

**TOURISM POTENTIAL AND THE IMPORTANCE OF INVESTMENT IN TOURISM OF THE REPUBLIC OF KOSOVO**

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**Abstract**

The Republic of Kosovo is estimated with considerable number of the potential for tourism development. Potential natural and cultural heritage values guide the strategic development of the Republic of Kosovo to find easy ways possible to improve tourist infrastructure investment. Development of basic infrastructure gives us improve the tourist offer which will give a positive effect in raising local brutoproduktit and economic development in general. Tourism potential prerequisite for investing in many forms of tourism oriented Republic of Kosovo as a destination for sustainable tourism development. Investments in the Republic of Kosovo are worth profitable for investors, whether domestic or foreign. Some of the benefits for investing are: low taxes, business supportive environment and numerous potential unused until now.

Key words: Tourism potential investment, Republic of Kosovo, Investment environment, economic Development

The Republic of Kosovo after its independence, has achieved great progress in many areas of development. The growth of political stability, increasing the level of security, stable economy with continuous growth, supplementing other legislation. It has become an important part of regional cooperation initiatives, by which is achieved the creation of a regional common market, the elimination of customs tariffs, the elimination of trade barriers and open new perspectives. Republic of Kosovo institutions have worked and continue to work fast steps in meeting the standards required for membership in the European Union. Tourist-rich motifs and the position (alignment) adequate (appropriate) their group in a linear way and make us understand that the territory of the Republic of Kosovo represents tourism-specific motifs in comparison with the countries of the former Yugoslavia, which consists of the Field Kosovo Dukagjini region and motives mountains, Alps (Albanian Alps) and Kopaonik mountains. Kosovo Mountains represent significant potential and attractive landscape in the mood. Peak Gjeravica is one of the highest nipple area of the Albanian Alps, and morphological division and cleavage Mountains and the Albanian Alps, has created a great wealth side landscapes and soils suitable for the development of winter sports types as and recreation, which are potential tourist pose special value in the Balkan Peninsula. According to the analyzed studies recognize that the Albanian Alps are concentrated 10 possible ski centers. We base the number of capacity and number of ski can be concluded that with 19,250 skier leads Maja Rusolisë with total capacity of 40,000 centers then comes top of Kurvaes, Beleg Mountain and so on. Sharr mountains spaces southern part of the Republic of Kosovo. Benefits to potential foreign investors and governments. Some of the benefits when you invest in Kosovo are: low taxes, rich resources and

supportive business environment. For existing tourism potentials are significant value for the development of tourism in the Republic of Kosovo in order that we offer tourist destination tourist place, but the challenge remains finding e huge budget for development, investment and use of these potentials that of Kosovo.

**Some of the potential for tourism development in the Republic of Kosovo**

The Republic of Kosovo is located at 41 ° 50 '58 "and 43 ° 15' 42" north geographic latitude and 20 ° 01 '30 "to 21 ° 48' 02" east geographical longitude with an area of 10,887 km<sup>2</sup>. Central position in the Balkan Peninsula. Because of the natural and social specifications that had to the territory of the former Yugoslavia, Kosovo always had very important position. Tourism values of the Republic of Kosovo are relatively large number of motives, such as heterogeneity as well as the origin. Tourist-rich motifs and the position (alignment) adequate (appropriate) their group in a linear way and make us understand that the territory of the Republic of Kosovo represents tourism-specific motifs in comparison with the countries of the former Yugoslavia, which consists of the Field Kosovo Dukagjini region and motives mountains, Alps (Albanian Alps) and Kopaonik mountains. Kosovo Mountains represent significant potential and attractive landscape in the mood.

Peak Gjeravica is one of the highest nipple area of the Albanian Alps, and morphological division and cleavage Mountains and the Albanian Alps, has created a great wealth side landscapes and soils suitable for the development of winter sports types asand recreation, which are potential tourist pose special value in the Balkan Peninsula. For the presentation of tourist potential values is served with hypsometric map data from which is derived the table;

**Table; hypsometric Specification for mountainous areas of the Republic of Kosovo, according to hypsometric map;**

Height in m	Km <sup>2</sup>	%	Areas
700-800	2 996,9	27,9	Ibar Valley, Mokna, Kopaonik, Albanian Alps, Sharr
1000-1500	1 250,7	11,4	Kopaonik side, Mokna, Albanian Alps Zhlebi Sharr on Brezowica
1500-2000	621,6	5,6	higher sides of the Albanian Alps, Mountains, Zhlebit and Mokna
2000-2656	2,506	22,3	ceiling sides of the Albanian Alps and Sar
Total	5 1079,8	46,5	

Source: hypsometric map of Kosovo; Geokarta Beograd.1969 and J. Eten, M. Rey: Problems for the development of winter tourism in Yugoslavia, p. 38, Geneva, 1969.

For the presentation of tourist potential is presented an overview of the Albanian Alps mountain tourist potentials and the Sar Mountains.

**Table; Statement of Albanian Alps mountain tourist potentials in Sar Mountains.**

Mountains	mountain massifs main centers	Denivelimi overall potential centers	% of denivelisation Albanian	% e denivelisation mountains in the region
Albanian Alps (average Denivelisation paths 880 m)	Rusolia	19,250	25,0	10,0
	Kurvala	11,250	14,0	5,8
	Sternac	8,925	12,0	4,5
	Bogdash	7,550	10,0	3,8
	Beleg Mountain	4,750	6,5	2,5
Sharri (deniv. average 925 m)	Bistra	10,250	14,0	5,0
	Popova Shapka	10,100	13,0	5,0
	Piribeg	7,165	10,0	4,0
	Brezovica	7,757	10,0	4,0

Explanation According to G. Gurmanit: average denivelimit meter is equal to a ski. Eg Pinnacle Rusolisë capacity denivelimit lengths are larger, which means that the skiing terrain Only within such time as may be yes 19.250 ski once.

