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Natural Tourism in Kosovo and the Potentials of the Dukagjin Region

Alberta Tahiri ¹, Anela Džogović ^{1*}, Idriz Kovaçi ², Thëllëza Latifi Sadrija ¹, Nora Draga ¹, Elvira Misini ²,
Ardiana Hyseni ¹, Selvije Lajqi ¹, Doresa Mulaj ¹, Fatbardha Shala ¹, Hyrije Bajramaj ¹, Kushtrim Agaj ¹,
Flaka Muriqi ¹, Mimoza Mekuli ¹, Ismet Berisha ¹, Mendim Nimonaj ¹

¹ Faculty of Management in Tourism, Hospitality and Environment University “Haxhi Zeka”, Peja, Rr. UÇK., Peje 30000, Republic of Kosovo

² Faculty of Tourism and Environment, University of Applied Sciences in Ferizaj, Ferizaj 70000, Republic of Kosovo

ABSTRACT

This study aims to assess the potential of natural tourism in Kosovo, especially in the Dukagjin region as a case study. The main objective is to identify and analyze this region’s tourism potential to understand its impact and importance. 180 respondents from the Dukagjin region participated in this study, and the quantitative method was used as a methodology. The measurement instrument consisted of 30 closed questions, which aimed to collect detailed information on the potential of natural tourism in this area. The study results showed that mountain, cultural, winter, healing, and rural tourism are especially important for developing the Dukagjin region. Furthermore, the analysis shows that 30% of the tourism potential is explained by rural tourism, underlining its importance in the local economy. Finally, the study’s findings are discussed, emphasizing their practical value for promoting and developing sustainable tourism in the region.

Keywords: Development; Dukagjin Region; Natural Tourism; Rural Tourism; Tourist Potentials; Tourism Promotion

*CORRESPONDING AUTHOR:

Anela Džogović, Faculty of Management in Tourism, Hospitality and Environment University “Haxhi Zeka”, Peja, Rr. UÇK., Peje 30000, Republic of Kosovo; Email: anela.dzogovic@unhz.eu

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1. Introduction

The region of Dukagjin has exceptional conditions for the development of touristic recreational activities, especially for winter sports, but also for the rest and recreation of citizens throughout the year. The main motives of the development are, first of all, the possibility of the development of stationary winter tourism, especially of the various disciplines of skiing. The favorable climatic conditions, the altitude, and the duration of the snow cover make it possible to develop a rather long period of use of the terrains for skiing. However, there are good conditions for the development of summer tourism (such as vacation and recreation, excursions, and weekend tourism)^[1].

Tourism is an economic activity oriented towards the use of tourist potential. With all the difficulties and problems at different stages of the economic development of Kosovo, this activity is already in harmony with the economic development of Kosovo. Tourism is returning to the main sector of economic development by generating income and creating jobs. However, as one of the sectors where the economic growth of the country is expected to be focused in the future, tourism is still not finding itself in the sectoral development. One of the many problems faced by Kosovo, the tourism economy today is the identification of the strategy for the development of the tourism product, which will lead to the sustainable development of tourism. Culture is part of the tourist offer and has the potential to become attractive for a tourist destination and is one of the main sources of heritage of a population. Kosovo's cultural heritage is well-known at home and abroad and is attractive to tourists who want to see masterpieces of art and culture and learn about the evidence of prehistory, the classics, the Illyrian period, and so on. In addition to the famous museums, there are large collections of objects in Kosovo from all aspects of life, nature, art, and the like^[2].

Seeing the importance of tourism in the Dukagjin Region as well as the lack of studies related to the identification of natural tourism, in this paper, we will elaborate on this issue in detail, and through empirical data we will identify the tourism potential in the Dukagjin Region.

2. Literature Review

2.1. Natural Heritage

Kosovo is noted for its natural wealth, both for subterranean and surface wealth, their quantity and value with lot and diverse natural monuments: geological, geomorphologic, hydrologic, botanic, etc. History of natural preservation and legal protection in Kosovo dates from 1953 when the first area in municipality of Pristina was declared protected. It was Gazimestan village, peony plan reserve Paenoniadecora Anders, and then in 1955, three other natural reserves were declared protected areas. After that, Maja e Ropsit (Ropsi Peak) - plant reserve, Kozhnjeri - animal reserve in the Municipality of Deçan, and Rusenica-animal reserve in the Municipality of Suhareka, were declared protected. Protection of natural heritage continued in 1960 with five other reserves of plant species being declared protected, such as Gubavci, Maja e Arnenit (Arnen's Peak), Pisha e Madhe (Big tree) Oshlak and Prilep Mountain^[3].

