

THE IMPORTANCE OF THE TOURISM INDUSTRY IN KOSOVO WITH EVIDENCE FROM RURAL AREAS OF THE PRISTINA MUNICIPALITY

Sokol Sallahu✉

University of National and World Economy, Bulgaria

Abstract. This study analyses the importance of tourism as an industry to achieve the sustainable development in the municipality of Pristina. An analysis of local and international tourism is provided, as well as data presented on tourists' stay in the Pristina region, and the positive impact on the growth of tourism over the years. This study uses a series of methods, such as qualitative and quantitative research methods, while the data in this paper are presented as a descriptive and comparative analysis of the pre- and post-pandemic eras. At its core, this paper has the analysis of strategic flows of tourism, which aim to explain the factors that influence certain behaviour of tourists and the relationships that determine the demand and supply of the tourism potential for the economic development of Pristina Municipality.

Keywords: impact of tourism, industry, economic development, municipality of Pristina

INTRODUCTION

Rural tourism is in the initial stage of development in Kosovo. Interest in focusing on rural tourism has grown, as it is seen as one of the future prospects for sustainable development. As in most countries, in Kosovo rural tourism is considered to be a critical factor in the development trends of rural space, a factor in developing agriculture, as well as in reducing the rural depopulation (Kulcsar, 2009). However, the role of tourism in the

development of rural areas in Kosovo is still unknown, since its contribution to household income and job creation remains unclear. Nevertheless, in many rural areas of Kosovo, rural tourism seems to be an important incentive for entrepreneurship, a local initiative in combination with the short food supply chain of local farmers and the development of rural tourism resources (Gjokaj et al., 2018). Furthermore, agriculture is still the main economic activity in Kosovo's rural areas and the main contributor to the economy, accounting for about 8% of GDP, 18% of exports, and about 30% of employment (WB, 2020). It is an activity with great potential to support environmentally sustainable growth, with over 60% of the population living in rural areas, most of whom are engaged in agriculture (MAFRD, 2021a). Rural tourism in Kosovo has been promoted and supported through international donor funds given to different agencies and private sector initiatives, with the primary aim of generating additional income for rural households and sustainable management of the natural and cultural resources of Kosovo (Arënliu, 2015). Despite the gradual recovery of supply chains, Kosovo is highly dependent on food imports, as the recovery and expansion of the primary production and processing base is hampered by several issues, which include poor use of inputs, outdated technology, production chain disruptions, weak advisory services and a high degree of land fragmentation (Gjokaj et al., 2017). Despite the array of problems,

✉Sokol Sallahu, University of National and World Economy (UNWE) Sofia, Bulgaria, e-mail: sokol.sallahu@unwe.bg, https://orcid.org/0000-0002-5109-9421

challenges and difficulties faced by Kosovo's rural enterprises, these enterprises still represent the main factor and the best potential avenue for economic growth in Kosovo's rural economy (Gjokaj et al., 2021).

At the local level, the data of the Kosovo Agency of Statistics (KAS) show that the region of Pristina is the main tourism destination in Kosovo. From 2008 to 2021, more than 1.12 million local and international visitors to Kosovo gravitated to the Pristina region. The comparative data among the seven regions of Kosovo are presented in Figure 2, as the data shows that the Pristina region is one of the main destinations for tourists, where from 2008 to 2021 more than 1.8 million visitors stayed overnight. The municipality of Pristina is located in the central part of Kosovo and covers an area of 572 km². Pristina is the administrative, political, economic, and cultural center of Kosovo and the most populous municipality. The huge influx of people into Pristina after the 1999 conflict placed tremendous pressure on the existing infrastructures, from accommodation to public services to roads (Municipality of Prishtina, 2018). Pristina has places of worship for the Islam, Serbian Orthodox, and Catholic religions. The major religious landmarks include the Imperial (Fatih) Mosque built in 1461 by the Turkish Sultan Mehmet II Fatih, the 13th-century Gračanica Serbian Orthodox church and monastery situated just 10 km from the center of the city of Pristina, and the Catholic Church in the Ulpiana district (Municipality of Prishtina, 2009). The territory of Pristina is made up of hills and valleys. The main city was originally established at the crossing of a river and developed quickly and continuously in the nearby foothills. The municipality encompasses a wide rural areas: to the east, hills, valleys and forests, to the west, flat land. Taking into account these characteristics, a wide range of economic activities are evident in Pristina, including construction, agriculture, communications, the trade and hotel industry, and the rural tourism industry (Municipality of Prishtina, 2009).

