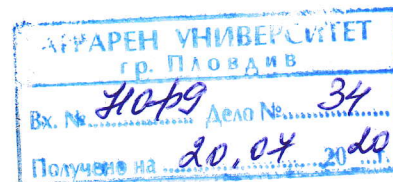


REVIEW



on a dissertation for obtaining the educational and scientific degree "Doctor" in: field of higher education 3.0. "Social, economic and legal sciences", professional field 3.8. "Economics", scientific specialty - "Organization and management of production"

Author of the dissertation: **MERITON ISMAILI**

PhD student at the Department of Management and Marketing at the Agricultural University, Plovdiv

Dissertation topic: **Management of rural tourism marketing in Kosovo**

Reviewer: Prof. Dr. Nelly Bencheva, Agricultural University - Plovdiv, 3.0. "Social, economic and legal sciences", 3.7. "Administration and management", scientific specialty "Organization and management of production". Appointed a member of the scientific council by order № RD-16-265 of 05.03.2020 by the Rector of AU.

1. Relevance of the problem.

In recent years, socio-economic changes in Kosovo have had a significant impact on the development of the tourism sector. They had a particularly strong impact on the development of rural tourism marketing.

Rural tourism is a major source of income for many rural families. Although rural tourism in Kosovo is developing, there is still a lack of modern marketing management in the sector to open up opportunities to increase the number of users of tourism services, as well as marketing strategies for the development of rural tourism in the long run. In this context, I believe that this dissertation is relevant to the conditions in Kosovo.

2. Purpose, tasks, hypotheses and research methods.

The purpose of the dissertation presented for an opinion is to analyze the marketing activities of tourism organizations in rural areas in Kosovo and to propose guidelines for improving and opening opportunities for sustainable socio-economic development of rural tourism. To achieve this goal, a basic HYPOTHESIS is tested: Marketing influences the development of rural tourism in Kosovo.

And four sub-theses:

HYPOTHESIS 1: The popularization of natural beauties contributes to the development of rural tourism.

HYPOTHESIS 2: Capital investments in infrastructure affect the development of rural tourism

HYPOTHESIS 3: Lack of places for tourists, poor hygiene and security have a negative impact on the development of rural tourism

HYPOTHESIS 4: Hotel services have an impact on attracting local and foreign tourists.

Research questions:

1. What is the impact of the promotion of natural resources on the development of rural tourism?
2. How do capital investments in infrastructure affect the development of rural tourism?
3. How does the lack of space for tourists, poor quality hygiene and security in the development of rural tourism have a negative impact?
4. How do hotel services affect the attractiveness of local and foreign tourists?

The dissertation defends the conceptual thesis that following the marketing concept of tourism management is a serious challenge to achieve the goal of mitigating the disparities in development between rural and urban areas, as well as reducing poverty in rural areas by increasing the opportunities of rural areas. population to have access to and participate in activities that generate income and contribute to the development of the country.

3. Visualization and presentation of the obtained results.

The dissertation is located on 205 pages. It is structured in an introduction, an exposition in three chapters, literature and appendices. The dissertation research is illustrated with 19 figures, 27 tables and 30 photos. The used figures, tables present in detail the information collected from the dissertation research.

4. Discussion of the results and used literature.

The first chapter includes questions that relate to the definition of the problem to be investigated, as well as the purpose of the research, the questions and hypotheses to be addressed. An in-depth review of the literature related to the main variables of the study is made. Based on theoretical statements, the concept for the development of mountain tourism and its marketing is determined.

The second chapter develops the research methodology. The goals of the applied methodological approaches in connection with the goals of the research have been developed. The survey methods, the data collection procedure, the tools used and the methods of statistical analysis are described in detail.

The third chapter presents the results of the study. This chapter provides a complete descriptive profile of all demographic variables of the study participants, as well as the main findings related to the research questions. This chapter follows the discussion and analysis of the results. Here the results of the study are with the data from a previous study and an attempt is made for a critical analysis. All conclusions

made in the course of the research are summarized and recommendations are made to develop rural tourism through the elements of marketing. Specific recommendations have been made for further future research in this area.

The study is accompanied by applications related to tables, graphs, tools and bibliography used for the purposes of the study.

5. Contributions to the dissertation.

In the presented dissertation the following contribution moments of scientific and new-applied character can be distinguished:

1. The main definitions and processes have been developed, which are defined and clarified by using a marketing approach in rural tourism.
2. The main risk factors faced by companies offering tourist services in rural areas are identified.
3. The benefits and costs of rural tourism in rural development are analyzed.
4. A strategic framework for rural rural tourism management in Kosovo has been developed.

6. Critical remarks and questions.

I have no critical remarks on the work of the doctoral student.

7. Published articles and citations.

Meriton Ismaili has published five articles. Three articles are independent and two are co-authored.

The presented materials correspond to the topic of the dissertation research. The presented abstract objectively reflects the structure and content of the dissertation.

CONCLUSION:

I believe that the presented dissertation meets the requirements of the Law on Agricultural Research and the Regulations of the Agricultural University for its application, which gives me reason to evaluate it **POSITIVE**.

I allow myself to propose to the esteemed Scientific Jury also to vote positively and to award MERITON ISMAILI the educational and scientific degree "Doctor" in the scientific specialty "Organization and Management of Production"

Date: 10.07.2020

REVIEWER:

Plovdiv (Prof. Dr. Nelly Bencheva)