2.2. Peja

The Municipality of Peja is part of the Tourist Region of the Albanian Alps (Cursed Mountains). This region constitutes one of the five tourist regions of Kosovo, which is rich in cultural heritage, landscape, and natural wealth, in particular the mountains, and permanent and summer settlements of the province of Rugova, which is in the process of being protected as part of the mountain range. That also extends to the neighboring municipalities and across the state border, which shows the national and universal values of biodiversity, thus counting the future second national park after that of the Sharri Mountains, which is part of the City of Peja and is located at the foot of the Albanian Alps. From there you get the drinking water, the air, and the enchanting view, the goods and products of agriculture, livestock, and mountain fruits. This area, especially Rugova and Drini i Bardhë offers opportunities to rest, rehabilitate, and have fun through staying in commercial and family accommodation facilities and recreational and sports activities such as hiking, exploring the terrain, caving, skiing, walking and cycling along the paths in the city and villages, skiing, climbing the surrounding peaks such as Hajla, Guri i Kuq, Maja e Zeze, Rusolia, Maja e Rops, Lumbardhi, Bjeshka e Belegut, etc. The terrain of the municipality of Peja varies from 700 m above sea level in the city to over 2500 m in the mountains.

Two rivers originate from these mountains and their foothills: Lumbardhi and Drini i Bardhë, which cross the city and the open field of the municipality of Peja. Here there are several discovered caves and others, the unique canyon (known as Gryka) of Rugova, several lakes in the alpine area, and sources of drinking water. Cultural objects such as those of worship, housing, etc. as well as welcoming tradition, handicrafts, clothing, and the Folkloric Ensemble and Citizen Songs are complementary and in harmony with nature, the tourist region of Sharr in the south of the country^[4].

3. Cursed Mountains

The national park “Bjeshkët e Nemuna” lies in the west of Kosovo and covers an area of 62,488 ha. The National Park “Bjeshkët e Nemuna” lies in Peja, Deçan, Istog and territory of Gjakova. The number of habitants inside the park area is 4,354. Since 2003, the Institute for Nature Protection of Kosova has begun the initiative for protection of “Bjeshkët e Nemuna” as a Park. After a decade, in 2012, the Law on the National Park “Bjeshkët e Nemuna”, Law No. 04/L-086 was adopted, and Kosovo now has one more protected area with the status of National Park and with distinguished value.

According to the Spatial Plan of Kosova (SPK), National Park “Bjeshkët e Nemuna” is part of two zones, the Yellow Zone – Kosovo Bridges, where a prior activity would be trading, agro industry in economic development; and the Orange Zone – Kosovo Gardens, planned for economic growth through agriculture. The law has not been followed by any specific plan, but there were numerous studies on this particular area^[5].

From the tourist point of view, National Park of “Nemuna” mountains is one of the most interesting territories in Kosovo and beyond. It has the most diverse and preserved forest vegetation, with a range of endemic flora species and flora relics, which in scientific and tourist terms is very important and attractive. This of course complements the morphological and hydrographic characteristics, as well as important tourist motives. The mentioned natural resources of the “Nemuna” mountains positively determine their recreational and economic function, the ecological balance of communities and natural structures, which can be taken as a sound basis for the qualitative and quantitative expansion of attractiveness that are in function of tourism and for the maintenance

and advancement of this natural environment. Only through tourism can these protected natural values be presented and propagated, and thanks to it the necessary means for protection can be realized^[6].

Tourism development and utilization of tourist potential are of particular importance. Tourist potentials as physical geographic values are concentrated across the country. Tourist values based on natural conditions are part of the tourist offer that can be accessed by tourism. These attractions are spread all over the country, which can represent geotagging values that serve tourism development.

Each value has created the basic conditions that the Republic of Kosovo provides for the development of many forms of tourism, such as winter, summer, transit, hunting and fishing tourism, seaside, congress, and other forms of tourism. Natural conditions are the dominant element that gives importance to the development of tourist activities. In this way, the Republic of Kosovo will be a competitive country with other countries in the region as well as with the wider^[7]. Kosovo also has the potential to develop hunting tourism. This type of tourism can be done in many places in Kosovo, such as the Kozhnjar, Rusolina, and Blinaja Reserves. Other natural values in Kosovo are: Mirusha Canyon, Gadime Marble Cave, rivers, and artificial reservoirs that provide opportunities for the development of fisheries, water sports, and recreation. The production of handicrafts and the exercise of rare crafts such as filigree are an attraction for foreign tourists. Kosovo has the potential to develop cultural tourism with many facilities of exceptional cultural and historical value^[8].