DEFINITION OF RURAL TOURISM

As defined by the UN World Tourism Organization, rural tourism is a type of tourism activity in which the visitor's experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyle/culture, angling, and sightseeing (UNWTO, n.d.). However, the definition of rural tourism

differs from country to country (Rátz, 1998). The term "rural tourism" has different meanings in different countries. For instance, in Finland, it usually means renting out cottages to visitors or providing catering services in the countryside, while in Hungary, the special term "village tourism" exists, indicating that only activities and services provided in villages are included in this kind of tourism. In Slovenia, the most important form of rural tourism is tourism on family farms, where guests stay either with the farmer's family or in a guest house (Rátz, 1998). In the Netherlands, rural tourism means camping on the farm, with most farm services linked to route-bound activities such as cycling, walking, or horse-riding (Kloeze et al., 1994), whereas in Greece, the main focus of rural tourism is bed and breakfast with accommodation in traditionally furnished rooms and with traditional breakfasts often based on homemade products (Turner, 1993). In Italy, rural tourism is far ahead and has evolved into a form of agritourism, building on and connecting its traditional activities of farming with tourist activities; it is also supported and detailed by specific national level and regional level legislations (Santucci, 2013). Referring to Kosovo's ARDP (ARDP 2014–2022), rural tourism has certain typical characteristics, such as being experience-oriented, the locations are sparsely populated, it is predominantly in the natural environment, meshes with seasonality and local events, and is based on the preservation of culture, heritage, traditions, and local food (MAFRD, 2013).

For the highly populated Kosovo and due to the rather poor life quality of the urban population with rather poor urban planning and public facilities for recreation and leisure, the provision of outdoor experiences, and weekend vacations in rural areas, could be one of the future prospects for rural tourism and leisure facilities. The development of mountain and nature tourism is one of the key priorities for developing tourism in Kosovo. A special emphasis will be on eco-tourism, farm tourism, and hiking tours, which currently lack the infrastructure for accommodation and locally produced food (Gjokaj et al., 2017). A study on diversification has identified the great potential of mountain tourism in the south and the western part of Kosovo with a strong link to the National Parks. In the eastern part of the country, village tourism could be supported, including wine tourism (MAFRD, 2013). According to Kosovo's Strategy for Agriculture and Rural Development (SARD 2022–2028) in Kosovo, there are 1,564 cultural heritage sites

with temporary protection, which, together with the natural amenities, constitute a very sound basis for developing rural tourism (MAFRD, 2021b).

Nonetheless, referring to the global trends, tourism is one of the largest sectors in the global economy and is experiencing rapid growth (Song et al., 2022). The number of international tourist arrivals has risen from 25 million in 1950 to 1.2 billion in 2016. It is forecasted that in 2030 the total number of arrivals will reach 1.8 billion (Sally, 2017). The destinations most visited by tourists are France, the United States of America (USA), Spain, and China. What's more, a significant increase in the number of visitors has recently been noted in Asian and African countries (WTO, 2016). On the other hand, the USA and China are the world's main sources of tourism (based on the amount of expenditure) (WTO, 2016). The tourism industry is one of the most important sectors that can contribute to the development of sustainable communities. It is also expected to play a vital role in promoting peace and understanding (Ranasinghe et al., 2021). However, this sector is facing some major challenges, such as security concerns and the temptation to build new barriers to travel, a technological revolution, and charting a course toward sustainable development (WTO, 2016). Nowadays, tourists are very interested in experiencing tourist destinations that are special and authentic. For tourists, it is not enough to simply visit a place: visitors are more interested in the culture and history of the destination, to have adventures that will be remembered, and similar interactive activities that make the experience unforgettable, in a word, the experience aspect has turned into something essential in contemporary tourism (Municipality of Prishtina, 2012).

