

SITUATION AND PERSPECTIVE OF HOTELS DEVELOPMENT IN REPUBLIC OF KOSOVO

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Abstract

In order to promote and develop tourist activity for producing new tourist products, and interesting products for market, but also increase quality of tourist offer, in local level, regional and national, vision formation of vision and strategy of tourism development. Formation of tourism policies and proposal of extensive measures which will promote private sector to achieved politics objectives of tourism development. Classification and categorization of hotels objects. Access in regulating tourism spatial planning and monitoring of tourism development in national level and international, including also marketing activities and tourism promotion. It all oriented hotel development in the Republic of Kosovo.

Key words: Hotels, tourism product, marketing, Republic of Kosovo, Tourism offer.

Entrance

Catering service is an activity which is important for economic development. Its development is linked to tourism development. Is an integral part of tourist offer? How it developed and developing access to the orientation of this activity is explained in the paper. The present paper is part of the handle which provides accommodation facilities for accommodation and food services. How many are in harmony with the tourist offer these items, as eligible for guests? We are part of the Republic of Kosovo are in the function of tourist offer. That they are functional and how prepared are the perfect standards? All are reflected in the paper. Hotel facilities that are functional are mainly built in the period after 1999. Only a small fraction of them are inherited from the former Yugoslav federation. These items most of them have been privatized and are in the stage of privatization. Accommodation sector is part of hotel service activities which have their effect on overall economic development of the country by realizing revenues, respectively, considerable income for the local economy. For this reason the hotel is introduced in the past, current and forecast situation in perspective. Performance of its development will depend on raising the quality of tourist offer of the Republic of Kosovo.

Hotels and its importance in the economic development of Republic of Kosovo

Development and importance of hospitality are important because they affect directly and indirectly to the economic development of the country. In many countries, which have developed tourism has taken the form of the so-called industry in itself, associated with this are various activities that express their effects on its functioning. Accommodation facilities are part of the tourism offer. This relates to the fact that the tourists during their stay in the Republic of Kosovo and consume products in the same time use the services that are necessary when using the holidays. This activity directly affects the economy of the country especially in the social product and national income. In this activity, are included considerable numbers of manpower in both sexes? These have a direct impact on the lifestyle of the area are part of workers, from these investments following the establishment of ever watching the best orientation for the operation of quality tourism offer. Republic of Kosovo

includes considerable area of land with favorable natural conditions and agricultural products that can be consumed by tourists in hotels. The hotel is also the impact indirectly realizing revenue, respectively entries in the local economy. It is important that what impression created by foreigners for Kosovo and tourism opportunities for future visits In order to bid and be completed in conjunction with tourist demand.1.

State of the hotel and its development in the Republic of Kosovo

Hotel is in the service of visitors who intended no orientation towards quality tourism offer. Hotel facilities in the Republic of Kosovo are in service to visitors.² Even in the Republic of Kosovo as in other hotel development is closely linked to political stability following the economic and social stability. If the political situation is stable, then it follows the establishment of comfortable hotel and its development standards to offer quality oriented. During research conducted in the hotel sector assessment of sample analysis in 30 subjects in the Republic of Kosovo hotel, is reflect the situation than hotel facilities are a function of the tourist offer. Each time are compared with the regional countries which are linked with the tourist turnover. Based on estimates there are some downsides and advantages of these objects as functional part of the tourism offer. During the evaluation of some conditions show that the hotel facilities visited their websites have only 33% and 67% have no website. By this is meant that fraction of their present bid via the Internet. The value of investments in a hotel with high amounts of an object by 10 million euro's, while lower values by 30 thousand euro's. As regards the source of funding for construction of hotel facilities in the Republic of Kosovo shows that the own capital are built almost half of the hotel facilities which includes 48% from bank loans at 30%, from 20% funding from the diasporas and other ways of financing 2%. Mostly hotel facilities are part of the private sector. Facility with the largest number of rooms is 372, while the object with a smaller number of rooms is 6 rooms. Each hotel has the total number of 32 rooms on average. By number of beds from 6 to 20 beds including 57% of

