

DEVELOPMENT OF RURAL TOURISM:
CASE STUDY OF NASHEC - PRIZREN

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CASE STUDY OF NASHEC (PRIZREN)**

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ABSTRACT

DEVELOPMENT OF RURAL TOURISM CASE STUDY OF NASHEC (PRIZREN)

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Kosovo is internationally regarded as a rural destination because of its natural heritage. Rural Tourism is increasingly viewed as a factor for increasing economic viability, stimulating social regeneration and improving the living conditions of rural communities. This thesis explores the development of rural tourism in Nashec, Prizren. It explores how the local community perceives their involvement in a development of rural tourism and look to identify the benefits of rural tourism for host community. The study also evaluates the village in terms of potential of being used for tourism. To address these objectives, different methodologies are used. From analysis in previous years to the synthesis for future development, as well as a sample of 122 respondents drawn from locals and visitors on a weekend day in Nashec. Local communities enjoy being involved in this sector of tourism because it improves income resources and quality of life.

Keywords: rural tourism, local community, community involvement, Nashec, Prizren, Kosovo

ABSTRAKT

ZHVILLIMI I TURIZMIT RURAL RASTI STUDIMOR I NASHECIT (PRIZREN)

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Kosova konsiderohet ndërkombëtarisht si një destinacion rural për shkak të trashëgimisë së saj natyrore. Turizmi rural është parë gjithnjë si një faktor për rritjen e qëndrueshmërisë ekonomike, duke stimuluar rigjenerimin social dhe përmirësimin e kushteve të jetesës së komuniteteve rurale. Kjo tezë shqyrton zhvillimin e turizmit rural në Nashec. Poashtu eksploron se si komuniteti lokal percepton përfshirjen e tij në zhvillimin e turizmit rural dhe identifikon përfitimet e turizmit rural për komunitetin pritës. Studimi gjithashtu vlerëson fshatin në aspektin e potencialit që të perdoret për turizëm. Për të adresuar këto objektiva, janë përdorur metodologji të ndryshme. Nga analizat në vitet e mëparshme deri në sinteza për zhvillim të ardhshëm, si dhe një mostër prej 122 të anketuarve të nxjerra nga banorët dhe vizitorët në një ditë vikendi në Nashec. Komunitetet lokale pëlqejnë të jenë të përfshirë në këtë sektor të turizmit, sepse përmirëson burimet e të ardhurave dhe cilësinë e jetës.

Fjalët kyçe: turizmi rural, komuniteti lokal, përfshirja e komunitetit, Nashec, Prizren, Kosovë

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LIST OF ABBREVIATIONS

GDP	Gross Domestic Product
PMDP	Prizren Municipality Development Plan
LEAP	Local environmental action plan
LAPB	Local action plan for biodiversity

CHAPTER 1

INTRODUCTION

For a long time tourism was seen as a soft activity, compared with other forms of development. It aimed its sustainability relied in the preservation of natural resources and local cultures. Later, it has been recognized as an industry, just like any other which has been characterized by rapid, short term which have often damaged the assets upon which they depend. In essential, it is an exploitative industry and it is justifies to fix the tourism as it is done for any other pollution industry. Obvious, is the need for the tourism to become sustainable. Sustainable tourism is often equally with ecotourism, but sustainable tourism development is more than protecting the natural environment. It means proper consideration of host people, communities cultures, lifestyle, social and economic system that "meets the needs of the present without compromising the ability of future generations to meet their own needs".[Oxford University Press, 1987]

[Marwe, 1999]add that *"Sustainable development is a program for changing the process of economic development so that is ensures a basic quality of life for all people and at the same time protects the ecosystems and community systems that make life possible and worthwhile. Ecotourism is a component of sustainable tourism. In many ways, sustainable tourism exemplifies the relationship between ecotourism and sustainable development"* [D Sâmbotin, 2011]

In Kosovo, 'Sustainable tourism' is a very new idea, that failed to be present at the premises of these areas. The role of sustainable development as defined above is about concept of limits. Limits mean controls, developed in depth research on such things as environmental and social indicators. In the issues related with ecotourism this become very important. Ecotourism, relatively is new idea that keeps the attention of many

people from a variety of backgrounds. It has different meaning to different persons. To some, it is synonymous with nature tourism, appropriate, ethical, green, environmentally friendly, sustainable tourism etc. But in term of 'what is ecotourism?' a good part agree that ecotourism , must be a force for sustaining natural resources. Seeing the potential of Nashec zone, which is located in Prizren,Kosovo, it gives the opinion of 'The center of tourism'. This area requires adequate maintenance for value protection, otherwise it will lose the value as natural protected reserve. The form of tourism chosen must be compatible with the policy of preservation and protection engaged by the environment policy. The type of development described above adapt very good with condition of this site. This zone is a good potential for this kind of development, where people don't have request on comfort standards, they have direct contact with nature and local population.

