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MARKETING MANAGEMENT IN RURAL TOURISM IN KOSOVO

Author's summery
dissertation for awarding the educational and scientific degree “doctor”at
scientific speciality “Organization and management”

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Plovdiv, 2020

I. GENERAL DESCRIPTION OF THE DISSERATTION

1. Actuality of theme

This topic is of great importance because, besides getting information on how well developed and promoted rural areas in Kosovo, we can see the impact of marketing on their promotion. We can also compare which cities in the region of Kosovo offer visitors attraction. This information may serve to ensure that those countries that are not at the right level in terms of development can be improved at those points that have shown that investment needs. This can be done by using the marketing impact and utilization of human resources by finding forms for their motivation for realization of projects that directly affect the development of rural areas in Kosovo which in the future will become the main places for tourists local and international.

After we have noticed that rural tourism in Kosovo is under development, but unfortunately, lacking a genuine marketing campaign that would promote and provide opportunities for increasing the number of visitors, I decided to approach this study for I also offer my recommendations for resolving this situation through a marketing strategy.

OBJECTIVES

In line with the purpose of the study, the following objectives and research questions have been raised:

Objective number 1:

- Creation of new jobs and increase of employment in rural areas;

Objective number 2:

- Supporting farmers in selected sectors in order to approximate with EU rules, standards, policies and practices;
- Supporting the development of tourism in Kosovo by applying modern computer technologies for displaying, interpreting and advertising the natural heritage;

Objective number 3:

- Supporting economic and social development aiming at sustainable and inclusive growth through farm development;

Objective number 4:

- Addressing the challenges of climate change through renewable energy exploitation.
- Diversifying the tourist product of Kosovo encouraging the development of cultural and historical tourism;

Research questions and hypotheses

Assumptions:

HYPOTHESIS: Marketing influences the development of rural tourism in Kosovo,

UNDER THE HYPOTHESIS 1: Promoting natural beauties, contributes to the development of rural tourism,

UNDER THE HYPOTHESIS 2: Capital investment in infrastructure and public lighting affect the development of rural tourism,

UNDER THE HYPOTHESIS 3: Lack of spaces for tourists, low-level hygiene and security have a negative impact on the development of rural tourism,

UNDER THE HYPOTHESIS 4: Hotel services affect attracting local and international tourists.

Research questions:

1. What is the impact of promoting natural beauties in the development of rural tourism?
2. How do capital investments in infrastructure and public lighting affect the development of rural tourism?
3. How negatively affects the lack of space for tourists, low-quality hygiene and security in the development of rural tourism?
4. How do hotel services affect the attractiveness of local and international tourists?

Organization of research

The organization of this research is done in **III** chapters.

The first (I) chapter includes issues that relate to the definition of the problem to be studied, the purpose of the research, the importance of the study, the questions and hypotheses to be addressed. Also a review of literature related to major study variables. The refocusing of the literature was intended to define the concept of development of mountain tourism and marketing and were also treated the basic theories that study the motivation and have been given different approaches based on previous studies.

The second (II) chapter describes the methodology used. It begins with an introduction and presentation of the purpose and objectives of the study. The method of its selection, the data collection procedure, the instrument used and the statistical analysis are then described.

The third (III) chapter presents the findings of the study. In this chapter, a full descriptive profile of all demographic variables of the study participants was provided, as well as the main findings related to the research questions were presented. This chapter follows the discussion and analysis of the results. This is where the findings of the study are critically compared, compared to previous study data and the researcher's attitude to the issue. All the conclusions drawn during

the work are summarized and recommendations are made for the improvements that are supposed to be made in order to develop rural tourism through marketing. Specific recommendations for further studies in this area are also proposed in this section.

The study is accompanied by annexes relating to tables, graphs, instruments and bibliography used for work needs.

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1. CHAPTER I -THEORETICAL AND METHODOLOGICAL BASICS OF MARKETING MANAGEMENT

ROLE AND IMPORTANCE OF MARKETING MANAGEMENT

Marketing as a concept implies different things. Many people, especially those who are not employed in marketing, see marketing as a functional business. From this perspective, the marketing stimulates other business functions such as production, search, management, human resources and accounting. Other individuals, especially those who work in marketing, try to see marketing as a process that manages the flow of products from a production point to a point of consumption. The major marketing organization, the American Marketing Association, has changed the marketing definition in 2005. From 1985 to 2005 AMA has defined marketing in this way:

“Marketing is a process of planning and executing the product, the price, promoting and distributing ideas, goods and services to create exchanges that satisfy individual and organizational objectives”.

In 2005, AMA has changed the marketing definition to better reflect the reality of competition in the market today: Marketing is an organizational feature and a series of processes for creating, communicating and distributing value for clients and managing customer relationships in order to benefit from its organizations and customers. Keep in mind that changes in definition are not simply of cosmetic nature. The new definition emphasizes two successful factors in today's marketing: value and customer relationships. The notion of value recognizes that consumer satisfaction can flow from many different aspects by offering overall products and not only to have access to high quality products at a low price. Customer relationships that grow and flourish extensively are an absolute necessity for the status of many products on the market. Although the earlier marketing definition has undoubtedly been a transactional focus, the new definition emphasizes a long-term relationship that provides value to both company and customer. The last way to think about marketing is about meeting people's and social needs. This broad coverage connects marketing to the standard of life not only in terms of consumption and prosperity, but also in terms of society's wellbeing. Thanks to marketing activities, the customer can buy vehicles from Germany, Japan, South Korea and South Africa, but organizations can also gain profitable profits and make customers and employees alive. However, marketing can also give a glimpse of the negative effects that can be generated. This view requires traders to take into account the ethical and social impacts of their activities and whether they practice good behavior by turning their community back on.

BASIC CONCEPTS AND DEFINITIONS OF MARKETING MANAGEMENT

THE CONCEPT OF RURAL TOURISM AND MARKETING

The tourism as an activity appears only when a certain level of socio-economic development of a country is achieved. It is born and develops when the conditions are created for people to

temporarily leave their permanent residence and temporarily move to a temporary residence to rest, to argue or for other tourist motives.

“Rural tourism focuses on actively participating in a rural lifestyle. It can be a variant of ecotourism. Many villages can facilitate tourism because many villagers are hospitable and eager to welcome (and sometime even host) visitors. Agriculture is becoming highly mechanized and therefore, requires less manual labor. This trend is causing economic pressure on some villages, which in turn causes young people to move to urban areas. There is however, a segment of the urban population that is interested in visiting the rural areas and understanding the lifestyle”

Marketing, in reality, affects the demand by trying to create a product or service that is attractive and affordable to the consumer, at a price that is convenient and easy to reach the desired product.

Marketing is so important that it can not be considered a special function. It is the whole business from the point of view of the final outcome, from the customer's point of view.

In the modern economy, enterprise business that bypass business philosophy based on key marketing postulates that are only for sale, threatens the unenviable financial situation. Only companies that are positioned on the basis of a proper marketing strategy and compile a clear marketing plan may have:

- Clear identity in the market.
- Loyal customers and ongoing business,
- Efficient and efficient utilization and use of resources,
- Tangible financial benefits, and
- True value added to the balance sheet.

STAGES AND APPROACHES TO MARKETING MANAGEMENT

MISSION AND LONG-TERM GOALS

Let's look at more concretely some basic marketing concepts. As we will see, the changes in today's economy have always changed our way of thinking about the basic aspects of marketing.

- What is the market?

Viewed from its most basic aspect, the market is a meeting of buyers and sellers. We think of the market as a group of individuals or institutions who have similar needs and can meet specific products. The market is a point of sale of buyers and sellers. For example, the home market is a meeting of buyers and sellers of immovable property while the automotive market includes the

buyer and the seller of the transport vehicles. Traders or retailers try to use the trade word to describe only the seller in the basic understanding of the market which has not changed for a long time.