DIGITAL TRANSFORMATION OF TOURISM

Setting destinations and making bookings is mostly done through online platforms (ex. booking.com, TripAdvisor, Trivago, Airbnb, etc.). Bookings via mobile phones have almost doubled compared to 2016 (Municipality of Prishtina, 2018). All this transformation allows the entire offer before, during and after the trip to be easier, more manageable, and generally more special (Municipality of Prishtina, 2018). Digital transformations have made it easier for consumers to share their impressions through online reviews (Buhalis, 2008). Digital transformation, on the one hand, reduces information asymmetry on the

demand side and at the same time encourages suppliers to improve their products and services (Municipality of Prishtina, 2018). The rapid emergence and evolution of the pandemic have highlighted the need for a comprehensive digital transformation of the tourism industry (Song et al., 2022). It is therefore important that the government and private sectors work together to address the challenges that the industry will face in the short term (Barykin et al., 2021). Industries understand that the digital world is the world of the future and the best way to approach the future is to stay open to technological innovation solutions. For those working in the tourism industry, a hybrid workplace structure should be created for their benefit (Barykin et al., 2021).

SAFETY FOR PROMOTION THE TOURISM

Safety is one of the most vital aspects in the promotion and development of tourism. The success of a tourist destination depends on the country's ability to provide a safe environment for visitors (Shahvaj, 2015). It should be noted that in addition to physical security, nowadays data protection and integrity, food safety, and health, in general, are determining aspects to convince tourists to visit a country (KAS, 2018). The feeling of safety can be considered a basic requirement and expectation for all tourists, regardless of their nationality and tourist destination. First, destination managers should try to develop standardized safety measures that would be appreciated by tourists of different nationalities, bearing in mind the basic protective measures against the COVID-19 pandemic suggested by the World Health Organization (WHO, 2019). This includes hand hygiene, physical distancing, and avoiding touching the eyes, nose, and mouth (Preko, 2021). Understanding the sense of safety and trustworthiness of tourism information among visitors is of extremely high importance (Preko, 2021).

SUSTAINABLE TOURISM

Sustainable tourism “refers to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability” (UNEP and UNWTO, 2005). To explore the principles and objectives of sustainable development in tourism, it is first necessary to define the term ‘sustainable development’. Despite the widespread

support for sustainable development, there is still a lack of consensus regarding its actual meaning. This term can be used in various contexts, such as tourism. Sustainable development is that which meets the needs of the present generation without compromising the ability of future generations to meet their own needs (Niedziolka, 2012). This definition identifies the basic principles of sustainability; as such it takes a holistic approach to plans and strategy protecting the environment (biodiversity) and man-made heritage; ensuring that productivity can be maintained in the long-term future (Niedziolka, 2012). Ensures a better level of fairness and opportunity between different countries (Cooper et al., 2008). As defined by the UN World Tourism Organization, one form of sustainable tourism is ecotourism as a type of nature-based tourism activity in which the visitor's essential motivation is to observe, learn, discover, experience, and appreciate biological and cultural diversity with a responsible attitude to protecting the integrity of the ecosystem and enhancing the well-being of the local community (UNWTO, n.d.). Rural tourism in Kosovo is still mostly not linked with farming, and this type of activity poses challenges to developing agritourism. There is an immediate need for specific training for farmers with the potential to offer essential tourism services (bed and breakfast) that are currently missing. The rural economy in Kosovo may be considered green while purchasing power is weak and traditional farming continues to use the local resources wisely. Real threats are related to uncontrolled pesticide use, over-harvesting of non-wood forestry products and wild medical and aromatic plants, and plastic pollution (MAFRD, 2021a). Direct impacts are a direct result of tourism activities (Lemma, 2014). Indirect impacts those that are due to the effect of tourism activities on other sectors of the economy. Induced effects occur from changes in economic activity that occurs in family economies (Lemma, 2014).

MATERIAL AND METHODS

As this research study aims to determine the importance of rural tourism on the long-term development of the municipality of Pristina, it attempts to synthesize data from many sources. To better address future development efforts, the study compares data from two different sources to analyse the current situation and pathways to sustainable development through rural tourism. Desk research will be carried out to review the concept of rural

tourism and its impact on sustainable development. In this regard, scientific articles and the different strategic documents will refer to rural areas in national strategies, with special emphasis on a concept that provides the basis to understand rural tourism and sustainable development. Following the literature review and research questions defined for this particular study, a combination of quantitative and qualitative research methodology will be applied using comparative analysis. This paper includes a comparative analysis of the strategic flows of tourism, and aims to explain the factors that influence certain behaviour among tourists and the relationships that determine supply and demand during the pre- and post-COVID-19 pandemic periods.