Kosovo has 25 winter tourist centers, gorges, canyons and caves. Tourists visit ski centers like those in Brezovica and Rugova and many other small countries. Kosovo with five tourist regions is the pearl of the Balkans. The Department of Tourism in Kosovo has declared these places as important tourist areas: - Brezovica, - Sharr Mountains, - Rugova Gorge, - Cave of Gadime, - Waterfall of Mirusha, - White Drini Spring, - Prevala, - Cultural monuments, etc.^[9].

3. Kosovo's tourist values comprise a relatively large number of motives, both heterogeneous and ancestral. Due to its attractive motives, Kosovo is ahead of many countries of the former Yugoslavia. The concentration of numerous tourist, natural, and anthropogenic motives has derived from the natural specifics and socio-historical conditions in the

past, but also in the future. Kosovo is rich in tourist value stock, which in its composition contains a wide range of natural and anthropogenic motives and as such is divided into:^[10].

A) Natural motives:

1. Hydro-graphic motives;
2. Bio-geographical motives.
3. Anthropogenic motives:

B) Morphological motives;

1. Environmental motives such as: cities, settlements and other objects;
2. Historical monuments and museums;
3. Ethnographic-ethnological motives.

3.1. Types of Tourism in the Municipality of Peja

Based on the terrain and current and potential tourist activities in the municipality of Peja, these types of tourism can be identified at different levels of development, specifics, opportunities, and needs such as:^[11].

- Mountain tourism, which is the most widespread, although not structured, with several registered hiking trails about 40 km long, in Rugovë as part of the 192 km long trail that crosses the three countries where the Albanian Alps lie (Kosovo, Albania, and Montenegro) as well as other unregistered paths;
- Adventure and rock climbing;
- Cave and exploratory tourism little are developed but with a high potential;
- Rural tourism that is slowly developing including landmarks of settlements, cultural facilities, and family accommodation;
- Cultural tourism, for which many restorations and investments have been made in the maintenance of protected cultural objects and others such as Bazaar, Haxhi Zeka Mill, etc. New cultural monuments, including cemeteries and war memorials, are not included in the tourist and cultural informational materials;
- Sports tourism such as skiing, mountain kayaking, parachute flights, etc. are not very developed due to the current limited capacities, but which constitutes a potential for providing the diversification of the tourist

offer;

- Healing tourism through two natural favors, one of them is staying for some time at different mountain altitudes (according to age and doctor's suggestions) that serves for rehabilitative rest and helps in the treatment of diseases, as well as healing tourism with thermal water in Bath of Peja, which is on the territorial border with the municipality of Istog, but with a regional, nationwide character and close to the center of Peja;
- Tourism of various cultural events, etc. such as festivals, traditional Rugova games, the annual fair of handicrafts and local products, tourism, etc. This type of tourism has not been sufficiently explored, but it has potential;
- Treated in particular in the chapter related to culture and cultural objects of special importance, the main objects with cultural value are: the Ethnographic Museum, Long Bazaar, Haxhi Zeka's Mill, Muslim, Catholic, and Orthodox cult objects, stone towers, houses civic housing, etc. identified as well as others that require research, documentation and promotion.

These tourist activities and others to be explored together constitute a tourist potential, an added value, and complete the tourist offer in a complementary way with importance for the sustainable development of tourism in the municipality of Peja.

3.2. Climbing

In the region of Peja, there are many opportunities for hiking in the mountains. The city is surrounded by mountains that can be accessed directly from the city on easy tours, while more serious tours require a 20- to 40-minute drive. The walk can be organized with or without a guide.

Top of Hajla's is a rocky mountain ridge, surrounded by forests and fields. It is rich in flora and fauna. Also, in the season of the year, it is used as pasture. Walking on snow is one of the most attractive offers in the region of Peja, considering that nature has given suitable paths for this activity. The most suitable lands are located near the villages of Bogë and Koshutan^[12].

However, the region of Peja offers more for winter sports. Some companies have some products in ski touring. The region can be connected to Montenegro with the ski-touring regions of Plava and Rozhaja. Also, local companies

have managed to have guides trained for this sport. Turning skiing is the most practiced in the Hajla mountain and the region of the villages of Bogë, Lumbardh, and Milishec. On-piste and off-piste skiing is available on the Gjeravica mountain

^[13]. An international company operates there, organizing exclusive tours in deep snow and individual launches on detour trails.