-What has changed? Though there is no such big change, from "what" to "where" to a market, it means a place of meeting buyers and sellers. In both consumer markets (both home and automotive) and business markets (both for spare parts and raw material), the question of "what" quickly answered was "all" and the question "where" the answer very quickly became "everywhere" as the markets have become less geographically defined. Until recently, traders have considered markets as physical locations where buyers and sellers meet to make transactions. Although these places (eg grocery stores, shopping malls) still exist, technology mediates some of the fast growing markets. The market space term is designed to describe these time squares or space squares. In the market space, physical goods, services and information have been exchanged through computer networks. Market areas also exist in business. The transition from the market square to the commercial space has a significant degree of prosperity for traders. The fact that customers can buy, place orders and exchange information 24/7 means that these businesses should be able to operate in the same time frame. In fact, commercial space operators never have taken any holidays, they are never shut down. This also means that companies do not want to lose control over the information they have distributed around their company and products. Through diaries, discussion forums or even through the Facebook or Twitter site, clients can exchange information about the market space even outside the trading space. Furthermore, the replacement of human interaction technology can be a blessing and a curse. Many consumers, however, have been slow to accept commercial space because these countries do not have the human element. In such cases, the design and implementation of online experience is a challenge for commercial space operators. Finally, the prosperity of information available through today's trading spaces not only makes the consumer more educated than ever before, but also gives it the power in terms of buying and negotiating prices. Another interesting change in the markets is the appearance of complementary markets and media markets. A complementary market is a group of similar goods closely related to each other and services that are at the center of a specific consumption activity. A media market (online) offers access to a single point where buyers can identify and contact different retailers in the complementary market. Suppose, for example, that you are engaged in shopping for marriages. How many different shopping decisions will your fiancée do in the coming months? How many ads, newspapers, websites and magazines will you research? Although businesses and decisions are different, they all have a single theme of wedding planning. This is the driving principle behind a complementary market.

- What is the exchange? Concerning the concept of market, our ideas about exchange have changed in recent years. Exchange is traditionally defined as a process of seeking valuable value from someone who asks for compensation. This usually involves purchasing money products. There should be five conditions for the exchange to happen:

1. There must be an unlimited number of participants. Online auctions offer a good example. Each participant changes the process for others as well as the final result for the bid winner. Some auctions include multiple items of an item so there are multiple transaction requests within a single auction process. Each party has something to offer to the other side.

2. The exchange may be possible but not very rewarding without this basic condition. The Internet has exposed to us a large array of goods and services that we did not know had existed before. Today, not only can you buy a television or stereo receiver from a vendor but we also have access to hundreds of online retailers. Also the ability to compare products that are on sale and their prices allow consumers to look for the best value

3. Each party must be capable of communication and dissemination. The advantages of today's communication and distribution are great. We can find and communicate with potential exchange partners wherever and whenever on the phone, computer, interactive television and smart phones. We can also perform real-time free transactions by distributing expired articles that take place within a few hours if necessary. For example, you can send messages to Restaurant Centrum on your way from home to work.

Each party should be free to accept or reject the exchange. In the online network situation, this exchange criterion is becoming more complicated. Customers have increased their demand for reliefs with which they can return items to local traders. Light Returns Regulations are one of the many powers of traditional traders who are out of the online network. Returning items is more difficult for online transactions. In some cases, the ability to refuse the exchange is not allowed in online transactions. In other words, once the current purchase process is started, the customer is not free to refuse the exchange.

Each party believes it is desirable to switch to the other party. Consumers usually have great information about non-online dealers outside the network, maybe they even have a personal event that links them to them. In the online exchange, consumers often know nothing about other parties. To help resolve this issue, a number of third party businesses are encouraged to provide ratings and reviews to online retailers. This gives both parties in the exchange process a security that respects respectable individuals and reputable organizations on the other side of the transactions. The minimal achievement is that exchange has become much easier in today's economy. Customers do not need to make trouble for themselves to provide credit cards or fill in the form for forwarding information. Many online merchants will understand this information for us if we allow them. The ease with which exchange can appear today is a problem for individuals who do not have the skills to go because they can not yet complete the transactions. This is especially true for minors.

THE SPECIFICITY OF RURAL TOURISM AS THE SUBJECT OF MARKETING MANAGEMENT

NATURE OF RURAL TOURISM

The motivation process is far more complex and seemingly complicated. People have different needs, set goals to fulfill them and undertake a number of actions. For this reason only a theory or strategy can not satisfy everyone. Motivation theories try to analyze and explain why people in work tend to react in accordance with personal efforts and input. They describe the efficient

forms and ways how the organization can stimulate employees to achieve results, not by meeting their own personal needs.¹

Below are summarized some of the basic motivational theories that serve the purpose and design of the study. At the end of the section, the advantages and disadvantages of each are dealt with under the critical point of view. Thus, authors such as Maslow, McClelland, Alderfer and Herzberg have analyzed the employee's behavior depending on the needs he or she wants to complete at work. Hackam and Oldham have seen the process focusing more on the internal elements of the individual: how work and structuring tasks positively influence motivation. The last author to consider is Adams and the theory of equality.

Answers to such questions undoubtedly have their own significant effect on the motivational skills of a job and consequently also on the level of productivity that will have a perpetrator. Designing work is closely related to motivation.



Figure 1: Human Resources

Tourism in developing countries, in most cases, is almost a new economic activity, which is growing at significant levels in small time periods. This orientates the economies of those states to add to the efforts to create a tourist infrastructure and orientation of human resources in the tourist sector. Many times the current tourist infrastructure is not enough to cope with the rapid growth of tourist inflows. Developing countries support the development of tourism, because tourism can transform their economies from traditional farming to industrial and start the process of development.

The main product of tourism is not something that is produced by industry. The product is often the heritage and wealth of the community that serves as a destination. The business activity of the tourism industry is to promote the "sales" or the attractiveness of the community, the

¹Armstrong M, (2006), A handbook of human resource management practice, 10 edition, London, Kogan Page, page 251 – 253.

transportation of non-residents to the community, hospitality management to guide and visitor activities and to provide them with services and goods to purchase during the their position.²

EFFECTS AND IMPORTANCE OF TOURISM DEVELOPMENT

There are opinions of different thinkers for tourist management. According to Vjollca Bakiut, the territorial tourism management should pay great attention to the attractions that motivate the clients, not forgetting that they are the ones that form the image of the respective accommodation structures visited, starting from the global experience which includes the perception of the basic tourism goods and services such as natural resources, infrastructure and equipment, as well as public services. Often, tourism managers focus solely on creating new bids and inauring campaigns, not paying much attention to maintaining and retaining the attributes that really attract tourists.

The basis for a successful management of tourist areas, where tourist accommodation structures are set up and functioning, should be based on:

- Existence of a geographical area with the conditions suitable for the development of concrete accommodation structures according to the respective area;
- The presence of different activities studied and related to tourism directly or indirectly
- Conservation of geographic space to attract markets and different segments (tourist resources)
- Recognition from the national and international market as a place to visit (promotion)-

It is important also for the management of tourism to respect the factors influencing the economic and promotional development processes. According to Kotler & Keller⁸⁶, the factors that determine the external marketing environment are divided into macro-environmental factors and micro-environmental factors. Macro-marketing environment consists of factors: Politico-legal, Economic-demographic, Socio-cultural and technological, which together are known as PEST factors. While, the micro-marketing environment consists of: customers, competitors, suppliers and distributors. In order to direct the organization to this level of environment, Porter's five-model model has developed, the key aspect of which is the industry in which the company is competing.

Managing E- Internet-based Tourism. Tourism organizations use ICT to communicate with all stakeholders and manage and control their inventory. They use the internet extensively for E-Commerce and sell products directly to their customers. More and more the presence of the internet is a part of the mix promotion both for tourism organizations and for destinations. Today tourism organizations have their own information and reservation websites, allowing consumers to look for validity and pricing before they book online.

²Pearce,D. (1991) & Bull,A. (2002).

Management Functions. Tourism managers get strength not only from financial resources and management skills but also from their knowledge. They can become general acquaintances of the administrative and operational system legally and in practice. The good manager knows the system very well and tries to use it to reach their goals and development,

Problems in tourism management can be repeated because of conflict of objectives and conflict between different agencies. The objectives may be very narrow or very economical, focused on an environment use or abandoning non-economic factors .