RESULTS

Although rural tourism in Kosovo is not developed yet, it does stimulate the local economy through increased consumption. As rural tourism proved its role in generating extra income in rural areas, due to tourist expenditure remaining in the local economy, the food must come from the nearby area or, even better, from the host (MAFRD, 2021b). The direct development of tourism brings an increase in income and the development of economic activities that make up the tourist economy, including hotel accommodation, transport, trade, cultural institutions, increased employment, living standards, investments, and the development of undeveloped villages. On the other hand, tourism has an indirect impact on those sectors which supply the tourism economy, including the agriculture, construction, and craft industries.

Agritourism is the best way to add value to local agri-food production. Through the National Rural Development Program (NRD 2014–2020), as mentioned by the Sector Study for Diversification, 2021, 2014 – 2020, the government of Kosovo approved a total of 563 projects for the rural diversification measure, with a total investment value of €14 million, out of which €8 million final payments for the rural tourism projects, with an average project value of €29,127 and an average grant value at €18,242 (MAFRD, 2021a).

However, with a substantial role in integrating the local economy and adding value to local agricultural products, rural tourism was strongly affected by COVID-19 and requires special attention in the forthcoming period (MAFRD, 2021b). Pristina region was not among the regions receiving most grants from the national funds,

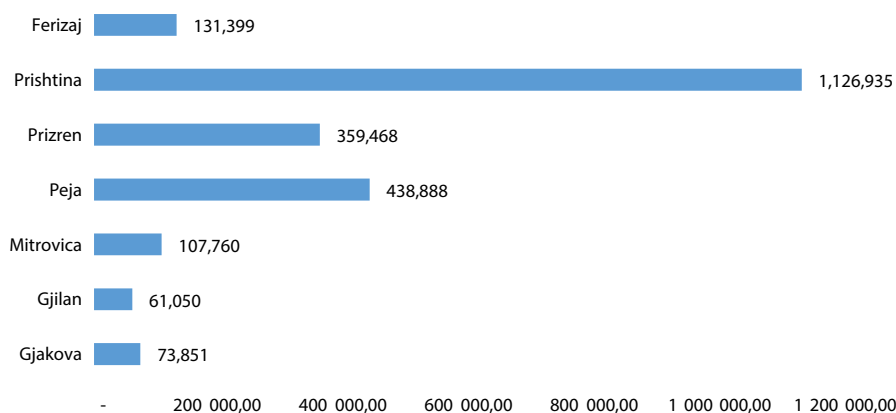


Fig. 1. The number of visitors according to the seven (7) regions of Kosovo from 2008 to 2021

Source: KAS, 2022.

as the Peja and Prizren regions were among the biggest beneficiaries of rural tourism projects. Referring to the publication of the KAS 2022 presented in Figure 1, Prishtina was one of the regions most frequented by tourists, compared to other regions of our country. Furthermore, the presence of about half a million people living in the municipality of Prishtina provides a great opportunity to develop local production and farmer-to-consumer marketing. Approximately 57,000 people live in 48 villages in the rural areas of this municipality, while the cultivated land is 25,358 ha and the forest is 29,765 ha (Municipality of Prishtina, 2009). Even if those figures can be seen as completely accurate, due to the fact that the city is growing so quickly and the number of tourists is increasing rapidly, these figures show how spatial and tourism planning should be central to any policy in Prishtina. The results of tourism and visitors in the region of Prishtina are presented below.

Figure 1 presents the data on the number of tourists who visited all seven regions of the country between the years 2008–2021. Due to its geographical position and other characteristics, infrastructure, roads, airport, and other specifics, the Prishtina region was one of the main destinations from 2008 to 2021; during this period, Prishtina registered 1,126,935 visitors. The second most visited region was Peja, with nearly half that number of visitors, or 438,888 who visited the Peja region. Gjilan region is one of the regions that were visited by only a few visitors per year. The data presented in Figure 1 show that there is great potential for the rural economy to benefit from visitors. However, so far no study exists

on Kosovo’s rural tourism potential; nonetheless, there is a need to encourage farms to diversify their activities towards small-scale rural tourism. Furthermore, there is a need to increase the supply of rural tourism services. In future, Kosovo’s rural economy has an opportunity to develop, counting on the natural resources (such as fertile soils and extensive forests), beautiful landscapes, and traditions in food processing, matching with a growing request for traditional products and rural tourism (MAFRD, 2021b). The economic empowerment of women in rural areas is very important for the developing the municipality and strengthening its role in rural tourism development (Sallahu, 2022).