1 Hotels situation and development prospects in the Republic of Kosovo Regional Coverage Peja 2011.

2 Anketa analiza cilesore e hotelerisë ne Republikene Kosovës Departamenti i Turizmit- Prishtinë 2011.

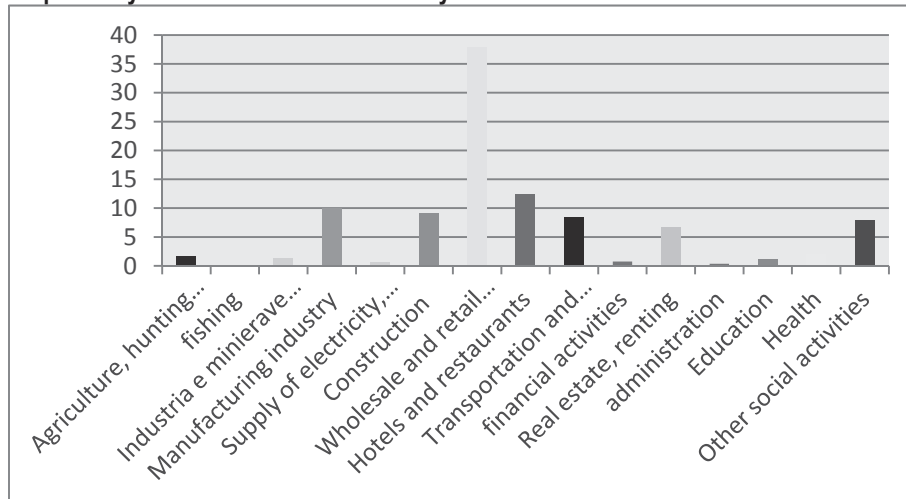
hotel, from 21 to 50 beds 37% of hotel, from 51 to 100 beds 3% and over 150 rooms as well as 3%. According to estimates hotel facilities have sufficient capacity to organize an important event. The country still has some obstacles that are associated with general economic development. According to projections hotel facilities are associated with general economic development.

The importance of hospitality in employment

Hotels are important for their employment and under the greatest number should be achieved on the basis of the

results which present their development which provide the basis for economic development. The sector employs a significant number of hotels in different categories. The employees appear in season and off season. It also employs a significant number of women. Based hotel development represents important to realize income from employment. These affect the overall revenue and GDP. How economic activities are presented graph shows the participation of new companies which are presented by activities.

Graph; New enterprises by sections of economic activity in the second trimester -2010



Source: Statistical Report on economic enterprises in Kosovo. Q2 -2010. Economic statistics (SOK)-Pristine.

According to the analysis that reflects the state of hotel facilities are those which have to do with rankings by sections. Hospitality is second including 12.37% from participating in other activities within. In the first place are commercial enterprises and wholesale trade. And so follows on as construction, transport and telecommunications, real estate leasing and other activities. The importance of the hotel with its services represents important base which has to do with economic development and raising revenue. The hotel is not sufficiently developed to be the reasons are many. In this case it should be noted that these items are classified and uncategorized. The question arises whether the dog classified and categorized hotel facilities are provided as a function of the tourism offer? In the former Yugoslavia where the Republic of Kosovo was an integral part of classification and categorization process was not in accordance with the classification and grading standards. Classification and grading standards vary in different places each time reflecting on their alignment. In that time classification and grading process had political impact.

Classification and grading process to continue the establishment of quality

Why is it important categorization and classification of hotel facilities for the economy of the Republic of Kosovo? What is the Classification and grading procedures and how does this process in the Republic of Kosovo. How economic development affects its setting. Classification and grading process is in the process of finding the best routes and to

get to hotel standards which will be in line with economic development. With which the Republic of Kosovo, there was no classification and grading process regularly. It is necessary to increase the quality in the context of classification and categorization. Classification and grading process is delicate process by which the performance related turnover in hotel accommodation facilities. Hotel facilities are classified as provided by law for Tourism and tourist services in force and administrative direction for sorting and grading.