BENEFITS FROM RURAL TOURISM

In order to be able to direct its business towards achieving its goals, the enterprise must develop a strategy that enables it to perpetuate its business through continuous market changes. The speed of adapting the enterprise to the new market conditions depends on the preparation of the enterprise for these changes. Farsighted businessmen anticipate the challenges and chances that the development of any particular market situation can bring. They adhere to business goals and determine the resources needed to achieve these goals.

Since marketing plays a major role in adapting the enterprise to market conditions, often strategic planning and marketing planning are used to name the same concept. However, strategic planning indeed includes the entire business activity, while the marketing plan focuses on programming mix mixing elements to help the enterprise adapt to market conditions. In addition to mix marketing elements, the strategic plan also programs other material and human resources needed to adapt the business activity to market conditions.

Although many strategic planning discussions are concentrated in large corporations with many divisions and products, however, small businesses may also benefit greatly from strong strategic planning. Given that most small businesses start with comprehensive business and marketing plans are used to attract potential investors, strategic planning usually remains sidelined until the start of business.

But what happens to small companies in moments when they realize that they have come into big problems and debts during their work or when their growth exceeds the existing production capacity or when they find that they have lost market share on the market of their competitors with the lowest price? Strategic planning helps small business managers to foresee such situations and make decisions about how to prevent or deal with those problems

Strategic planning of the enterprise represents the path through which the enterprise creates value through the configuration and coordination of its activities in the multidimensional market. Development of competitive market sustainability strategies, their implementation, adaptation of these strategies to environmental changes represents a continuous process The vision and strategy of the enterprise should be changed over time due to the problems or opportunities that can be identified through control.

A few years ago, Dr. William Patton, Ph.D., then Strategic Planning Advisor and Planning Leader, estimated that strategic planning is a key and very important issue of the company's fast

growth and profit: Patton stated, "Most literature cites there are three important issues for small companies: money circulation, money circulation, money circulation. I agree that these issues are quite critical, but there are three other issues that are most important: planning, planning and planning.

It is evident that for the achievement of predetermined objectives all enterprises realize a series of activities, whether informal, unstructured or soon-to-be. Although all attempts by enterprises are geared towards achieving the objectives, unfortunately, at some moments, some enterprises lose the sense of awareness of where they are headed. Such problems have been particularly faced by publicly owned enterprises in Kosovo due to the frequent change of the managing director, change of management policies, changes in business orientation, etc. The old saying: "If you do not know where you are going, then all the roads take you there" reflects the need of enterprises to use concepts and techniques that determine what activities to take and which do not.

RURAL TOURISM ORGANIZATIONS AS THE SUBJECT OF MARKETING MANAGEMENT

Rural development is a process in which people in rural areas (individuals, households, communities, farmers, etc.) pool their resources to improve living and working conditions. By improving and increasing their skills, they aim to increase the overall capacity of individuals and their community organizations to improve their incomes, health, education, infrastructure and other social services. Finally, rural people are given the opportunity to contribute to civil liberties, to manage their own development, balanced gender relations and sustainable use of rural environments.

Contemporary approach to sustainable rural development implies a complex approach, which includes: agriculture, national resources and their management, rural transport, water and sanitation, telecommunications, education, health, and social services.

In this regard, the World Bank has launched a Renewed Strategy for Rural Development (Reaching Rural Poor: A Renewed Rural Development Strategy - To Enrich Rural Rural Development Strategy), which focuses on:

- (a) In rural poor, consisting of those without land, few assets, leading women of families);
- (b) Economic growth on a broad basis (agriculture is the main source of economic growth, but also includes so-called non-farm activities);
- (c) Complex approaches (there are many parts of the mosaic - poverty, gender aspects, quality of governance, resource management, social equity);
- (d) Alliances with interested stakeholders (government, development agencies, civil society, private sector);
- (e) Global development impacts - globalization;

The strategic objectives of such a strategy and approach according to the World Bank would be:

- (1) Creating an environment for a broad and sustainable rural development;
- (2) Increasing productivity of agriculture and its competitiveness;
- (3) Economic growth based on activities outside agriculture and "off-farm activities";
- (4) Improving social welfare;
- (5) Improving the management of natural resources;

Regarding such an approach, it should be emphasized that the strong impact of agriculture on other sectors and the reduction of poverty can not be disputed. In the World Bank's quoted document, the GDP growth of 1% of GDP per capita affects the GDP growth of the poor by 1.6%. Growth in agriculture generates demand for growth in other sectors (demand for inputs and raw materials for processing).

However, only orientation in the development of agriculture can not result in sustainable rural development. Such a finding is particularly relevant for Kosovo, taking into account the level of rural poverty and unemployment, the small areas of arable land for a rural household, the limiting factors for the development of a competitive agricultural production in Kosovo in the domestic market and external, close proximity of rural / rural areas with centers and seven largest cities in Kosovo. For rural development strategy in Kosovo and building a sustainable development strategy for agriculture, these limiting factors need to be valorized carefully so that limited natural and budgetary resources focus on those priorities and sectors of agriculture that result in more great for the growth of welfare, not only in rural areas but in general.

Such dilemmas and problems make it necessary to define the profile of rural development on the basis of well defined national policies and based on strategies developed by stakeholders, especially from government, municipalities, communities - villages and local communities, farmers and their associations.

In the case of Kosovo this is even more current since rural areas have been the most affected areas during the war, so its population has faced many difficulties in the post-war phase. The livestock fund has been reduced by about 50%, while damaged and lost equipment and machinery reaches 70%. (Survey of 3500 families, Riinvest, August 1999). Farming as a typical activity in the village has declined due to these consequences and partly because of the population's orientation to settling housing issues. There is an assessment that the reparation of these consequences is going very slowly. There has been a greater movement of the population towards urban areas. There is a belief in farmers and the population that a system of measures and policies has not yet been established to overcome rural development problems. All of these pose challenges for achieving the target for mitigating developmental differences between rural and urban areas, as well as for reducing rural poverty by increasing the opportunities and opportunities of the rural population to have access to and participate in the activities they generate income and contribute to the development of the country.

CHAPTER II - STUDY METHODOLOGY

1.1. OBJECTIVES OF THE RESEARCH

The main purpose of this study is to describe and identify how rural tourism in Kosovo has developed and the factors that influence its development through marketing.

But this study has other goals, we can make comparisons between rural areas in Kosovo and see which of the countries has developed it more.

1.2. OBJECTIVES AND RESEARCH QUESTIONS OF THE STUDY

In accordance with the purpose of the study, these objectives and research questions have been raised:

- **Objective No. 1.** To measure and describe the natural resources that Kosovo has.
- **Research question number 1:** What do you consider as natural resources in rural areas in your municipality?
- **Objective 2.** To measure and describe investments made in those parts / areas.
- **Research question number 2:** How much has been invested and promoted?
- **Objective No. 3.** Measure and describe the impact of the developing rural tourism factor.
- **Research question number 3:** How much is the human factor influencing the development of rural tourism?
- **Objective 4.** To measure and describe the impact of marketing on the development of rural tourism.
- **Research question number 4:** How much is the impact on the promotion and development of rural tourism in your country?
- **Objective 5.** To measure and describe identify the appropriate social and institutional mechanisms for leveraging investment and promoting rural tourism in already identified areas.
- **Research question number 5:** According to you, what are the appropriate social and institutional mechanisms to make investments and to promote and develop rural tourism in the areas you have identified above?
- **Objective No. 6** To measure and describe the demographic extension of rivers and lakes in the Ferizaj region.
- **Research question number 6:** If there are rivers or lakes in your country, how often are they frequented by visitors?
- **Objective No. 7** To measure and describe the development of hotspots in rural areas or around rivers and lakes in Kosovo.
- **Research question number 7:** How far is the development of catering in rural areas or around rivers and lakes?

- **Objective No. 8.** To measure and identify the most developed and least developed rural tourism in Kosovo.
- **Research question number 8:** In what part of Kosovo tourism is more rural tourism development?
- **Objective 9.** To measure and describe the number of visitors and the period when they are more frequented by mountainous tourist sites.
- **Research question number 9:** In what time period is there more visitor to rural tourist sites in your municipality?
- **Objective 10.** To measure and identify whether or not there are tourist guides and information kiosks.
- **Research question number 10:** Do you have a guide or information kiosk about rural tourism in your municipality and how functional are they?