The data in Figure 2 represent the overnights stay of tourists from 2008 to 2021 here also in this aspect the

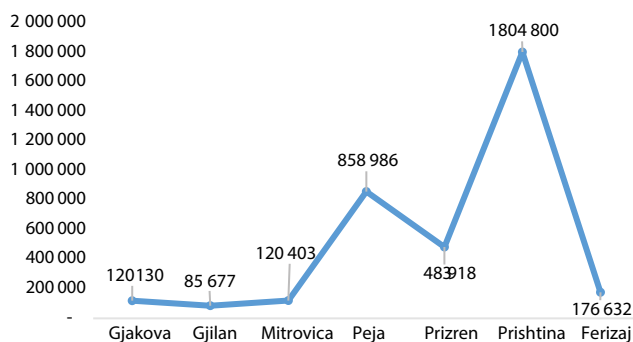


Fig. 2. Overnight stays in seven (7) regions of Kosovo from 2008 to 2021

Source: KAS, 2022.

data of the study show a great increase in the stability of tourists in the region of Pristina, this comes from the increase in tourists who have visited the capital as the main destination for tourism in the Republic of Kosovo, as the data shows the number of visitors who stayed overnights in Pristina region during the reported period of 2008–2021 was 1,804,800. As in figure one, also here the second most visited region in Kosovo is the Peja region with 858,986 overnight stays visitors. Gjilani region registered the lowest number of overnight visitors. Rural roads, water and sewage systems, electricity, waste management, and the accommodation for overnight stays are part of the basic infrastructure necessary for sustaining the local economy and ensuring good rural tourism conditions. However, there is a marked deficit of such facilities in Kosovo. Agritourism is the best way to add value to local agri-food production. There is a need to encourage farms to diversify their activities towards small-scale rural tourism. Moreover, there is a need for a registration system for rural tourism operators (MAFRD, 2021b).

Figure 3 presents data related to the total number of local and foreign visitors to the Pristina region from 2008–2021. As the data shows that in this region, the years 2008, 2020 and 2021 were the most critical years, with the fewest visitors. 2008 was the year when

Kosovo declared its independence and as a result of political uncertainties and instability, visitors hesitated to visit Kosovo and the Pristina region. Although 2020 and 2021 were the years of the COVID-19 pandemic, the number of visitors remained high and they were in several 20,486 tourists visiting Pristina. As a result of the COVID-19 pandemic, situation started to change dramatically in terms of the number of tourists visiting the Pristina region, as in the second quarter, there were only 2,438 visitors. Furthermore, due to the protection measures against COVID-19 undertaken by the government authorities, in the third quarter the number of visitors visiting Pristina was 0, as the entire country was closed. However, in the fourth quarter, with the mitigation of the pandemic, the number of visitors again returned to the normality and during this period the number of visitors to the Pristina region was 20,689. If we compare the total number of visitors in the pandemic year of 2020 with the previous year, the number of visitors to the Pristina region was significantly reduced. Henceforth, the total number of visitors to the region in 2020 was 43,613, or expressed as a percentage, about 80% lower than in 2019, when the total number of visitors was 213,700.

Figure 4 presents the data on overnight stays of the visitors in the Pristina region, and the data presented in

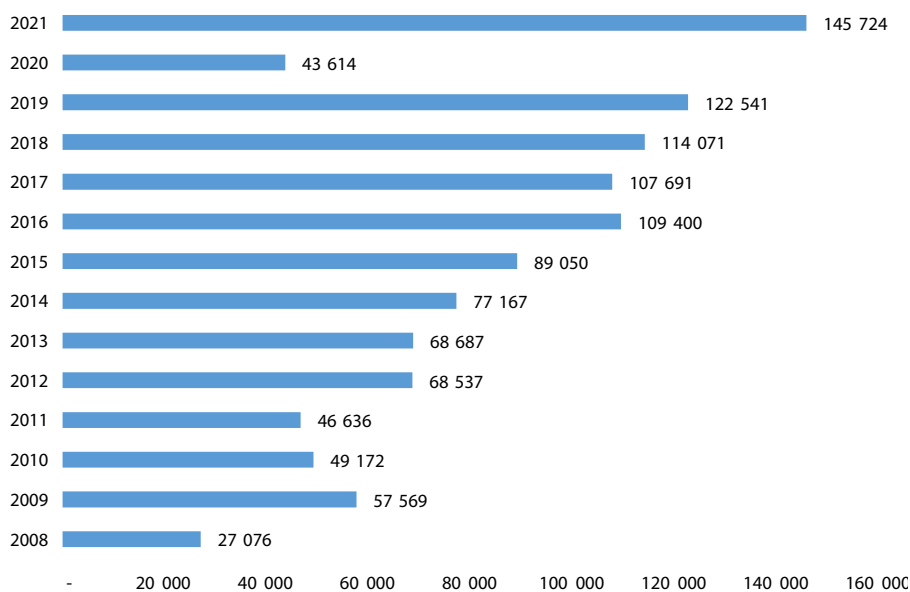


Fig. 3. Number of visitors who visited Pristina from 2008 to 2021
Source: KAS, 2022.