3.3. Adventure Park

The Adventure Park in Peja is the first adventure park in Kosovo, opened in May 2017. The adventure park is located 780 meters above sea level and is the first outdoor amusement park of its kind. Visitors can enjoy a variety of aerial platforms, different weight levels, rope ladders, as well as a large 17-meter high see-saw, as well as horse riding. The adventure park with its content significantly enriches the tourist offer of the Peja area. Caves and speleology Peja offers the opportunity to explore two caves: The Sleeping Beauty and Grand Canyon which offer two different experiences. Grand Canyon is the largest and most interesting cave in speleology^[13].

For all those who want recreation and relaxation in peace, walks through the caves are the ideal solution. What is special about these cave tours is that they are organized in smaller groups and traverse parts of the caves that are not open to mass visits. A guide is essential, as well as the following basic equipment: helmets, lamps, and gloves. The tours are suitable for couples, groups of friends, work colleagues, and school-aged children, so these walks, as an activity through which exploration and shared experiences are made, represent a journey through the underground world and are a real pleasure^[14].

4. The Challenges of the Tourism Sector in the Municipality of Peja

In general, the main challenging issues for the development of the tourism industry in the municipality of Peja are of a regulatory nature, the young age of enterprises and the tourism sector, the lack of private investment capital and foreign investments, insufficient municipal and state investments, infrastructure and services insufficient public, seasonal nature of services, profiling, human capacities and

lack of service tradition. It is considered that the challenges are greater in rural and mountainous areas, while in the city, some of the hotel enterprises have accommodation capacity and a longer tradition of service with their advantages, disconnections, and limits. Peja and Kosovo in general export tourists to the region and especially to Albania, Montenegro, and Turkey, mostly due to the lack of sea but also the lack of a strategy and necessary measures to attract tourists to the country considering the necessary tourist potential that has for the development of tourism, especially rural tourism as a competitive advantage at the country level as a potential destination for foreign tourists where the sea and other elements are local, regional or national competitive advantages^[15].

There are also other issues such as the lack of physical and medical security in the deep areas near the border, etc. During communication with tourist operators with a shorter tradition in tourism, a general need for capacity building in communication, service, marketing, foreign language, then instructions in the production of equipment, traditional objects such as utensils, tools, ornaments, etc., was observed, as well as consultation for exploring the possibilities and capacities for providing secondary services, their variety, profiling as well as expanding the capacities of tourist services for a longer period, ideally throughout the year^[16].

Returning the critical mass of residents and their traditional activities to rural areas and the city of Peja is a challenge in itself. For the development of tourism, in addition to the infrastructure, human capacities, and the population which is a supplier, even a partial part of the tourism industry, are necessary and irreplaceable. Investing in the development of tourism, along with other economic sectors, is an opportunity to face the challenge of losing the critical demographic mass, achieve stability and human well-being, and stimulate each other^[17].

Basic characteristics of the current state of rural tourism. Kosovo is ranked among regions with significant resources, but no tradition at all in this type of tourism. The characteristics of space, the state of biodiversity, geo-communications position, climate, and other natural properties are a good basis for the inclusion of rural tourism in the general tourism trends of Kosovo, and especially the development of local tourism^[18].

In contemporary economic trends, the development of rural tourism is part of complex activities related to the re-

vitalization of villages. The development of rural tourism can influence the creation of conditions for the improvement of the economic-social situation, especially in economically underdeveloped regions. The development of rural tourism enables improving the quality of life and the material status of residents in rural regions and balancing regional development, stopping the migration of rural residents to urban centers, and motivating young people to return to the villages, which would affect the regeneration of the rural population and the improvement of the structure of the active population for work, the increase of classic agricultural production and the placement of products according to the principles of the market economy, the affirmation of organic agricultural production programs, the preservation of natural ecosystems and the protection of biodiversity, as well as the placement of control of forest fruits, aromatic healing plants, revitalization of cultural potentials, etc.^[19].

The strategic resource of Kosovar tourism must remain a very valuable space, so far preserved, that in the long term will be more and more important. Almost all regions of Kosovo have touristic value in their forms and dimensions, depending on the resources and the level of development. The physiognomy of the attractive elements of Kosovo guides the mountain regions, tourist transit directions, large cities, spas, natural and cultural heritage complexes, assets, hunting localities, and villages^[20].

Rural tourism has its specific clientele. These are people who are passionate about natural beauty, people who are pet lovers, horse riding lovers, lovers of agricultural work such as fruit picking, and people who prefer fresh agricultural products (cheese, wine, fruit) as indigenous specialties. A special clientele of rural tourism is the category of hunter tourists, this clientele is passionate about hunting wild animals. This activity is related to the hunting season, therefore these are tourists with seasonal activity^[21].