1.3. THE SAMPLE INCLUDED IN THE STUDY

Population of this study are citizens of Kosovo municipalities. The survey includes 210 polled citizens.

1.4. PROCEDURE FOR THE DETERMINATION OF THE SAMPLE

Since the sample is relatively large since it is taken from the level of high reliability in this case by the citizen directly. The number of surveyed citizens is a free choice as the main and definitive answer to the tourism given by the citizens themselves. While the number of respondents is occasionally occurring at the event site.

1.5. DESCRIPTION OF THE SAMPLE

The show across every region in the Ferizaj / Uroševac region is also determined by random survey. So in Peja polled 95 citizens, in Prizren 48, in Gjakova 21, in Gjilan 32.

Table 1. Data on the number of respondents in Kosovo consider:

1.6. STUDY INSTRUMENT

1.6.1. QUESTIONNAIRE

The questionnaire was used in this study. The questionnaire has two parts and is realized with the citizens of Kosovo respectively the municipalities involved in Kosovo. The first part focuses on demographic data while the second part contains a group of 10 questions. Questions are organized according to a ranking going from one end of the answer to the other. This is done to

deepen the depth of the issue we want to analyze. The analysis of all these data is done through the statistical program google polls³

1.7. DATA COLLECTION PROCEDURE

The purpose of this study was to identify and describe the role of marketing in the development of rural tourism in Kosovo.

Once the participants declared themselves willing to respond, this facilitated the study. The questionnaire was conducted online at google polls. To fill it was needed about 3-5 minutes. For this reason the realization of all questions extended into time, involving the majority of respondents.

During my survey, I did not encounter difficulties as they were very willing to help me.

As I mentioned above for completing this questionnaire, only 5 minutes were needed as it is more structured and responsive than the employee's. This questionnaire was created with Google Polls.

1.7.1. STATISTICAL ANALYSIS OF DATA

All data was collected through googlePolls⁴, all the data analyzed through the statistical package for social sciences (SPSS) and data was presented in tables and graphs through powerpoint descriptive analyzes. These procedures were used for the group of respondents, who were citizens of municipalities in Kosovo.

1.7.2. STUDY LIMITATIONS

Before generalizing the results of this study, consider some limitations that do not undermine its quality.

The study is carried out only with a part of the citizens so the whole population can not be overcome in this respect. Although during the survey the reasons and purpose of the research were shown, it is thought that some citizens took protective positions, perhaps because they did not feel secure in their responses. This affects the truth of the answers.

Some steps were taken to avoid some problems:

- Respect for the physical conditions for administering the questionnaire.
- Respect for ethical issues and confidentiality during the data collection phase.
- The gender quota was respected.

³ <https://docs.google.com/forms/d/e/1FAIpQLSeKpXLNi2rRAgViatAZmxH-nIXteSOBKJuQcKfUeJ6p7Ys66Q/viewform>

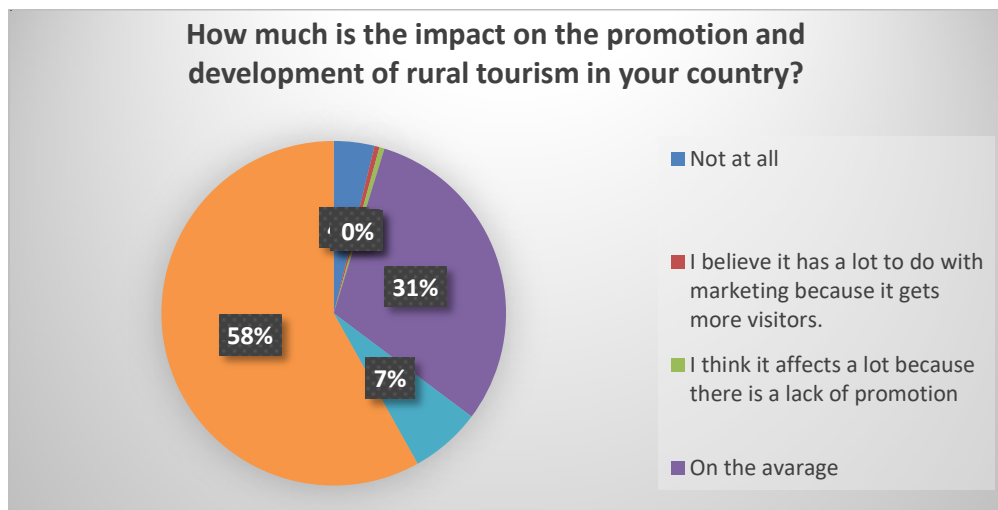
⁴ <https://docs.google.com/forms/d/e/1FAIpQLSeKpXLNi2rRAgViatAZmxH-nIXteSOBKJuQcKfUeJ6p7Ys66Q/viewform>

- The whole process was developed in accordance with the standard rules and procedures of scientific research.⁵
- There were no modifications or modifications to the instrument during the study. They were completed after the pilot phase.

1.8. PRESENTATION OF DATA

The purpose of this study was to identify and describe the role of marketing in the development of mountain tourism in the Kosovo region.

This chapter describes the overall results obtained from processing the quantitative data of the study and the characteristics of the participants in the study.



Graphic 1 Exploratory statistics on the impact of marketing on the promotion and development of rural tourism in Kosovo.

⁵

<https://docs.google.com/forms/d/e/1FAIpQLSeKpXLNi2rRAgViatAZmxH-nIxtESOBKJuQcKfUeJ6p7Ys66Q/viewform>

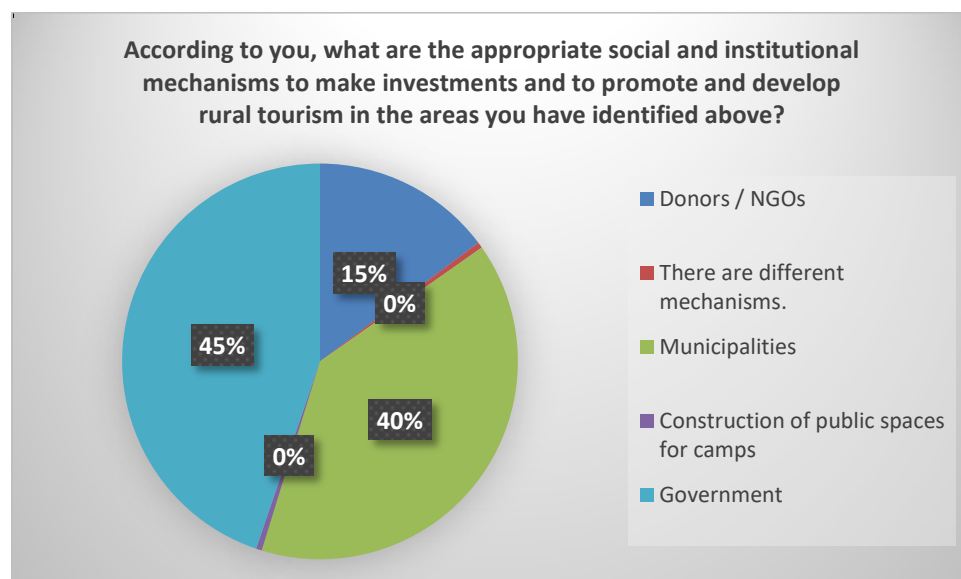
How much is the impact on the promotion and development of rural tourism in your country?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all	8	3.8	3.8	3.8
	I believe it has a lot to do with marketing because it gets more visitors.	1	.5	.5	4.3
	I think it affects a lot because there is a lack of promotion	1	.5	.5	4.8
	On the average	64	30.5	30.5	35.2
	Little	14	6.7	6.7	41.9
	Very much	122	58.1	58.1	100.0
	Total	210	100.0	100.0	

Table 1 Exploratory statistics on the impact of marketing on the promotion and development of rural tourism in Kosovo.

From the table we see that 58.10% of the respondents consider it very important to promote marketing for rural tourism and its development and 3.80% to say that it does not affect at all.

h) Statistics on the research sample



Graphic 2 Exploratory statistics on investments affecting the promotion and development of rural tourism in Kosovo.