1.1.Research scope and objectives

The purpose of this research is to describe and evaluate the role of rural tourism, to help to enhance the living standard of rural communities and offering good opportunities for tourists in the village of Nashec. To fulfill these purposes, specific objectives are determined as follows:

- To identify tourism roles of the local residents of the village
- To identify and analyze residents attitudes and perception of tourism development in the village.
- To identify and analyze residents attitudes and perceptions of the economic socio-cultural and impact of tourism development in the village.
- To analyze the potentials of the village in aspect of eco-tourism
- To develop a strategical plan and conceptual projects for the development of ecotourism

This study aims to focus on the village tourism and its influence over the society and culture, to obtain an insight into the current development of rural tourism in the area of Nashec in order to propose further recommendations for efficient rural development.

For this above reason, the research will take an exploratory approach. *An exploratory study is undertaken when not much is known about the situation at hand, or when no information is available on how similar problems or research issues have been solved in the past. The aim will be to gain familiarity with the issues, and to gain a deeper understanding about the topic. [Sekaran, 2002]*

This research will continue study from a previous research done from the Ministry of Tourism in the specific area. The previous research had identify several opportunities for tourism development in the area, therefore now the aim is to identify and analyze one specific sector of tourism, which is rural tourism.

1.2. Impact

Ecotourism can affect environment of destination places in various way like tour, hiking, camping, biking activities enjoyed by tourists. All these activities are related to nature and utilize natural resources to accomplish the recreation. Ecotourism aim is taking care of the natural environment and involves local people in the provision of tourist facilities with positive and negative impact. Money benefits of ecotourism is from natural environments by encouraging tourists to visit, during their stay, they are going to pay for items like entrance fees, concessions etc. Also, by participation of local people in accommodating tourists and be employed as guides, ecotourism aids development. The locals can supplement the incomes by working in the zone of ecotourism. Ecotourism can have a cultural impact on local communities. Tourists are often partially motivated by the chance to see local culture. Involving local people in decision making not only tends to make them more positive about tourism, but also empowers them as a community. The position of Nashec is suitable for development of a branch of ecotourism called 'Rural Tourism'. It is typical of tourism activity that take place in rural setting, whether in small towns or in areas close to cities but far from its center. This tourism serves to get away from hectic and stressful life in the big city where you can enjoy a vacation. It provides peace, relaxation and absolute rest what is the traffic, noise

and pollution. Rural tourism offers a lot of opportunities in economic, social and personal development of rural areas and to improve their living standards. It also has a role as an active agent in the development of agricultural and regional policies and the promotion of development of local communities. Besides the benefits of rural tourism as additional income to farming, income is also due to the sale of agricultural products to tourists and creating local markets that serve to achieve additional income to farmers in areas rural. Moreover the buildings, equipment and infrastructure and thus increases generally improve living standards of people in rural areas.

CHAPTER 2

LITERATURE REVIEW

2.1. Concept of Ecotourism

Ecotourism is environmentally responsible travel and visitation to relatively undisturbed natural areas in order to enjoy and appreciate nature (any accompanying cultural features, both past and present) that promotes conservation, has low negative visitor impact and provides for beneficially active socio-economic involvement of local populations [Ceballos-Lascurain, 1996]. Ecotourism involves visiting natural areas with the objectives of learning, studying or participating in activities that do not bring negative effect to the environment, while protecting and empowering the local community socially and economically. [Cristina, 2004]. Many conferences have been held on ecotourism and responsible tourism, in 1995 World Conference on Sustainable Tourism agreed that: "Tourism is sustainable when its development and operation include participation of local population, protection of the total environment, fair economic return for the industry and its host community, as well as a mutual respect for and gratification of all involved parties" [Jafari, 1996]. Ecotourism itself meant to be a sustainable form of natural resources. There are many of well recognized definition that give a clear picture of ecotourism principles. Ecotourism is defined as travelling to relatively undisturbed natural areas with specific objective of studying, admiring and enjoying scenery and its wild animal and plants as well as existing [Joshi, 2011]. A form of tourism inspired primarily by the natural history of an area, including its indigenous cultures. The ecotourist practices a non consumptive use of wildlife and natural resources and contributes to the visited areas through labor or financial means aimed at directly benefiting the conservation of the site and the economic well being of the local residents [Ziffer, 1989].