Tourist Reception in Dukagjini Region

Dukagjini Region is a valley surrounded by ridges, beautiful mountainous landscapes, rural and cultural landscapes. In this region, there are several areas and villages with special values that are protected by the state: National Parks “Bjeshkët e Nemuna” and “Sharri”, Natural Monument of special importance “Mirusha Waterfalls” and two villages with distinguished religious and cultural and historic heritage: Hoqë e Madhe and Zymi i Hasit, which are equipped

with Laws aimed at protection of these values. These areas and villages, in general natural and cultural diversity of Dukagjin, offer tourist attraction, active holidays far from urban stress for demanding tourists belonging to all ages and social categories^[22].

“The natural resources of the Rugova mountains determine their recreational and economic functioning, the ecology of natural structures can be taken as a sound basis for the qualitative and quantitative expansion of the activity that are in function of tourism and for the maintenance and advancement of this natural environment. Only through tourism and thanks to it can the necessary means of protection be realized”^[23]. Increasing investment capacities and the demand to spend holidays in Rugova are parameters for the possibility of creating and expanding business in the field of tourism which is undoubtedly bringing benefits to residents. What is more important is that in Kosovo the climate is very favourable for tourists because four seasons are adjusted in accordance with official calendar and in rare cases the climate happens to be different, for instance, the winter season is snowy each year^[24]. Every year, the Rugova region is becoming more and more a tourist destination from all over the world. Recently, especially these 2–3 years, during the field observation, tourists from different countries such as: Albania, Switzerland, Germany, England, Saudi Arabia, etc., which opens up opportunities for business development prospects even from international countries. The grandeur and beauty of these mountains is extremely attractive. Traditional bio food, water resources, warm hospitality, are characteristic of this region and the community.

5. Methodology

5.1. Research Methods

Since this study has analyzed the identification of the potential of natural tourism in Kosovo critically but also constructively, then the quantitative analysis method has been adapted to the realization of the purpose of this study, offering more precision in the analysis of complicated issues and level higher adaptation to the subjects surveyed. The strong reason why the quantitative analysis was applied in this study is because this analysis is best suited to our purpose. Quantitative analysis also allows us to have a deeper understanding of the population under study^[25].

5.2. Study Instrument

To collect data for measuring the impact of natural tourism on the development of rural tourism in the Dukagjin Region, we applied a questionnaire consisting of 30 questions. The questions have 5 Likert ratings and will be of the closed type. We discussed the questions that we formulated in advance with an expert in the field of tourism if they were appropriate, and then we made a pilot project with 10 subjects to see if the questions were understandable.

5.3. Population and Sample

Our study had the aim of identifying the potentials of natural turing where as a case study we took the Dukagjin Region, which according to <https://prezi.com/hmni3vf2-hq1/regjioni-perendimor-i-kosoves/?frame=fd7c7c3517e07e6d31e08b354823aa4e0ecf55b7> in 2006 there was a population of about 180 thousand inhabitants with no possibility to take all the inhabitants, we applied the sample which is most often applied in such studies, so we took for sample of 10% of the population that falls in our sample consisting of 180 respondents. Based on the types of samples we have applied systematic sampling. According to Hayes^[26], systematic sampling is very convenient and easy to perform and understand in such cases because it also carries with it a low-risk factor and low chances of data being lost^[27]. The systematic sample is chosen as follows: every nth unit is taken from the population, while the first unit is chosen randomly. The procedure is very simple: for example, from the registration of 180,000 respondents, the sample consists of 180 respondents. We calculate the “step” as follows: $1800/180 = 10$, namely the “interval” between the selected units. In this case, we chose every second respondent, while the first one was chosen randomly between the numbers 1 and 10. The random choice fell on the number 3, then we chose the third respondent, the thirteenth, the twenty-third, etc.

5.4. Procedures

Initially, all questionnaires have been verified with utmost care. The collected data were analyzed through SPSS. The procedures are applied through descriptive statistical analysis and correlative statistical analysis. Data analyses

were recorded by coding demographic data. The principles of professional research ethics were respected, where they were initially informed about the purpose of this research, and that their answers were anonymous and subjective.

6. Results of the Study

In the results of this study, we have presented the results achieved during this research. For the most understandable and logical presentation of the results from the statistical analyses, we have presented the data in the form of tables.

6.1. Results Related to Demographic Data

From the results of **Table 1**, we can see the largest part of the sample of the male gender was 63.3% while the similar female gender was 36.7% of the sample. The sample was made in a systematic way where the tenth person was surveyed, therefore according to the results, we have this division.