According to you, what are the appropriate social and institutional mechanisms to make investments and to promote and develop rural tourism in the areas you have identified above?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Donors / NGOs	31	14.8	14.8	14.8
	There are different mechanisms.	1	.5	.5	15.2
	Municipalities	83	39.5	39.5	54.8
	Construction of public spaces for camps	1	.5	.5	55.2
	Government	94	44.8	44.8	100.0
	Total	210	100.0	100.0	

Table 2 Exploratory statistics on investments affecting the promotion and development of rural tourism in Kosovo

From the table we see that 44.80% of the respondents call the Government as the appropriate institution to invest, while 14.80% of them are eligible for investment by the Donors and NGOs.

Research question number 1: What do you consume as natural resources in mountainous areas in your municipality?

As a result of this objective, we consider the fact that 43.8% of Kosovo's citizens have chosen Mountains as valuable natural resources in their municipality. This finding makes us understand that Kosovo is the right country with the potential to develop rural tourism. Another element that implies that rural tourism can be developed in these areas is the fact that the pines found in these mountainous areas are also valued. While the least proportion of the natural wealth of the study turned out to be rivers and lakes. All these findings give us the green signal to start with a marketing campaign that would promote this natural wealth and provide opportunities for new investments that help develop tourism and economic development of the country.

In summary the main results are presented in the following table:

Response	Percentage (%)
Mountains	43.80
Pines	21.90
Rivers	13.30
Lakes	7.10
Waterfalls	4.90
Bifurcation	6.20

Caves	2.80
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Table 3 Descriptive data for the research question number 1: What do you consume as a natural resource in mountainous areas in your municipality?

Research question number 2: How much has invested and promoted that share?

Through this study I was interested in understanding the level of investments so far realized in rural tourism places, where 49.5 respondents estimated that investments in this area were done on average, and 21.4 was worth investing a lot. This suggests that the interest for the development of rural tourism in these parts of the municipalities of Kosovo is not that small, but it has lacked the promotion of marketing through which it is also issued as a recommendation from this research target after finding which I have done

In summary the main results are presented in the following table:

Response	Percentage (%)
Many	21.40
On Avarage	49.50
Few	25.70
Not	3.40

Table 4 Descriptive data for the research question number 2: How much is invested and promoted that part.

Research question number 3: How much does the human factor influence the development of rural tourism?

Findings that are made within this objective give us the great significance of having the human factor to help the development of rural tourism in Kosovo. The first reason that respondents considered the human factor to be important is the care it needs to have on the environment, maintaining and cleaning it, then not damaging it by cutting the forests and eventual deliberate burns. The other and very important avenue that contributes to the development of tourism is precisely the fact that it is the one who can support and develop it, create and carry out the right marketing campaign to promote those natural beauties.

In summary the main results are presented in the following table:

Response	Percentage (%)
Many	62.40
On Avarage	29.50
Few	6.10
Not	2.00

Table 5 Descriptive data for the research question number 3: How much does the human factor influence the development of rural tourism?

Research question number 4: How much does marketing influence on the promotion and development of rural tourism in your country?

The level of marketing impact on mountain tourism development is best shown through this objective of the study. Our findings showed that the impact of marketing is great in promoting and developing rural tourism. Undoubtedly this is still true. We should take the example of the countries of the region and Europe for the numerous marketing campaigns they organize to promote, preserve nature and at the same time to develop rural tourism. The impact of the emerging development of tourism also directly affects the country's economic development, helping to open hotel businesses, creating new jobs, and fostering these areas in very important rural tourism areas.

In summary the main results are presented in the following table:

Response	Percentage (%)
Many	58.10
On average	30.50
Few	6.70
Not	4.70

Table 6 Descriptive data for the research question number 4: How much does marketing influence in the promotion and development of rural tourism in your country.

Research question number 5: What do you think are the right social and institutional mechanisms to attract investment and to promote and develop rural tourism in the areas you have identified above?

Findings made in the framework of this objective study indicate that the appropriate and competent institution for developing mountain tourism is the Government but also the Municipalities. These two state mechanisms should develop long term strategies to help develop tourism by promoting natural beauty through marketing and information campaigns. Even non-governmental donors and organizations have no doubt that they play an important role in developing tourism, but they can primarily be a strategic partner to realize the team's common goals. If a partnership between the Government, Kosovo Municipalities and Non-Governmental Organizations is established, no doubt there will be a great promotional and lobbying power to increase investment and to develop rural tourism in Kosovo.

In summary the main results are presented in the following table:

Response	Percentage (%)
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Government	44.80
Municipalities	39.50
Donors/NGO-s	15.70

Table 7 Descriptive data for the research question number 5: According to you, which are the appropriate social and institutional mechanisms, to attract investment and to promote and develop mountain tourism in the areas you have identified above.

Research question number 6: If there are rivers or lakes in your country, how are they frequented by visitors?

Our findings regarding the question of how frequent rivers or lakes are frequented on average are little, as 42.90% of respondents rated it so. During the research it is noteworthy that the main reasons that these natural resources that help the development of mountain tourism are mainly due to poor hygiene and maintenance, therefore in the framework of the recommendations that will be offered are also the environmental care, especially in the places where the freemasonry is taking place.

In summary the main results are presented in the following table:

Response	Percentage (%)
Many	21.40
On average	42.90
Few	28.10
Not	7.60

Table 8 Descriptive data for research question number 6: If there are rivers or lakes in your country, how often are they frequented by visitors.

Research question number 7: How much is the hotel catering in mountain areas or around the rivers and lakes?

Our findings from this objective show that hotelierism in Kosovo is moderately low, because 35.1% of respondents rated it on average, while 31% of them thought it was little developed. This gives us the understanding that the investments that should be made in the development of hotels have a direct impact on the development of mountain tourism as tourists will now have hotel facilities to stay longer in the rural areas of the Kosovo region.

In summary the main results are presented in the following table:

Response	Percentage (%)
Many	21.90

On avarage	35.10
Few	31.00
Not	12.00

Table 9 Descriptive data for research question number 7: How far is the development of hotel catering in rural areas or around rivers and lakes?

Research question number 8: In what part of the tourism region of the municipalities of Kosovo there is more rural tourism development?

Based on the studies conducted through research I have also identified areas that are claimed to have the most developed tourism in Peja municipality. The findings showed that the most developed country is Boga, and when it is freed by many local and international tourists, it is also becoming free marketing, from social media posts, as it is known that we are now living in technology. But many of the worries are the fact that Mirusha as a mountainous place and very attractive for visiting all seasons is not good for mountain tourism, so I think it takes a good marketing campaign to help promote natural beauties and places hotels that are already housed there. Behind them for marketing campaigns there is a great need for Gjeravica, Anamorava e Marjash, these mountainous lands that are of a good nature and are very suitable for tourism development.

In summary the main results are presented in the following table:

Response	Percentage (%)
Boga	57.90
Mirusha	22.00
Sharri	9.60
Anamorava	8.60
Marjash	1.90

Table 10 Descriptive data on research question number 8: In what part of Kosovo's tourism sector is more rural tourism development?

Research question number 9: In what period is there more visitor of rural tourist sites in your municipality?

Based on the studies conducted, it turned out that the time span of which the visitor is the most is the summer season. Research showed that 46.20% of visitors prefer the summer season, while 32.40% of them winter, so these are the two seasons that in reality have more visitors in many other countries that have developed tourism. The fact that more visitors to this season make us

realize that tourism development investments will be appropriate as the summer and winter vacationers will have an additional option to spend their holidays.

In summary the main results are presented in the following table:

Response	Percentage (%)
Spring	16.70
Sumer	46.20
Autum	4.70
Winter	32.40

Table 11 Descriptive data for research question number 9: In what period is there more visitor to rural tourist sites in your municipality?

Research question number 10: Do you have a guide and information kiosk for rural tourist sites in your municipality?

Based on studies conducted through research, it is noticed that most of the municipalities in Kosovo have no guidance or information kiosk. This element demonstrates that the promotion of these rural areas is not at the right level, and even lacking basic information to acquaint visitors with the natural beauty of those areas, so investment in promotion through marketing is undoubtedly necessary in this situation, where marketing campaigns need to include guides and the formation of information kiosks.