Ecotourism is nature based tourism that involves education and interpretation of the natural environment and is managed to be ecologically sustainable. This definition recognizes that natural environment included cultural components and that ecologically sustainable involves an appropriate return to the local community and long term conservation of the resources[Strategy, 1994]. Interest in ecotourism, now widespread among tourism planners and marketers, is rationalized by a number of popular assumptions regarding the sector's potential economic, environmental and socio-cultural benefits[Weaver, Role of Ecotourism in Sustainable Development, 1999]. Ecotourism is a form of tourism that fosters learning experiences and appreciation of the natural environment, or some component thereof, within its associated cultural context[Weaver, 2001].

The socio-economic impact of ecotourism

Tourism can be sustainable if the development meets the needs of tourists and locals while protecting future resources. The environment is one of the first primary concerns of ecotourism. Even the most conscientious tourist will have some degree of impact on the environment and so ecotourism should therefore attempt to minimize that impact [Cater, 1994]. Natural and cultural landscape values form a basis for ecotourism. These values are geographical position, microclimatic conditions, existence of water, natural beauties, existence of natural vegetation, existence of wildlife, surface features, geomorphologic structure, local food, festivals and pageants, traditional agricultural structure, local handicrafts, regional dress culture, historical events and people, heritage appeals, architectural variety, traditional music and folk dance, artistic activities and so on.[Gerry R. , 2001][Lane B. , 1993][Lanquar R. , 1995)][Soykan F. , 1999][Briassoulis H. , 2002)][Wen, 2008][Mlynarczyk, 2002][Drzewiecki, 2001][Kiper, 2006].Ecotourism operates for one or more of the eco-friendly alternatives for the economic use of natural resources compared with mining, hunting, farming and so on[Li, 2006].Ecotourism promotes an enhanced appreciation of natural environments

and environmental education by exposing visitors and local to nature and conservation[U Bob, 2008]. According to [Pierce, 1996] ecotourism is a type that maximizes the early and long term participation of local people in the decision-making process that determines the kind and amount of tourism that should occur. The degree of control the local population that over tourism in their locality is generally perceived as being a significant element of sustainability [Munt, 1998]. As it was cited, ecotourism require to provide direct economic benefits to the locals, and minimize negative impact on environment and socio-cultural. [Cater, 1994]says: In terms of conserving the natural and socio-cultural resources base, the time perspective of the local population is longer than that of outside entrepreneurs concerned with early profits. They also more likely to ensure that traditions and lifestyle will be respected. Their co-operation is also a vital factor in reducing infringements of conservation regulations such as poaching and indiscriminate tree-felling. [JW, 1991] notes the advantages of involving the locals in ecotourism project: Local participation functions as an early warning system, helping managers to avoid or plan for delicious that might otherwise cause conflict with the local population. Also, including a participation program in the design stage of a project provides the opportunity for the local community to become educated about the purpose and benefits of the project, thereby increasing support for the effort. Ecotourism is an important component, which gives educational respect for nature, for local community and for some it is a self reflection being inspired by surroundings.

2.2. Rural Tourism

According to [Lane B. , What is Rural Tourism, 1994] rural tourism as a concept is a form of tourism that is located in rural areas, reflecting the differing and complex patterns of rural environment, economy, history and location. [Roberts, 2007] concluded in to themes that could be identified for rural tourism research: rural tourism should be sustainable activities and it should be an agent of rural development. Rural tourism will bring people of different cultures, gaiths, languages and lifestyles close to one another. It

can provide a broader outlook of life, not only in generating employment for the people but it can also develop social, cultural and educational values. The basic components of rural tourism are:

- Accommodation in rural housing, in apartments or small hotels.
- Power based on traditional local cuisine.
- Complementary activities of leisure and recreation in the vicinity of the place of accommodation, enhancing the knowledge of the local culture and traditional lifestyle, crafts etc.
- It is done in rural areas, meaning the environment consisting of natural landscapes, mainly agricultural in nature.
- An integrated offering consisting of different leisure items such as accommodation, catering, activities, crafts and local produce.
- A motivation based on contact with the environment, where tourists seeking nature, traditional architecture, gastronomy, traditions etc. [Roberts,2007]

Nevertheless, [Opperman, 1996] suggested that the field of rural tourism still lack a comprehensive body of knowledge and theoretical framework. He argued that this is caused by

- a. Definitional problems concerning what constitutes rural tourism
- b. Lack of data sources, rural enterprises which makes rural tourism much less obvious and signifies much more tedious work for researchers in their quest for data (Batler, 1998).