Table 1. Gender and relative percentage of participants in the study.

| | | Frequencies | Percentage |
|-------|--------|-------------|------------|
| Valid | Female | 66 | 36.7% |
| | Male | 114 | 63.3% |
| | Total | 180 | 100.0% |

From **Table 2**, we understand that we are dealing with different ages of respondents participating in the study. Age 25–35 years comprises 23.3% of the sample, age 31–35 years 28.3%, age 36–40 years 11.7%, age 41–45 years 16.1%, age 46–50 years 8.3% and age over 50 years comprise 12.2% of the sample.

Table 2. Age and relative percentage of participants in the study.

| | | Frequencies | Percentage |
|-------|---------------|-------------|------------|
| Valid | 25–30 years | 42 | 23.3% |
| | 31–35 years | 51 | 28.3% |
| | 36–40 years | 21 | 11.7% |
| | 41–45 years | 29 | 16.1% |
| | 46–50 years | 15 | 8.3% |
| | Over 50 years | 22 | 12.2% |
| | Total | 180 | 100.0% |

From **Table 3**, we see that most of the participants in the study, or 87.2% are from the municipality of Peja, while 12.8% are from the municipality of Zubin Potok.

Table 3. Place of residence and relative percentage of participants in the study.

| | | Frequencies | Percentage |
|-------|-------------|-------------|------------|
| Valid | Peja | 157 | 87.2% |
| | Zubin potok | 23 | 12.8% |
| | Total | 180 | 100.0% |

Table 4. shows the level of education of the participants in the study. From the results, we see that most of the respondents, or 71.7% have completed university education, 8.9% post-graduate education, 11.7% secondary education, and 7.8% primary education, while we have no respondents without education.

Table 4. Level of education and relative percentage of participants in the study.

| | | Frequencies | Percentage |
|-------|------------------------|-------------|------------|
| Valid | Primary school | 14 | 7.8% |
| | Secondary education | 21 | 11.7% |
| | University education | 129 | 71.7% |
| | Postgraduate education | 16 | 8.9% |
| | Total | 180 | 100.0% |

6.2. Identification of Natural Tourism Potentials in Kosovo - Case Study Dukagjin Region

Table 5. shows the dimensions of the questionnaire, their average, and standard deviation. From the results we see that the development of touristic potentials has an average of $M = 3.23$ and a standard deviation of $Ds = 0.35$, the satisfaction of tourists has an average of $M = 2.59$ and a standard deviation of $Ds = 0.48$, the visits of tourists has an average of $M = 3.42$ and a standard deviation of $Ds = 0.39$, knowledge about tourism potentials has mean $M = 3.11$ and standard deviation $Ds = 0.31$, investments in tourism potentials has mean $M = 3.11$ and standard deviation $Ds = 0.31$ and challenges facing tourism has mean $M = 2.15$ and standard deviation $Ds = 0.28$.

Table 5. Mean and standard deviation for each dimension.

| | Mean (n = 100) | Standard Deviation (n = 100) |
|-------------------------------------|-------------------|------------------------------------|
| Development of Touristic potentials | 3.23 | 0.35 |
| Tourist satisfaction | 2.59 | 0.48 |
| Tourist visits | 3.42 | 0.25 |
| Knowledge of Touristic potentials | 3.15 | 0.39 |
| Investments in tourism potentials | 3.11 | 0.31 |
| Challenges facing tourism | 2.15 | 0.28 |

Q1. What are the potentials of natural tourism in the Dukagjin Region?

From **Table 6**, we see that the majority of respondents think that mountain tourism in the Dukagjin Region is developed. 44.4% of the respondents answered the option “too much”, 43.9% “a lot” and 11.7% of the respondents answered the option on average.

Table 6. Development of mountain tourism in the Dukagjin Region.

| | | Frequencies | Percentage |
|-------|------------|-------------|------------|
| Valid | On Average | 21 | 11.7% |
| | Very | 79 | 43.9% |
| | Too much | 80 | 44.4% |
| | Total | 180 | 100.0% |

Table 7. shows the results for the development of winter tourism in the Dukagjin Region, from the results we see that 8.9% of the respondents think that winter tourism is little developed in the Dukagjin Region, 22.2% of the respondents answered the average option, most of the respondents or 56.7% of them think that winter tourism is very developed in the Dukagjin Region and 12.2% of the respondents answered in the option “too much”.

Table 7. Development of winter tourism in the Dukagjin Region.

| | | Frequencies | Percentage |
|-------|----------|-------------|------------|
| Valid | Less | 16 | 8.9% |
| | Average | 40 | 22.2% |
| | Very | 102 | 56.7% |
| | Too much | 22 | 12.2% |
| | Total | 180 | 100.0% |

In the question of how developed cultural tourism is in the Dukagjin Region, the respondents gave us different answers (**Table 8**). 12.2% of the respondents think that cultural tourism in the Dukagjin Region is not developed at all, 19.4% of the respondents answered the option “A little”, 41.7% “Masterfully”, 22.8% “A lot” and 3.9% of the respondents think that cultural tourism in The region of Dukagjin is highly developed.