In summary the main results are presented in the following table:

Responses	Percentage (%)
Yes, there are	18.10
No, no	81.90

Table 12 Descriptive data for research question number 10: Are there information guidebooks and kiosks for rural tourist sites in your municipality?

FINDINGS TO IDENTIFY COUNTRIES WITH POTENTIAL FOR RURAL TOURISM DEVELOPMENT IN KOSOVO.

Based on the research I have realized, I consider that the countries with the greatest potential for rural tourism development are:

1. Anamorava, Municipality of Gjilan, because it has great potential for the development of tourism as cultural, natural and recreational.
2. Marjash, Peja Municipality, due to its favorable geographic position, the natural resources it has available.

3.Mirusha, because it is considered as potential for the development of mountain tourism, is characterized by its beautiful mountains, and it is a place that tourists have an interest in visiting.

FINDINGS ON THE METHODS OF RURAL TOURISM DEVELOPMENT IN KOSOVO

To develop rural tourism in Kosovo through marketing I consider that the proper methods for carrying out a sound marketing campaign are:

1. Establish a strategic document for the organization and financing of marketing campaigns by the Government of the Republic of Kosovo and Municipalities with potential for tourism development,

2.Electronic marketing,

3.Marketing of automatic kiosks,

4.Telemarketingu,

5. Promotional shopping.

CHAPTER III – ANALYSIS OF MARKETING ACTIVITIES IN RURAL TOURISM ORGANIZATIONS IN KOSOVO

RURAL COMPLEX DEVELOPMENT AND ITS IMPORTANCE IN KOSOVO AND RURAL DEVELOPMENT MEASURES

The existence of an adequate infrastructure can be considered as one of the most important factors for rural development in Kosovo. It serves many goals, such as improving living conditions, ensuring access to markets, improving agricultural production, and attracting investment.

The overall improvement of living conditions can only be achieved with a developed rural infrastructure, but not just that. Rural infrastructure is also an essential prerequisite for increasing agricultural production, increasing competitive ability, and increasing profitability and, in general, greater revenue generation, which directly affects the growth of the standard of living. Having developed rural infrastructure in Kosovo is hampered by the worrying phenomenon of migration from rural to urban areas, because access to markets is very much the case, as well as the reduction of the differences between the village and the city, is constantly diminishing and therefore the motive for migration.

The factors that should be mentioned here are:

However, the problem lies in the training of secondary and tertiary channels, which actually translate the water to the farmer. Without the training of these channels can not be said about an efficient irrigation system. Alternatively, irrigation systems are more widespread in the villages of the Dukagjini region, where there is a considerable tradition in this regard. It is very necessary to continue investing in the rehabilitation and maintenance of existing water systems. Although Kosovo's budget opportunities are very limited, public investment should be considered for further development of the irrigation system and agricultural production in general.

Sustainable rural development in Kosovo can not be imagined without a general and robust development of rural infrastructure. It is evident that this can not be done without budget support. Although there are many needs and budget priorities in Kosovo, it is very necessary to increase the awareness of budget projectors that the largest budget investments for rural infrastructure set the foundation for overall rural development, especially agriculture.

Infrastructure can be considered as one of the most important factors for rural development. It serves many purposes, such as improving living conditions, creating market access, improving agricultural production, and attracting investment. The presence of roads, water, electricity and some areas of the irrigation system will form the pool. The lack of this base for infrastructure is often mentioned by the inhabitants of the deep areas as the most unfavorable factors. But there are many other infrastructure-related needs, such as health and education, which are of extraordinary importance but are not addressed in this document. In the general plan, infrastructure shortages are very large in rural areas. On the other hand, there is inequality in access to services between mountainous, hilly and lowland areas. Rural infrastructure is more developed in the lowland areas, less developed in hilly and less developed areas of mountainous areas. Poor living conditions and infrastructure services in mountainous areas have imposed massive moves towards coastal lowlands and large urban centers. This move has

increased the pressure for infrastructure services in the coastal lowlands and urban centers and has rapidly reduced it to small-scale villages. This vicious circle makes it difficult to establish a balance between high demand and the need for infrastructure services for the most populated area of the low area and the same important infrastructure needs that have the most remote areas or areas with lower density population. Achieving such an equilibrium will be very significant for the development of Albania in the years to come. The involvement and increased participation of the community in the construction and rehabilitation of infrastructure at the local level will be very important in this process.

Improvements in rural areas are closely related to the decentralization process, which passes the responsibility of water supply to the local government. A strategy for water supply and sanitation in rural areas has been prepared, which aims to change the way the water supply is carried out by the Government. The government's role should be to support the new institutional framework and to provide the necessary regulatory framework that guarantees the participation of community organizations in management and decision-making in relation to drinking water supply.

- Rural roads. The rural road network is extremely poor and in very bad conditions. About 50 percent of rural roads can be considered as almost impassable. Most of the roads have been neglected and have not been maintained during this decade. While a number of routes have been improved with donor assistance over the recent years, and the major part of the work for rural road construction and rehabilitation is decentralized at community level, the conditions do not seem to be significantly improved in many areas away. Even for new roads, little has been invested in maintenance due to lack of funds and lack of capacity and organization. The improvement of the rural road network is very essential for the economic development of rural areas. The road network allows people to have access to information and markets, as well as to the education and health services, but also enables free movement of people where there are more chances to earn a living. Passable roads facilitate the provision of social services and is a prerequisite for investors to invest in rural areas.

- Agricultural research. There is considerable scope for a higher efficiency of scientific research operations, through a more appropriate research program, improved cooperation between the remaining institutions and a clear definition of scientific research priorities that reflect the needs for development. The government should think about needs-oriented needs-based science funding systems, including competitive systems. It is necessary to reduce the number of research institutions and to consolidate those that remain in a national center with a limited number of branches. Some of the remaining ones would be the corn, forage, wheat, fruit and vegetable institute. Funding should be based on cost coverage for the development of seedlings, while specific scientific research in line with government priorities should be funded by the public. The production of embryos, seeds and vaccines should be transferred to the private sector. The main focus of research work should focus on adapting and introducing technologies that can provide low cost, effective solutions to farmers' problems.

- Extension service in agriculture. The current extension service is subordinated to the Ministry of Agriculture. Various programs have supported this service over the last decade, focused on training, technical assistance, transportation arrangements and demonstration activities. Extension services are present in all districts. A political document aimed at restructuring the extension service has recently been approved by the government. It aims to increase service ties

with the private sector and create private counseling centers with a view to achieving self-sustainability. The main role of the Ministry of Agriculture and Food in this regard should be continuous support for the development of a diverse information system. Advisory services for large market-oriented farmers should be left to the private sector, including farmers' associations, producers, traders, suppliers of inputs and other sources of information. The Ministry should fully support these developments through joint training and dissemination of materials containing information obtained from farm research and practical demonstrations. The performance of the Regional Agricultural Advisory Centers, which have emerged as a public sector structure, planned to be fully privatized for a period of five years, should be carefully monitored and evaluated with a view to their future expansion in the area other depending on performance and effectiveness. - The public extension of the extension to the Ministry should be concentrated to a large extent on small and medium-sized farmers, especially those with market orientation. This kind of approach requires

- The fair will be able to explore some of the agricultural trade areas such as medicinal plants, olive products, honey, other dairy products, djathera and smoked meat. However, these markets need to be steadily maintained. Especially for medicinal plants, development should be oriented towards their cultivation rather than their accumulation in the wild, which endangers the consumption of natural resources. Processing these herbs would add value to them. The government can support the regulatory framework and export opportunities for these products, as well as improve their scope in the framework of agricultural extension. However, the operation will be entirely on a private basis and will remain a commercial space for convenience only for a small number of farmers who will be doing their business in this regard.

- The ongoing lack of investment funding in the rural sector is a fundamental obstacle to rural development in Albania. There are many factors that can be identified as inhibitors for the development of rural financial markets, some of which are

- High transaction costs and high risks of rural finance,

- Incomplete information on potential clients and opportunities for lending in rural areas, and - A poor legal and institutional framework for safe transactions.