Case Study of Ostfriesland (Germany)

Ostfriesland is located between Dollart inlet and the Jedebusen bay. Its culture has evolved and reflect a lifestyle characterized by water and sea, it is one of greatest attractive zone in region. Rural landscape in this area is composed by a number of characteristics features that have been evolved during time, and need to be preserved. According to[Hernik, 2010]: The occurrence of cultural landscape cannot lead to a preservation or a significant impediment of economic land use in the areas where they occurred.

The analysis of potential in region

The rural landscape consist in farm production, including animal production ex.(sheep, cattle-breeding, pastures, grassland etc.), as well as rape fields and cornfields. Table one is composed with results of analysis and interviews with inhabitants show the most important points for tourism product creation are: watt landscape, fauna and flora, gardens and parks, road alleys etc. Also, from the cultural elements inhabitants have chose: regional architecture, parks, palaces, hydro and technical elements, old mills etc. Some of them are important for tourism facilities, structure and infrastructure system, the other ones are important for tourism trails and routes. The location of settlement and other types of villages in region based mostly on natural conditions and historical impact. From 17th century it was related with drain system. After drainage process, a good part of area was used as agricultural land. From this time the village had in a name the word 'fehn' ,in Dutch 'moor' -whcih means a moor or a swamp.

Table 1. Characteristics of element in rural areas (RA) which are important for tourism products creation. [Agnieszka Jaszczak, 2011]

Elements	Selected elements of RA
Farm building use	House apartments, production buildings.
Natural potential and agriculture land	Watt areas, Sea, fauna and flora, haliofil meadows and pastures
Cultural elements	Buildings, including farm buildings, village architecture, technical architecture, infrastructure objects, planned green areas
Historical objects (including sacral elements)	Architecture, including palaces and manors, old windmills, churches, cemeteries,
Technical objects	Harbors, canals, sluices, embankments, road infrastructure.
Greenery areas and rural gardens	Garden exhibitions, picnic, outdoor party in rural park, bicycle route, road alley, tree solitary.
Visual elements	Panorama, dominants (churches, windmills), subdominants, accents, visual axis (canals, dikes), visual points.

Osfrische products of rural tourism

Rural accommodation facilities are used mostly in seasonal products. The offered accommodation are: rural hotels, motels, group rooms, guest rooms, small guesthouses, separate housing units(*Table 2*). There are an important part of the tourism development in the area.

Table 2. The object of rural tourism [Žukovskis, 2011]

Rural tourism	Guest houses, Guest rooms, Lodging, Motel, Rural hotel, Campsites.
Other tourism facilities	Souvenirs shops, Restaurants, Pubs and bars.

The most important indicator in development of tourism plays regional, national and international programs or products. These consist in preserving and development through architectural and landscape Heredity and the regional, spatial and architectural order, in consequence to increase the quality of living for inhabitants and the tourist attractiveness.

Rural tourism in Ostfriesland has a good quality of accommodation objects and restaurants, also natural and cultural attractions. Also, there are some aspect that can increased. To achieve this aim is necessary to:

1. Use of old farm buildings with new tourism function,
2. Create yearly, seasonal and weekend packages,
3. Prepare new products for inhabitants from other regions and foreigners,
4. Promote new form of activities based on natural and cultural resources,
5. Promote regional cooking and 'slow food' ideas in restaurants as well as eco-touristic farms
6. Design green areas
7. Design rural gardens with the idea of historical forms restoration.

[Žukovskis, 2011]



Figure 1. Holidays in Ostfriesland: Activities in the water



Figure 2. Ostfriesland: Windmills



Figure 3. Ostfriesland: The windmills of Kinderdijk



Figure 4. Ostfriesland: St. Marcus Church

Case Study of the province of Alberta (Canada)

Alberta is a western province of Canada. It is bounded by the provinces of British Columbia to the west and Saskatchewan to the east, the Northwest Territories to the north, and the U.S. state of Montana to the south. Alberta is one of three Canadian provinces and territories to border only a single U.S. state and one of only two landlocked provinces. It has a predominantly humid continental climate, with stark contrasts over a year but seasonal temperature average swings are smaller than to areas further east, due to winters being warmed by occasional chinook winds bringing sudden warming.