Table 8. Development of cultural tourism in the Dukagjin Region.

| | | Frequencies | Percentage |
|-------|----------|-------------|------------|
| Valid | None | 22 | 12.2% |
| | Little | 35 | 19.4% |
| | Average | 75 | 41.7% |
| | Very | 41 | 22.8% |
| | Too much | 7 | 3.9% |
| | Total | 180 | 100.0% |

From the answers of the respondents in **Table 9**, we see that the majority of them, or 52.8% declare that the development of sports tourism is not at all developed in the Dukagjin Region, 39.4% of the respondents think that tourism is still little developed and 7.8% of the respondents think that the development of sports tourism is moderately developed in the Dukagjin Region.

Table 9. Development of sports tourism in the Dukagjin Region.

| | | Frequencies | Percentage |
|-------|---------|-------------|------------|
| Valid | None | 95 | 52.8% |
| | Little | 71 | 39.4% |
| | Average | 14 | 7.8% |
| | Total | 180 | 100.0% |

In the question of how developed healing tourism is in the Dukagjin Region, the respondents gave us different answers (**Table 10**). 7.2% of the respondents think that healing tourism in the Dukagjin Region is little developed, 23.9% of

the respondents answered with the “average” option, and the majority of respondents 56.1% “think that healing tourism is very developed in the Dukagjin Region and 12.8% of respondents think that healing tourism in the Dukagjin Region is too developed.

Table 10. Development of healing tourism in the Dukagjin Region.

| | | Frequencies | Percentage |
|-------|----------|-------------|------------|
| Valid | Little | 13 | 7.2% |
| | Average | 43 | 23.9% |
| | Very | 101 | 56.1% |
| | Too much | 23 | 12.8% |
| | Total | 180 | 100.0% |

Table 11, shows the results from the one-way analysis of variance (ANOVA) show how the most important tourist potentials were identified in the Dukagjin Region, where $F(179) = 3.635$, $p < 0.05$.

Table 11. Identification of the most important potentials in the municipality of Dukagjin.

| | | Sum of Squares | df | Mean Square | F | Sig. |
|--|----------------|----------------|-----|-------------|-------|-------|
| The development of mountain tourism in the Dukagjin region | Between Groups | 9.143 | 6 | 1.524 | 3.635 | 0.002 |
| | Within Groups | 72.518 | 173 | 0.419 | | |
| | Total | 81.661 | 179 | | | |
| The development of winter tourism in the Dukagjin region | Between Groups | 21.046 | 6 | 3.508 | 6.664 | 0.000 |
| | Within Groups | 91.065 | 173 | 0.526 | | |
| | Total | 112.111 | 179 | | | |
| The development of cultural tourism in the Dukagjin region | Between Groups | 24.414 | 6 | 4.069 | 4.282 | 0.000 |
| | Within Groups | 164.386 | 173 | 0.950 | | |
| | Total | 188.800 | 179 | | | |
| The development of sports tourism in the Dukagjin region | Between Groups | 13.753 | 6 | 2.292 | 6.744 | 0.000 |
| | Within Groups | 58.797 | 173 | 0.340 | | |
| | Total | 72.550 | 179 | | | |
| The development of healing tourism in the Dukagjin region | Between Groups | 5.318 | 6 | 0.886 | 1.519 | 0.004 |
| | Within Groups | 100.927 | 173 | 0.583 | | |
| | Total | 106.244 | 179 | | | |

Mountain tourism has a significant significance because the significance is 0.002, winter tourism also has a significant significance because the significance is 0.000, cultural tourism also has a significant significance because the significance is 0.000, and healing tourism also has a significant significance because the significance is 0.000 as well as winter tourism in the Dukagjin Region is significant because the significance is 0.004.

Q2. What impact do these potentials have on the development of rural tourism in the Dukagjin Region?

In **Table 12** the value of R² is given. The value found here is 0.30. According to this result, 0.30% of the variation in the dependent variable is explained by the independent variable included in the model. In other words, part of the change of 0.30% of tourism potential is explained by rural tourism.

Table 12. The impact of tourist potentials on the development of rural tourism in the Dukagjin Region.

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|--------------------|----------|-------------------|----------------------------|
| 1 | 0.548 ^a | 0.300 | 0.280 | 0.31769 |

Table 13. The significance of the impact of tourism potential on the development of rural tourism is mountain tourism 0.00, winter tourism 0.000, cultural tourism 0.000,

sports tourism 0.22, and healing tourism 0.10. $p < 0.05$ at the 0.05 significance level. From this, we say that tourism potentials have a positive impact.