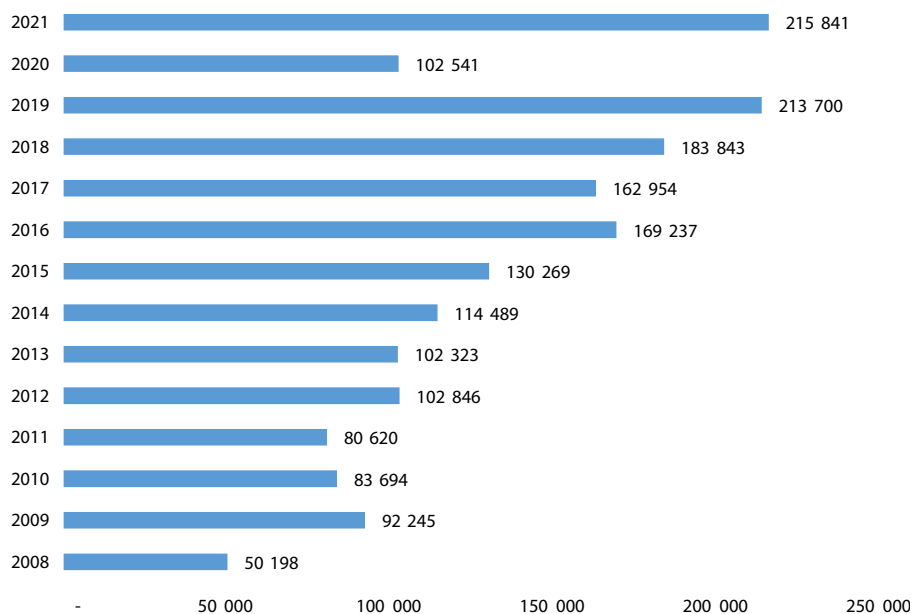


Fig. 4. Overnight stays in the region of Pristina from 2008 to 2021
Sources: KAS, 2022.

this figure are in correlation with the data reflected at the country level. There was a clear decrease in the number of visitors during the pandemic period, all as a result of the measures imposed by the government, the closure of the country, and in particular, closing restaurants, bars, and hostels. This situation caused significant losses in economic terms, as well as with regard to other social aspects, such as panic and mental health problems, both among rural tourism service providers and visitors.

Figure 5 presents the number of local and foreign visitors to the Pristina region based on the first, second, third, and fourth quarters of 2020 and 2021. 2020 was the year of when the first cases of COVID-19 appeared, while 2021 saw the overall situation regarding the COVID-19 pandemic become somewhat clearer, with the government beginning to ease its anti-COVID-19 measures. It is mainly for this reason that the data show an increase in the number of visitors, as this happened even after the reduction in COVID-19 infections. It can be noted that the third quarter of 2021 saw the largest flow of visitors to the Pristina region, with a total of 58,774 visitors. Despite the increase in visitors in 2021 compared to the previous year, the number still remained low compared to those who visited the Pristina region prior to the pandemic. Without a doubt, the reduction

in the number of visitors was followed by a negative impact on the municipality’s economy, especially in the rural economy.

Furthermore, Figure 5 shows the comparability of the number of tourists in 2020 and 2021. In 2021 there was a much greater increase in tourism in the Pristina region, which stems from policies of Pristina Municipality, as

