

HOTELS SITUATION AND DEVELOPMENT PROSPECTS IN THE REPUBLIC OF KOSOVO

Mr. sc. Bedri Millaku
*bedri_millaku@hotmail.com***Abstract**

Hospitality industry is tourist activity which is related to the tourist offer, which became part in the service of tourists. Its development in the Republic of Kosovo is associated with the circumstances of past and current situation. With the development of genuine tourist offer will be a function of tourist consumption of which can be realized substantial revenues to the economy and raising GDP.

Key words: Hospitality industry, economic development, tourist offer, tourist consumption, Republic of Kosovo GDP.

Entrance

Hotel is tourist activity which has a role and importance for the overall development of society. Hospitality industry that includes activities related to accommodation, food and guests in the hotel. Tourism development can not be imagined without the development of this economic activity is so important. This helps the economic development of the Republic of Kosovo. During the elaboration and study of the tourist activity, the paper is making a comparison between the past and the current period. In this case the development of this activity has gone through two important stages in the circumstances of social and economic system. In this paper noted her performance in the period of the socialist system with the specifications and features of thanks and the period after the last war in the Republic of Kosovo, which is different from the first period of the socialist system. The socialist systems were socially owned hotel facilities means that this had to do with social ownership of hotel. They were owned by the former socialist system then self-governing of the former Yugoslavia. Tourist standards were not set out any specific criteria. Classification hotel was very needs of power and socialist social order of the time. And not according to conditions and requirements in line with the tourism market and consumer conditions which are required as part of tourist offer. The period of the 1998-1999 war to a great extent destroy these objects which were already destroyed by the occupying regime. Even this activity has followed the fate of the country's economy. Postwar period this activity has found to be destroyed. Social properties very damaged. During the postwar period begins the gradual development of this activity. In this period more private sector dominates. We built the framework of its number of hotel facilities. Performance of its development will affect the establishment of quality tourism offer of the country. This will be harmonized with the development of tourism policies and tourism standards by including the effect of tourist consumption.

The role of hotels in Kosovo and its importance to the economy

Tourism and hotel is one of the more complex activities of modern society. In developed countries has taken the form of an industry full of many activities which interact as; economics, politics, culture and all human activities. The role of the hotel for economic development is quite high for tourists, who consume the place visited. The role of the

hotel for Economic Development is quite high for tourists, consume who visited the Place. In the area of direct impact on the economy that does catering, the most important are the impacts on social product and national income, In the development of economic activities which are catering tourist economy, trade, transport, cultural institutions for fun, of people in work which has direct impact on raising living standards, increasing investment and economic development. The effects of tourism are also respectively hotels indirect economic activity in those that do not participate in direct services to visitors, but serve the tourist economy, agriculture, construction, industry, trade, etc. It is important that what impression created by foreigners for Kosovo and options for the future tourist visits. In this case offers and be completed in conjunction with tourist demand.

The base of support for an enabling environment for the development of hotels in Kosovo

Development of tourism and hospitality industry for each country is linked to political and social stability. Reaching them can be done if there is sustainable economic growth. Increasing sustainable economic development can be achieved only when we have a safe environment to the private sector. For putting in place a stable macroeconomic climate and a market economy must be progress on economic reforms which have been up in the postwar period. Stable macroeconomic environment is of priority to benefit investors. The country must be safe from harmful acts in order to have a positive image in international community. Republic of Kosovo is in the stage of tourism policy. It is difficult after the war, where there is a vision or a concept of macro-economic development for the country. It also lacks the overall development strategy. There are numerous studies from the World Bank and the relevant bodies of the international community for economic development opportunities in the country. Kosovo still lacks basic macroeconomic indicators for the formation of economic policies including the resort including the hotel. Kosovo is now available for tourism law, which includes hotel activities, those travel agencies, the tourist guides, etc. Not to say that it is of the perfect law, which leaves room to be filled. In Kosovo has not yet created an environment in which investors, both local and international will gain the confidence to invest. This requires the quick adoption of the legislative package to regulate the investment and business activities conformity with international standards. After selecting the status apparently is on track. But we need

greater commitment in all areas including tourism, hotel operations, respectively.

Importance and methods of state intervention in Western European countries and countries in transition to develop the tourism and hospitality industry

Even our country is taken as the model of Western European countries and countries in transition. This matters because we all nations, regardless of socio-economic development of the country, many tourism-related issues are regulated directly or indirectly by the state. Tourism includes various spheres of social life as political, economic, cultural, social, then the tourism policy matter determined mainly by the state includes social activity groups which belong to social policy, economic, health, political, cultural and elements their component. In all countries with the governing law of large tourism reports and occurrences, including all activities as catering, transport, trade, social policy, health, industrial, agricultural, etc. In general the most important powers of state bodies for tourism in Western Europe and neighboring countries of Kosovo are:

Preparation of legal provisions in the field of tourism,

-Preparation and compilation of plans for tourism development,

-Preparation of tourism strategy.

-Monitoring and enforcement of labor regulations and important tourist organizations,

- Assignment of policy accommodation services prices and food,

- provide orientation means financial credit for hotel development and deal with information-propaganda activities of national interest and organize the work of tourist representations abroad.

In these cases, the offer will be responding to consumer demand and the impact of tourism for the country would be advantageous.