**Potentials to increase tourist centers**

The studies analyzed by the OECD-ea (ACAU-Atelier Coperativ d'Arahitecture et d'Urbanism, Geneva) on the natural conditions for tourism development opportunities have shown that in the Republic of Kosovo may be constructed 20 winter sports tourism center. We analyzed potential base which can be seen from the table.

**Table; possible tourist potentials in the Albanian Alps**

Main centers of the mountains	Number of skies	The total capacity of the center
Peak Rusolisë	19.250	40.000
Peak Kurvalës	11.250	22.000
Beleg Mountain	7.550	15.000
Koprivnik	6.620	11.000
Tablets Bird	5.150	10.000
Starac	4.150	8.000
Peak Strelci	3.855	7.000
Hajla	3.780	7.000
Peak Liqeinatit	2.760	5.000
Peak Mokna	2.030	4.000
Total :	65.393	129.000

According to the analyzed studies recognize that the Albanian Alps are concentrated 10 possible ski centers. We base the number of capacity and number of ski can be concluded that with 19,250 skier leads Maja Rusolisë with total capacity of 40,000 centers then comes top of Kurvalës, Beleg Mountain and so on. Sharr mountains spaces southern part of the Republic of Kosovo.

**Table; possible tourist potentials in Sar Mountains**

Main centers of the mountains	Number of skies	The total capacity of the center
Bistrica-Prevallë	13.780	27.000
Brezovica	7.575	15.000
Brodi	7.100	14.000
Radeshi	5.150	10.000
Lubinja	4.750	9.000
Brodosavci	4.720	9.000
Restelica	4.620	9.000
Shtërpca	3.920	8.000
Oshlaku	3.190	6.000
Kara Nikolla	3.180	6.000
Total:	57.985	113.000

According to studies indicate that the Republic of Kosovo has good potential and existing potential for tourism

development. Existing potentials create opportunities to invest in order to function yen tourist offer.

### **Reasons to invest in the Republic of Kosovo**

Benefits to potential foreign investors and governments. Some of the benefits when you invest in Kosovo are: low taxes, rich resources and supportive business environment. '

- Taxes in Kosovo are very low compared to neighboring countries;
- The tax system is kept extremely simple;
- Population - young and motivated, 70% under the age of 35;
- A new and motivated workforce with entrepreneurial spirit and strong skills and also general knowledge of most European languages;
- Envious natural resources: coal, zinc, lead, Ferrikeli and fertile agricultural land;
- Free access to the European Union market and neighboring markets;
- Modern business support institutions;
- Simple and fast procedure for business registration (within 3 days);
- Safe banking system;
- Modern legal structure and in accordance with the EU;
- The official currency is the Euro, which eliminates the risk of the Euro-zone.

### **Business registration**

Procedures of business registration in Kosovo are very simple and fast. foreign investment there is a Law on Foreign Investment, which protects investors and treats equal to domestic investors. To operate as a legitimate business, foreign and domestic enterprises must register with the Business Registration Agency, the Ministry of Trade and Industry as one of these business categories:

1. Individual businesses;
2. General partnership;
3. Limited partnership;
4. Limited liability company;
5. Joint Stock Company;
6. Foreign company;
7. Social enterprise;
8. Public enterprises;
9. Agricultural cooperatives;
10. Other enterprises under the jurisdiction of the KTA.

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In accordance with the provisions of the Law on Foreign Investment, foreign companies are allowed to engage in any business activities that are open to local businesses, and there is no limitation in terms of capital that may have these companies. Foreign investors may establish its branches in the same way as local businesses.

### **Conclusion**

According tourist Geographical position The Republic of Kosovo in the region is a priority in comparison to other countries in the region, including roads and railways corridors and Kosovo airspace connecting Europe with Asia, the Balkans and Western Europe. The Republic of Kosovo has an international functional road network, which is considered as important nodes for development in the region and beyond. By using the highway Thessaloniki-Skopje, Belgrade, Zagreb, Ljubljana, which is of strategic importance. Kosovo is an important center in the Balkan peninsula which enables linking Western Europe and Far East Asia. Opening the corridor Durres-Prishtina would open new perspectives and will also be a plus opportunities to accelerate economic development and tourism links. According to geomorphological values-The Republic of Kosovo is a territory with high geomorphological values. All represent significant value to complete the tourist offer. Landscape with attractive format, Kosovo presents tourist potential which includes forms with special interest to visit. If we compare the territory of Kosovo and Vojvodina plains which is quite monotonous in sight, Kosovo relief forms are very attractive. Found relief all forms ranging from high mountains as tourist motives which lead to the beautiful landscape with deep gorges as Rugova gorge, Bistrica of Decani Gadime Cave and of Radavc. Kosovo relief generally responds to the absolute height averages 810 feet. Over half the area of the territory of Kosovo belongs to the surface about 700 meters which belongs to the mountainous parts, which are distinguished by their attraction. Potential investors. For existing tourism potentials are significant value for the development of tourism in the Republic of Kosovo in order to be developed tourist offer tourist destination.

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