These barriers have kept commercial banks installed in urban centers and focusing on urban financing, thus slowing down the development of financial services and financial agents.

- Despite slow prognosis in the development of rural financial services, some encouraging tendencies have begun to emerge. Many World Bank-funded initiatives, IFAD, IFC and several non-governmental organizations have laid the foundations for the deployment of a sustainable rural financing system. Early lending initiatives for farmers and other rural entrepreneurs through village credit funds are now being completed with focused efforts to develop a national system of savings savings associations, which will enable saving of savings or even lending. These are formal financial institutions, the operation of which is regulated by last-time credit default swaps, which makes them subject to control by the Central Bank. Progress towards development has resulted in a national network of rural financial institutions, which aims to provide financial services to the rural part of Albania. Over the next three years, the scope of rural population coverage through such services will be expanded, but the number of rural agricultural economies that will have access to credit.

-The rural economy depends on potentials in the non-agricultural sector. While agriculture will continue to play a dominant role, especially for the labor-intensive work, it will be necessary to develop other businesses in order to improve income security opportunities in rural areas and lower unemployment. Thus, the development of non-farm activities will have an impact on migration flows and the overall business environment in all areas, making the site more appealing to other services, but also to people themselves. The current development of the non-agricultural sector is minimal and informal. It is limited to second-hand (low quality) construction, small technical and personal services. In addition, over the last decade, the economy has grown rapidly in and around the main urban lowlands where the concentration of factors production has enabled better and faster investment repayment.

-As agriculture has been successful in supporting food security, it still remains in many areas of the country, mainly oriented towards production for household consumption, as a result of the lack of structural incentives to produce extra, which she is able to do it. Extra limited production is reflected in the low level of income from the agricultural sector and consequently low demand for goods and services to the country, which will contribute to the development of the environment where the rural business is developed.

On the other hand, the development of the non-farm rural economy has suffered from a significant lack of institutional structures necessary for its development. A cross-sectoral program designed to support and encourage investment in the function of business development, with a focus on capacity building with local economic potentials, will greatly serve in regulating the current structural disparities. Information technology can help to connect more remote areas with markets that they would not be able to reach by traditional means. Competitive grant funding schemes could support a wider rural program and meet two important criteria - be managed locally and imposed by the local environment. In order to promote the development of rural businesses of a non-natural character, attention should be paid to the following key aspects:

- Capacity building and support for entrepreneurs in their areas of production and employment;
- Training and training in terms of technical and business skills, and the introduction of low cost technologies, suitable for exploiting identified opportunities;
- Support for the development of business opportunities and market instruments for rural areas;
- Institutional capacity building in the fields of local government, civil society organizations and rural financial services; and
- Improve the discipline of property, institutional and commercial premises that hinder business development.
- Natural resources in Albania have drastically degraded over the last decade. Problems born in this direction would be:

uncontrolled revulsion and fires in forest areas;

- The large increase in the number of livestock and consequently the overfishing of pastures, especially in mountainous areas;
- Soil erosion and degradation as a result of agricultural production in border areas, especially in hilly and mountainous areas with broken relief

The case when a product is originally created and only after it is thought to be possible for it to be sold is called "an old marketing concept" or "marketing as a sales policy instrument". The modern concept of marketing, on the contrary understands marketing as a concept of destination management whose interest is that all activities are oriented consistently to current and future market demands. The main goal is only that direction. Marketing the destination plan is an indispensable mechanism in the inventive management of the many elements - products, positioning, markets, distribution channels, promotional activities - which constitute the concept of marketing the tourist destination. It is important to note that the word is a planning document for which there is a permanent obligation of verification and the success of which must be proven in practice (market).

The marketing tourism management plan is most often developed in five stages as it is true, some authors define different marketing management steps by mentioning more or less phases.

DISCUSSIONS, FINDINGS AND RECOMMENDATIONS

In the last chapter, the discussion on the study, the recommendations I offer and the completion of this paper are presented.

STUDY DISCUSSION

The first point of discussion should be precisely the theme of this PhD's thesis on the impact of marketing on the development of mountain tourism. This study was aimed at identifying the most potential countries to develop rural tourism in Kosovo. To achieve the objectives of the study we created Google Polls from which we surveyed respondents online from the 4 municipalities of Kosovo (PEJA, PRIZRENI, GJAKOVA, GJILANI). The research results that the most valuable natural assets found in the mountainous areas of Kosovo are the mountains (Grykat) Pine, fir and other trees) and later the rivers. This ranking is the best indicator to show that Kosovo is a country with the potential to develop rural tourism. The research showed that investments in rural areas of Kosovo are not satisfactory, which is stalled and in some places it is impossible to develop the rural tourism of this region. To solve this situation, the impact of the human factor very important, while promoting and developing rural tourism in the main Kosovo will have the impact of marketing, but to make or to organize a worthy marketing campaign must be social and institutional commitment. The development of rural tourism undoubtedly there will be an impact on the rivers that are located in those areas. During the research it is noticed that catering in rural areas is not sufficiently developed, this directly affects the decrease in the number of visitors due to the fact that most tourists plan to stay in the mountains for several days and near the rivers.

The only part of Kosovo's municipalities that is housed in the tourist area by shaking the visitor inside and outside the country is Boga, while other countries with potential for mountain tourism development such as Anamorava, Mirusha and Marjash etc., have remained significantly more developed, due to small investments in these areas.

The time period in which the visitor is mostly wine is, while the winter season is not far away.

The study also noted the lack of guides or information kiosks each Kosovo municipality should have.

Mountains are crucial to life. In addition to being rich in biodiversity more than any other eco-region in the earth, mountains provide the majority of world waters and are often referred to as the natural water towers.

<ul style="list-style-type: none"> ○ Affordable geographic position ○ Natural resources available ○ Bifurcation as a phenomenon ○ Existence of special areas for tourism ○ Good conditions for industrial development ○ Rich Natural Rescue ○ Adequate climate conditions ○ Human Resources Sufficient ○ Attractive landscapes 	<ul style="list-style-type: none"> ○ Lack of infrastructure ○ Lack of specialized human resources ○ Absence of a clear plan for the development of tourism in this region ○ Lack of health checkpoints 	<ul style="list-style-type: none"> ○ Competitive advantage with good prices ○ Pristine landscape ○ Preserving and protecting the environment a particular asset ○ Agrotourism development 	<ul style="list-style-type: none"> ○ Do not regulate road infrastructure ○ Pollution of the environment ○ Social Economic Crisis ○ Little number of investors ○ Lack of co-operation between municipalities
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Table 13 SWOT Analysis

FINDINGS

Analyzing the natural potential and the cultural heritage we can say that these rural areas with tourist destination make possible the development of some types of tourism because of the good climate can serve as tourism centers for the development of winter tourism and that of summer tourism.

Agrotourism is another possibility of rural tourism development which can take place in various forms. Also a special attention should be paid to the old buildings of traditional architecture that are delightful for tourists. Priority has been acquired by Mirushescila of great educational, scientific and tourist importance.

As a result of the lack of infrastructure (roads, lighting, ski slopes etc.), the local tourists are obliged to spend the winter but also the summer vacations in the neighboring countries such as Albania, Macedonia, Bulgaria, Greece, Montenegro

RECOMMENDATIONS

Despite the still unfulfilled elements, Kosovo's rural tourism is a highly frequented destination that would make it possible to recognize and promote the natural beauties of the state of Kosovo, which for the sake of truth is still at an average and a minimum level.