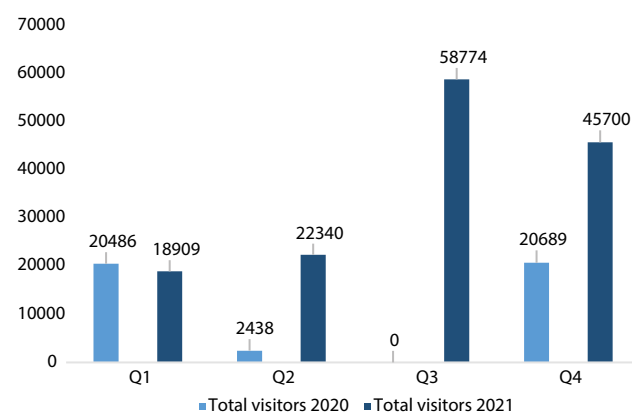


Fig. 5. Comparisons of the number of visitors to the Pristina region between 2020 and 2021
Sources: KAS, 2022.

well as the mitigation of the COVID-19 pandemic. Unlike 2020, where the third month saw no tourists to the region, in 2021 there was the largest number of tourists. If we compare the data before and after the pandemic situation the data clearly shows that rural tourism was strongly affected by COVID-19 and requires special attention in the next period to turn back to normality.

DISCUSSION AND CONCLUSIONS

This paper shows the dominance of Pristina vis-à-vis other tourist destinations in Kosovo, but at the same time, it shows that there is a lot of scope for developing the sector, specifically to increase the number of visitors, enhance their experience and thus their stay, together with increased expenditure. One of the prerequisites for sustainable development in this sector is firstly to conduct a study on the potential of rural tourism, and secondly, to draft a strategy which defines the development directions of this sector. Furthermore, in Kosovo, there is evidence of poorly developed non-agricultural activities in rural areas, and rural tourism does not have a good relationship with the agricultural sector. There is also a lack of marketing/promotion for traditional products, along with no registration system existing for rural tourism, showing where tourists could visit. Other specific weaknesses are that rural tourism is not yet developed as agritourism, ecotourism nor forest tourism. Moreover, labelling for value-chain shortages in the short food supply chain is missing, and there is also weak marketing of the local products. The development of tourism affects the economy of the region of Pristina and Kosovo as a whole, and this can happen through direct, indirect, and induced effects. This paper shows that it has a positive impact on the growth of the tourism sector and the number of local and international visitors from year to year. It is recommended that the central and local institutions take measures and design good development policies for tourism in order to create new jobs, achieve gender equality, give priority to women, and benefit local communities working in the tourism sector. Moreover, in the sustainable development of tourism, the impacts on the environment should be minimal, with particular emphasis on all natural resources and the environment being preserved for future generations. The local institutions, namely the Pristina Municipality, must analyze the possible development potential of the mountain and rural tourism, including agritourism, these potentials must be accommodated

in the municipality's development scenarios for years to come, supporting it with concrete objectives and actions to achieve the development of this highly relevant form of tourism. Development policies must be formulated for the empowerment and development of rural tourism. This should be achieved through promoting sustainable and focused policies and systems, promoting and expanding the opportunities for consumers and tourists to buy local food, preserving and promoting special local traditions, increasing the pace of economic and agricultural diversification for the agricultural community, and forging links between productive agriculture and rural tourism.

REFERENCES

- Arënlju, A. (2015). Linking rural tourism to agriculture. Evidences from comparative case studies in Kosovo, Italy and Spain Ph.D. thesis. Bologna: Alma Mater Studiorum – Università di Bologna.
- Barykin, S., De la Poza, E., Khalid, B., Kapustina, I., Kalinina, O., Iqbal, K.M.J. (2021). Tourism Industry: Digital Transformation. In: Handbook of Research on Future Opportunities for Technology Management Education (pp. 414–434). IGI Global.
- Buhalis, D.L. (2008). Progress in tourism management: Twenty years on and 10 years after the internet: The state of eTourism research. *Tour. Manag.*, 29(4), 609–623.
- Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2008). *Tourism principles and practice* (6th ed.). London: Pearson Education.
- Gjokaj, E., Halimi, K., Xhabali, V., Imami, D., Gjonbalaj, M. (2017). Fruits value chain and distribution channels in Kosovo. *Bulg. J. Agric. Sci.*, 23(1), 22–30.
- Gjokaj, E., Leeds, S., Halimi, K. (2018). The impact of financial support program in creation on farm jobs, Kosovo's case. *Bulg. J. Agric. Sci.*, 24(6), 933–941.
- Gjokaj, E., Kopeva, D., Krasniqi, N., Nagy, H. (2021). Factors affecting the performance of agri small and medium enterprises with evidence from Kosovo. *Eur. Countrys.*, 13(2), 297–313.
- KAS (2018). Database about the number of visitors and overnight stays (domestic and foreign) by region in the Republic of Kosovo 2008–2019. Prishtina: Kosovo Agency of Statistics.
- Kloeze, J.W., Peters, K., Voet, J.L.M. van der (1994). Background paper on rural tourism and regional development. Outline for course development, 36.
- Kulcsar, N. (2009). Rural tourism in Hungary: the key of competitiveness. In: Proceedings of FIKUSZ '09, Symposium for Young Researchers (vol. 13, pp. 121–127).