Table 13. Coefficients for the impact of tourist potentials on the development of rural tourism in the Dukagjin Region.

| Model | | Unstandardized Coefficients | | Standardize d Coefficients | t | Sig. |
|-------|--|-----------------------------|------------|----------------------------|-------|-------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.667 | 0.274 | | 6.077 | 0.000 |
| | The development of mountain tourism in the Dukagjin region | 0.085 | 0.041 | 0.153 | 2.095 | 0.038 |
| | The development of winter tourism in the Dukagjin region | 0.148 | 0.032 | 0.314 | 4.673 | 0.000 |
| | The development of cultural tourism in the Dukagjin region | 0.102 | 0.024 | 0.281 | 4.254 | 0.000 |
| | The development of sports tourism in the Dukagjin region | 0.093 | 0.040 | 0.158 | 2.310 | 0.022 |
| | The development of healing tourism in the Dukagjin region | 0.056 | 0.035 | 0.114 | 1.604 | 0.010 |

7. Discussion of the Results

In this chapter, the main findings of the study are summarized, discussing the relevant literature. These findings have been compared with other studies by different authors and the point of view related to them where this study was carried out is presented. The focus of this paper is to present the results related to the identification of the potential of natural tourism in Kosovo, where we have taken the Region of Dukagjin as a case study.

The results show that the development of tourism potential has an average of $M = 3.23$. One of the reasons why we got such a result is that all the respondents think that the Dukagjin Region has tourism potential, but they are not very satisfied with the progress of the development of these potentials, therefore most of them have evaluated the development of the potentials on average tourism in the Dukagjin Region.

Tourist satisfaction has an average of $M = 2.59$. Most of the tourists we met were not the first time they visited these places, but according to them, nothing changed from the last time there, and they gave a low rating to the satisfaction of the tourists.

Tourist visits have an average of $M = 3.42$. Regardless of the development of tourism potential and the satisfaction of tourists, tourists continue to come to the Dukagjin Region to a large extent. The reason why tourist visits have a high average is that the Dukagjini Region has more tourist potential than other places in Kosovo, which is why the visits are greater there.

Knowledge about tourism potential has an average of $M = 3.11$. From the results, we see that the respondents

have averagely evaluated their knowledge about the tourist potential of the Dukagjin Region. The reason why we have such a result is because the Dukagjini region has a lot of potential, but most of the respondents only know about those potentials, which are more developed.

Investments in tourism potentials have an average of $M = 3.11$. So the investments in the tourist potentials are few and therefore the respondents have evaluated the investments in the tourist potentials with a not high average.

The challenges facing tourism have an average of $M = 2.15$. Tourism in the Dukagjin Region faces many challenges and from the results, it can be seen that the tourists also had knowledge about the challenges of tourism and evaluated the challenges of tourism with a high average.

8. Conclusions

In conclusion, we can say that tourism in the Dukagjin region is a development model that, in short, includes responsible behavior when it comes to the environment and the use of natural resources. Based on the results of this study, we can conclude that some of the most important tourist potentials in the Dukagjin Region are mountain tourism, cultural tourism, healing tourism, winter tourism, and sports tourism. The findings of this study have shown that mountain, cultural, winter tourism, healing tourism, and winter tourism in the Dukagjin Region have significant significance for the Dukagjin Region. Also, based on the results of this study, we can conclude that 0.30% of the change in the dependent variable is explained by the independent variable included in the model. In other words, the part of the change of 0.30% of

tourism potential is explained by rural tourism. The significance of the impact of tourism potential on the development of rural tourism is mountain tourism 0.00, winter tourism 0.000, cultural tourism 0.000, sports tourism 0.22, and healing tourism 0.10. $p < 0.05$ at the 0.05 significance level. From this, we say that tourism potentials have a positive impact.

Author Contributions

All authors cooperated with the research idea and methodology. All authors studied and accepted the final manuscript.

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Institutional Review Board Statement

Not applicable. The study involved an anonymous questionnaire with voluntary participation, and no sensitive personal data were collected, in accordance with institutional and ethical guidelines.

Informed Consent Statement

Informed consent was obtained from all subjects involved in the study. Written informed consent was obtained from the respondents to publish this paper after we had previously informed them that their data and responses would be anonymous and would be used only for the purpose of the study.

Data Availability Statement

The data that was used for this research is available and is part of the submission.

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Conflicts of Interest

The authors declare no conflicts of interest.

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