and trends in the development of rural tourism in Kosovo is a topical issue in theoretical and scientific terms.

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

Discovering the problems and trends in the development of rural tourism in Kosovo is the main goal of the dissertation. To achieve this, the development seeks the solution of four sub-objectives, the main hypothesis, four hypotheses and the answer to four research questions.

The main hypothesis is that marketing influences the development of rural tourism in Kosovo.

The methodological tools are appropriately selected, in accordance with the set goals and research questions.

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

The dissertation is properly structured and consists of an introduction, three chapters and a conclusion. Contains 183 pages, used literature and applications.

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

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

In the first chapter of the dissertation, the doctoral student clarifies the key concepts of the study - rural tourism and marketing. The purpose of the research, its significance and relevance, research hypotheses and questions are indicated. A literature review of the main issues considered has been made.

The second chapter contains the research methodology, describing the tools used. 210 participants in the study, randomly selected, were interviewed. The questionnaire consists of two parts, the first part covering data on the participants, and the second part includes ten questions related to the participants' assessment of the role of marketing on the development of rural tourism. The survey was conducted online, and the results are presented in graphical and tabular form.

In the third chapter, the doctoral student analyzes the marketing activities of tourism organizations in Kosovo.

The literature review covers 137 scientific publications and works of authors, as well as 14 electronic sources.

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

I accept the attached reference from the doctoral student for contributing ideas and solutions in the dissertation. I appreciate the essential importance of the following:

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

#### **6. Critical remarks and questions.**

1. The purpose of the research is insufficiently formulated, in accordance with the topic of the dissertation. It is recommended to focus on studying the impact of marketing management on the development and promotion of rural tourism in Kosovo. There is also no formulation of a research thesis.
2. The structure of the dissertation is not well balanced, and this can be adjusted by including the analysis of rural tourism in the second chapter.
3. It is necessary in the theoretical part, when clarifying the key concepts to highlight the author's position on their nature.
4. The analysis of rural tourism in Kosovo and the management of marketing need to be more in-depth and comprehensive and on this basis to highlight the main problems.
5. The formulation of conclusions after each chapter would contribute to greater clarity and systematization of the statements.

**Question:**

1. What is the author's position on the need to create conditions for the introduction of elements of digitalization of marketing activities in organizations engaged in rural tourism?

**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:**

Based on the different research methods learned and applied by the doctoral student, the correctly performed experiments, the summaries and conclusions made, I believe that the presented dissertation meets the requirements of ZRASRB and the Rules of the Agricultural University for its application, which gives me reason to evaluate it POSITIVE. .

I take the liberty of proposing to the Honorable Scientific Jury that it also vote **in favor and award Meriton Naimismayli** the educational and scientific degree of Doctor in Organization and Management (Agriculture and Subsectors).

Date: 15.07.2020  
Plovdiv

PRODUCED

BY: .....

(Assoc. Prof. Dr. Toni Mihova)