- Lemma, A. (2014). Tourism impact evidence of impacts on employment, gender, income. Economic and Private Sector PEAKS. Overseas Development Institute.
- MAFRD (2013). Agriculture and Rural Development Plan 2014–2022. Prishtine: Ministry of Agriculture, Forestry and Rural Development.
- MAFRD (2021). Green report Kosovo 2020. Prishtine: Ministry of Agriculture, Forestry and Rural Development.
- MAFRD (2021a). Sector study for rural diversification. Prishtina: Ministry of Agriculture, Forestry and Rural Development.
- MAFRD (2021b). Strategy for Agriculture and Rural Development 2022–2028. Prishtina: Ministry of Agriculture, Forestry and Rural Development.
- MTRL (2020). Types of tourism according to UNWTO. Retrieved Dec 18th 2022 from <https://medium.com/@mariateresa9399/types-of-tourism-according-to-unwto-601c1fb76695>
- Municipality of Prishtina (2009). Local Development Strategy 2009. Prishtine: Municipality of Prishtina.
- Municipality of Prishtina (2012). Municipal Development Plan 2012–2022. Prishtina: Municipality of Prishtina.
- Municipality of Prishtina (2018). Municipal Tourism Strategy 2018–2022. Prishtina: Municipality of Prishtina.
- Niedziółka, I. (2012). Sustainable Tourism Development. *Reg. Format. Dev. Stud. J. Soc. Sci.*, 157–166. Retrieved from: www.researchgate.com: https://www.researchgate.net/publication/236108688_Sustainable_Tourism_Development
- Preko, A., Gyepi-Garbrah, T.F. (2021). Understanding sense of safety and trustworthiness of tourism information among migrant visitors. *Int. Hospit. Rev.*, DOI 10.1108/IHR-04-2021-0029.
- Ranasinghe, R., Gangananda, N., Bandara, A., Perera, P. (2021). Role of tourism in the global economy: The past, present and future. *J. Manag. Tour. Res.*, 4(1), 6–22.
- Rátz, P. (1998). Rural tourism and sustainable development in Hungary. In: *Rural Tourism Management: Sustainable Options*. International Conference, Conference Proceedings (pp. 450–464).
- Sallahu, S. (2022). The Role of Women in the Development of the Rural Areas of Kosovo: Evidence form Skenderaj Municipality. *Eco. Reg. Stud.*, 2(15), 206–219.
- Sally, E. (2017). QUARTZ. Retrieved Dec 2nd 2022 from: <https://qz.com/1021270/expecting-tourists-to-pay-more-than-locals-can-be-controversial-but-its-the-right-thing-to-do/>
- Santucci, F.M. (2013). Agritourism for rural development in Italy, evolution, situation and perspectives. *Brit. J. Econ. Manag. Trade*, 3(3), 186–200.
- Shahvaj, B. (2015). SlideShare. Retrieved May 24th 2022 from: <https://www.slideshare.net/SanaKhan200/safety-and-security-in-the-tourism-industry>
- Song, Y., Zhi-Wei, S., Tao, R., Umut, A. (2022). Revealing the effectiveness of tourism development on health in Asian economies. *Front. Publ. Health*, 10, 895221. doi: 10.3389/fpubh.2022.895221
- Turner, C. (1993). Rural tourism in Greece. Paper presented in the workshop “Recreation, Tourism and Regional Development”, Wageningen.
- UNEP and UNWTO (2005). *Making tourism more sustainable – A Guide for Policy Makers*. Madrid: UNEP & UNWTO.
- WB (World Bank) (2020). Agriculture, forestry and fishing, value added (% of GDP) – Kosovo. <https://data.worldbank.org/indicator/NV.AGR.TOTL.ZS?locations=XK>: World Bank.
- WHO (2019). *Operational Considerations for COVID-19 Management in the Accommodation Sector: Interim Guidance* (pp. 1–8). World Health Organization.
- WTO (2016). *Annual Report about Tourism*. United Nations Specialized Agency.