According to the law hotel facilities in the Republic of Kosovo are divided into:

- a. Hotels, from "a star" to "five stars"
- b. Apartment-hotels, from "a star" to "five stars"
- c. Motels, from "a star" to "three stars"
- d. Hostels / pensions, from "a star" to "three stars"
- of. Tourist villages, categorized into:
 - The Villas, by "a star" to "four stars"
 - Bungalow, from "a star" to "three stars"
- f. Camps, from "a star" to "three stars".¹

First, as is the classification process and then categorize. Each object must be a function of the tourist offer. As it stands the issue of classification and categorization in the Republic of Kosovo that has to do with it because many of the hotel facilities I have placed the stars in a spontaneous way. This has to do with the negative effects which are a

¹ Udhëzimi administrative 17-2010 Për klasifikimin dhe kategorizimin e objekteve hotelierë.

function of the tourism offer and not have to do with reality and their appropriateness in view of visitors. It also has a negative economic effect and does not reflect positively on the increased number of visitors. Assessment phase of hotel facilities has not yet begun, so the star classification and categorization. This is important because the hotel will help us to post a clearer picture of the possible potential visitors. The process of classifying and categorizing should be in accordance with hotel standards and professional manner.

Some recommendations for the hotel sector in the Republic of Kosovo

The analyzes which have become hotels in Republic of Kosovo and its aim to improve in order to be functional for economic development have resulted in these recommendations:

- Subjects of the hotel have their own websites.
- Institutions to provide conditions for the hotel facilities providing institutional support.
- Hotel facilities which are of little value to enhance the quality of service and become part of tourist offer.
- The ones that are done with large investments to improve access to hotel standards.
- We have support institutional investment, proposed to be given loans at favorable conditions.
- With the dog that the private sector is responsible for development of hotel such, then swear in the institutional support to this sector.
- Number of hotel halls with the larges number of rooms to grow because we base the number of rooms there is no Basis for the reception of a Greater number of visitors on the occasion of any IMPORTANT event.
- Number of beds increase in hotel facilities.
- The number of skilled workers increases.
- The number of female workers to be high.
- The investment by other countries which have experience in the field of tourism.
- Realization of the restaurants to be higher in the service of tourism.
- Increase access to the computer system network.
- Access promotional materials us to grow and be in a professional manner.
- In order to increase the number of those who have qualified hotel and number of women respectively.

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- Since the establishment of tourist standards to be at the top in order to increase the number of seasonal workers.
- Local customers should be in the large number, in order to increase the number of overnight.
- The number of international clients to grow even further as the motive of not only business was to remain but also other tourist motives.
- That we all have it clear what is the classification.
- With the dog that most understand the grading process, remains to be clarified and the rest will be clarified in this process.
- In addition to hotel facilities such as hotels, motels are oriented businesses in construction and other forms of accommodation types of facilities as part of tourist offer.
- Access to the hotel subject to be familiar with the categories and specifications in this area.
- The institutional and professional highlight all the accomplishments and look for the hotel development plans in order to be part of the tourism offer.
- The facilities the hotel to be built as part of bid, not as something spontaneous.

Conclusion:

Hotel development is important because the impact on direct and indirect economic development of the country associated with this are various activities that express their effects on its functioning. Accommodation facilities are part of the tourism offer. This relates to the fact that the tourists during their stay in the Republic of Kosovo and consume products in the same time use the services which are necessary during the holidays. This activity directly affects the national economy especially in the social product and national income. In this activity is included considerable number of manpower in both sexes. These have a direct impact on the lifestyle of the area are part of the workforce, from these investments following the establishment of ever watching the best orientation for the operation of quality tourism offer. Classification and grading process is still in the preparatory phase. This process would best fit with the standards being oriented tourism as economic development activities. For this reason the recommendations are presented which go in favor of improving the hotel operations and general economic setting.

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