Hospitality industry and its features in the Republic of Kosovo

Small and medium enterprises constitute the largest number of enterprises. Of these enterprises increased their number so large compared with large enterprises. These companies have to deal with the rapid economic growth. New Economic structure of Kosovo is based on private sector Growth. This will result in job growth which will have positive effects on the domestic economy. Hotel belonging to small and medium enterprises, which are encountered in many such difficulty, unfair competition, lack of enforcement of legislation, difficulties in securing loans for business development. If we progress chronologically hotel development businesses, can be seen an upsurge in his first period 1970-1996, with then follows a decline which is more accentuated in the period 1996-1999 as a result of circumstances which were created by state of deterioration of the situation created during the beginning of the 1998-1999 war. Upon completion of the 1998-1999 war, tourism and catering occupy an important place in the economic activities of the Republic of Kosovo. The development of the hospitality industry in the postwar period in this case grows increasingly involved the private sector which includes the

excess of the social sector which includes a very small hotel enterprises and organizations. Compared with the period 1970-1999 hotel has achieved the establishment of local GDP 6-7%, if compared with the period 1970 which had been from 1.9% to 2.3%. Increased participation in the tourism economy in GDP is the result of drastic decline in economic activity and public social sector of the economy and competition in the private sector. Based on data for the economic structure which is divided into 17 sections, the section of hotels including restaurants is in fourth place in number of registered businesses. After section of the wholesale and retail trade in the first place, the processing industry in the country, became part transport in third place, catering in fourth place. Upon registration of businesses in 2002 businesses is part of the 4275 hotel businesses or 8.84%. While the number of employees also became part catering in fourth place. Period in 2010 represents the state of assessing the exact as well as the institutions in the evaluation of this phenomenon is in the enviable level. Based on data from relevant institutions dealing with this activity can be ascertained that in the territory of Kosovo there are 163 hotels. The accommodation capacity is 2464 beds in them. Largest number of hotel facilities as have municipalities; Prishtina 30, Ferizaj, 18, Prizren 15, Gjiilan 11, Peja 9, Mitrovica 6 of having other municipal centers with small numbers. Hotel facilities with the largest number of beds available in Prishtina 731, , Ferizaj 265, Prizren 197, Gjakova 151, Gjiilani 144. All hotel facilities do not represent the structure of the tourism offer to receive a large number of visitors. This is indicative for the Republic of Kosovo did not supply any part of any event of importance for the large number of visitors received. To this must have as objective the not too distant future?

Even the evaluation phase of hotel has not yet begun classification and categorization of stars. Hotel will help us to post a clear picture of visitors who are interested to visit our country. This phase is already in the stage of finalization to start from the relevant institutions dealing with this subject.

Conclusion

For the postwar period the opening of new hotel business is mainly focused on small businesses, and less in medium-sized businesses in mass with small businesses to large. As a basic feature of hotel business development in Kosovo is its development in the form of small businesses, which accompanied some consequences as; unlikely to create jobs, to influence even the reduction of unemployment; as the relatively limited opportunities for income from fees and various taxes. Postwar period is estimated to raise the largest hotel business registration. Data on census statistics show that hotel enterprises after the war ended in June 2002 in Kosovo are 4275 registered hotel businesses. Of these businesses registered hotel 1276 of them are hotel or expressed in percentages are 30% and 2996 individual hotel companies expressed as a percentage 70% of the total hotel business. Since 1279 hotel, 15 enterprises in the social sector and 1264 private sector companies belonging to hotel.

Reference

1. Adams, P.D. and B.P. Parmenter (1995), "An Applied General Equilibrium Analysis of the Economic Effects of Tourism in a Quite Small, Quite Open Economy," *Applied Economics*, Vol. 27, No. 10, 985-994.
2. Blake, A. (2000), "The Economic Effects of Tourism in Spain," *Tourism and Travel Research Institute Discussion Papers*, No. 2.
3. B. Millaku "Tema e Magjistarures" Prishtinë 2008.
4. Magazine of the World Tourism Organization. ISSUE 3/2010.
5. Office for National Statics "Travel trend" Issued by: Office for National Statistics, Government Buildings -Cardiff Road-Newport NP10 8XG.
6. The International Centre for Responsible Tourism (Dr Harold Goodwin) and Scott Wilson Business Consultancy (Stuart Robson and Sam Higton), August 2004.
7. Coles, T., Hall, C.M. & Duvall, D.T. (2006).
8. Tourism and post-disciplinary enquiry. *Current Issues in Tourism*, 9(5), 293-319.
9. Hall, C. M., Timothy, D. J., & Duval, D. T. (Eds.). (2003). *Safety and security in tourism: Relationships, management, and marketing*. New York: Haworth Hospitality Press.
10. Enti I statistikave të Kosovës: Statistikat e Hotelersi –Prishtinë 2010.
11. Ministrai e Tregtisë dhe Industrisë –Departamenti I Turizmit –Prishtinë.
12. Tourism Victoria (2002) *The Tourism Industry Strategic Plan 2002-2006*, Available at: <http://www.tourism.vic.gov.au/> (accessed in September 2009).
- 13..World Tourism Organisation (UNWTO) Statistics Departament.
14. World Travel and Tourism Council (2004), *Annual Report: Progress & Priorities 2004/05*.
15. M .Gashi : "Bazat e Turizmit"Universiteti i Kosovës, Prishtinë, 1986.
16. M. Gashi "Vlerat turistike ne Kosovë" Plani regjional hapësinor i KSAK Prishtinë 1969.
- 17 .M. Gashi : "Uslovi i mogčnosti za razvoj turizma SAP Kosovu, Prishtinë 1977.
18. M. Gashi : "Osnovni potencial turističkih vrednosti Kosova",ekspertiza izrađena za potrebe i rade regionalnog prostornog plana Kosova, Priština 1969.
19. M. Boyer:"Le tourisme", Paris 1970.
20. J. Dumazdier:, "Vers une civilistaion de loisir", Paris,1972.
21. Rudolf Bičanić:"Tipologija tržišta", informator, Zagreb, 1968.
22. S. i Z.Marković:"Ekonomika turizma", Zagreb, 1967.
23. Boris Vukonić:"Marketing u turizam, Zagreb, 1986.