- Municipalities in rural areas of Kosovo should jointly develop a rural tourism development strategy and be supported with funding and investments to better respond to the tourist offer.
- It is necessary to invest continuously in road infrastructure, especially on the roads to be sent to mountainous areas and to have continued maintenance during the winter season.
- A Legally Supported Task Force should be established to prevent damage to forests and fauna.
- Carefully guard the originality of ancient cultural-religious monuments, traditional towers.
- Illegal hunting should be minimized and controlled by competent authorities as many rare species are almost extinct.
- It is necessary to build medical centers (ambulances) and the medical team to stay throughout the tourist season.
- Awareness of the community living in those areas should be superior to the existing potential tourism values.
- It is necessary for hotels, restaurants and accommodation units to take care of the price they set, because in some cases the high prices leave the visitors and at affordable prices to attract more visitors
- Organic foods can be produced and sold in improvised small markets.
- Promotion of marketing should be continuous and attractive for these areas.
- Notwithstanding the economic power of the investor, the construction of hotels and restaurants should not be made without an urban design of the area.
- Construction of informative kiosks, guides.
- Through financial and technical assistance, MAFRD and other stakeholders - agribusiness associations and farmers, should support productivity growth for priority sectors, especially livestock, fruit and vegetables.
- In the context of changing economic policies, continue with fiscal incentives for agricultural production. It is recommended to analyze and improve the implementation of VAT and its harmonization with other measures of economic policies and neighboring countries.
- In the framework of governmental efforts to promote the development of priority agricultural sectors, consider the opportunities, resources and institutional capacities for the formation of a fund for subsidizing interest rates on lending to increase primary production, with the impact on increasing domestic market share and export growth.
- Taking into account the interests of consumers, consider the possibility of applying a seasonal lightweight protection to the vegetable production sectors within the permitted limits of the World Trade Organization. These measures would be implemented alternately by focusing on: quantitative limitation (quotas) for specific agricultural products, the temporary increase of customs tariffs (prelevments) and the combination of two groups of higher measures.

- In the framework of improving the level of organization of farmers, new efforts should be made to establish and expand new farmers' associations in specific sectors of agricultural production, as an effective form of resource mobilization, increase of agricultural areas, increase of yields and the greatest opportunities for acquiring financial and technical assistance. - In cooperation with donors, MAFRD and municipalities to implement projects for capacity building of these associations.

- Municipalities, local SME development agencies and ministries involved in development policies should develop a rural entrepreneurship development program, mobilizing local rural resources and promoting family businesses (wood processing, medicinal plants, forest fruits, beekeeping, tourism rustic and similar complementary activities).

- It is recommended that municipal governments, in cooperation with MoTT and MAFRD, within the framework of their development strategies, focus on improving rural infrastructure, especially in road development and in providing better transport.

- In the framework of privatization discussions, in particular, the issue of privatization of socially owned land should be addressed. Meanwhile, provide support for the establishment of the Public Fund for Land Protection and Management by leasing it. It is necessary to consider the possibility of legal protection of agricultural land from illegal occupations and constructions.

- Continue efforts to strengthen and consolidate existing irrigation systems in order to increase the irrigated surface.

- Important actions for the future would include:

- Creating new opportunities for income generation and market access for rural poor communities within the framework of sustainable ecological, economic and social management, forests, pastures, and water separation curves, including access to information technologies; - Integrated rehabilitation of forests, pastures and fertile land, degraded and eroded, through the management of micro-areas in communal lands;

- Normalization of biodiversity and protection of the environment through the conservation of biodiversity, mainly in protected areas, and awareness about environmental protection;

- Strengthening the institutional capacities of natural resources management and environmental agencies at the central, regional and local level, and providing support for the creation of a coherent legal, political and economic framework for the decentralization of municipal forest and pasture management.

Above was described the challenges and opportunities that stand in front of rural areas. There are identified eight key areas in which progress is very important for the coming years in order to assist development, solving problems of poverty and sustainable management of natural resources in rural areas. Defining priorities within these sectors remains difficult. They all make up the main components of a successful rural development recipe. In the absence of even one of them, the result would not be so satisfying and the progress could be unstable.

- Priority setting should take place at two levels: macro and micro level. At the macro level, improving the legal and political environment will be essential for any kind of step forward

towards development, but especially for attracting investment in rural areas. The government will need a sound vision and a capacity to translate the vision into action. At the micro level, supporting rural services are key to solving a number of problems at the same time. However, success will depend heavily on the quality of services that ultimately relates to the capacity of individuals and organizations involved, and their abilities and opportunities to change and develop.

- Rural development is the responsibility of a number of governmental and non-governmental institutions. The process of implementing the Economic and Social Development Strategy and the Medium Term Budget Program represent a platform in which institutions can exchange views and agree on further steps to achieve the common goal for rural development. This platform should be used more decisively and should not remain at the overall macro level. It should contain sufficient details that allow responsible persons in different institutions to translate these goals into concrete actions. This becomes even more important in a decentralized environment. At the same time, the Government will need to set up better monitoring indicators, allowing analysis of the impact of different actions and encouraging their review where necessary.

- Rural development in the broader sense should remain a priority for WB commitments in the years to come. The Bank can support the essential developments through the portfolio of its future projects, CAS and PRSC programs, as well as a further analytical work. The Bank's activities in terms of rural development will focus on the main factors that have been addressed in this paper.

- The ingredients are in recipe to consolidate growth and promote sustainable development in rural areas of Albania. The challenge will be to include rural areas in the overall development program and identify people within the government and civil society who can put this program in motion. To achieve success, the allocations and capacities of people involved at all levels are important.

- Competent tourism institutions should develop clear tourism strategies that orient Kosovo's tourism towards development sustainability and implement drafted strategies, develop and implement the regulatory plans for tourist areas.

- When designing tourism policies, competent authorities buying tourism policies should continually cooperate with the business community and the local community in drafting and implementing tourism policies.

- The most prominent focus of the competent institutions should be oriented towards setting up a marketing strategy for tourism development, such as a marketing mix marketing strategy.

- Central and local levels, but also other interest groups, should be oriented more towards the development of cross-border tourism through the creation of necessary facilities and financial capital growth, which will be oriented towards the development of cross-border tourism.

- The public sector at the central and local level should find the potential for private and private tourism development initiatives to provide financial and institutional support.

- The private sector should be more organized and increase its public sector impacts in order to increase institutional support for the sustainable tourism development through the development of sustainable tourism development strategic documents.
- The private sector with their development strategies should be oriented towards increasing their capacities to meet the tourist requirements and targeting the tourist demand, always orienting towards the development of sustainable tourism.
- The private sector should articulate its own needs and address the public sector to develop favorable tourism policies that enable them to develop tourism.
- With favorable tourist policies designed, the private sector, its businesses should develop by respecting the surrounding environment.
- The private sector is not enough to focus solely on capacity expansion, but their investments should also be oriented towards the development of human resources and the provision of attractive tourist offer for tourists.
- The need for the private sector is also the use of promotional marketing for their businesses in the right time and the right place, special importance should be paid to investments in information technology.
- The local community should be an integral part in important decision-making processes for sustainable tourism development.
- The local community through cooperation with the public and private sector should contribute to the development of sustainable tourism.
- Involvement of the community in important tourism development meetings should be continuous and their demands should be treated with extra professional care.
- The local community should be an integral part in decision-making on tourism development planning.
- Always informing the local community of important tourism projects should be timely and objective information of the competent institutions.
- The more positive impacts that tourism has on community development, the community will be more open and cooperative in the development of tourism, the closer the community is to these impacts, the more the effects of community tourism will increase.
- Tourists, interest groups for tourism development, should focus more on the design and implementation of a concrete marketing mix policy, which should aim at developing and promoting the region as a tourist destination.
- Interest groups should aim to increase tourist turnover by coordinating their activities.
- Relevant actors need to identify the needs and demands of tourists for the services they require, not only for increasing service and tourist accompaniment, but also for other services.
- Tour operators in the region should take concrete steps to inform tourists about tourist offers and decisions to come to the tourist destination of RTASHK to get as many tourists as possible.

REFERENCE FOR CONTRIBUTION

The Phd thesis “MARKETING MANAGEMENT IN RURAL TOURISM IN KOSOVO” contains the following core offering ideas and solutions for the theory and practice of management:

1. The main definitions and processes are defined and clarified by using marketing approach in rural tourism.
2. The main factors of the risk are established which firm are faced offering tourist service in rural areas.
3. There are analyzed the benefits and costs of rural tourism in development of rural areas.
4. It is made a strategic framework of rural tourism management in rural areas in Kosovo.

LIST OF PUBLICATIONS IN THE TOPIC

1. Meriton I., J. Fejza. Motivation and its impact on an organization. Knowledge International Journal, vol. 28.5, 14 december 2018, pp. 1571-1577
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