There is an extensive set of product and services available in the province which includes:

1. farmers' markets;
2. farm and garden retail centres;
3. various forms of accommodation (e.g. bed and breakfasts, cabins and cottages, campsites and RV parks);
4. farm gate markets (e.g. flowers, plants meat, dairy products, and processed foods);
5. U-Pick centers; on-farm recreation activities (e.g., hunting, fishing, riding, nature observation, dancing);
6. crafts retailing (e.g. local woodworking);
7. events (Horse shows, workshops);
8. Farm tours.

[Irshad.2010]

The provincial department of Agriculture and Rural Development coordinates agritourism development. The Department is involved in several agritourism development and promotion initiatives. Most of its initiatives in this regard are communicated via its website. The site also provides additional links which include:

1. farmer's markets;
2. agricultural fairs and exhibitions;
3. the Alberta Country Vacation Association;
4. Museums and Heritage Sites ;

5. Cowboy Trails and
6. a vacation planner associated with Travel Alberta.

[source: Alberta websites]

An example of a program which indirectly supports agritourism is Tourism Together. This program provides information on product development, marketing, planning and communications strategies related to tourism.



Figure 5. Alberta: Spirit Island in Maligne Lake Jasper National Park



Figure 6. Alberta: Hiking

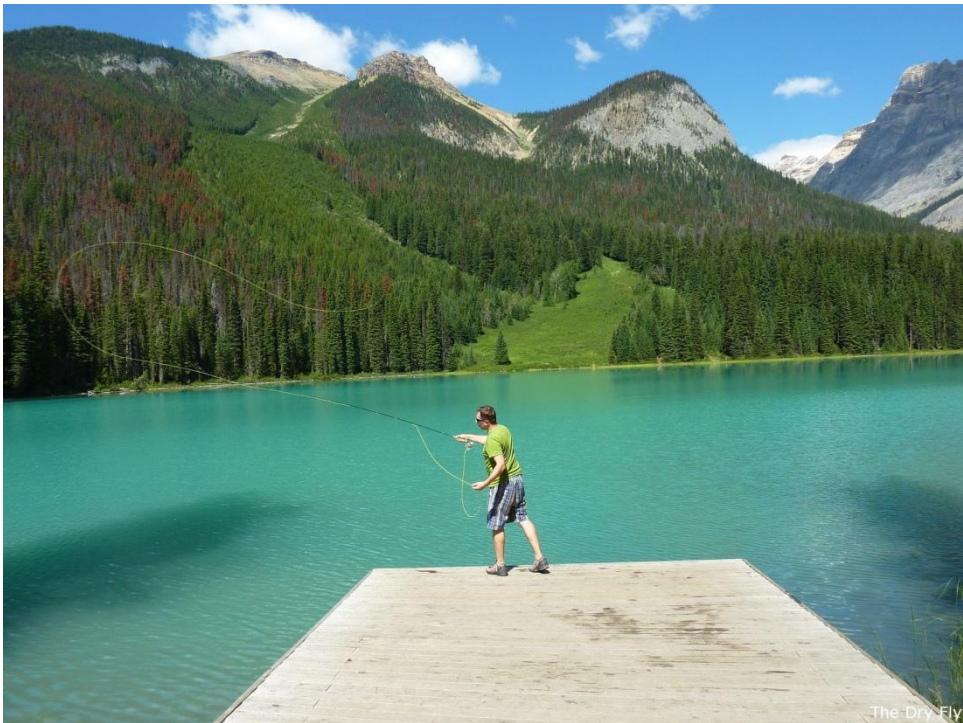


Figure 7. Alberta: Emerald Lake

From case studies analysis conclude that village of Nashec also has a good potential for the development of many activities, but for their rivitalization and renewal should be some intervention in:

1. designation of areas for relevant activities;
2. various forms for accommodation;
3. farmer's market;
4. promoting regional food and hospitality;
5. designing green areas;
6. events;
7. Creating of new forms of promotion etc.

This will postively affect the promotion of the country and providing more activities that will affect the prestige of the village.

CHAPTER 3

MATERIALS AND METHODS

Due to the complexity of the topic, there will be used different materials and methods that will analyze each part of research. The research will start from the analysis of data collection provided by the Ministry of Tourism in Kosovo, physical analysis of the relevant zone, swot analysis, as well as questionnaire and interview surveys. The proposal for future development will be an output based on the results of these analyses.

3.1. Data Collection

For the purpose of this research, will be used data consisted of:

- 1.Collection and analysis of existing relevant literature and documentation and analysis of current circumferences relating to tourism and rural tourism in Kosovo.
- 2.Collecting and analyzing data, information and research of relevant institutions regarding rural tourism in Kosovo (Ministry of tourism of the Republic of Kosovo, Ministry of Agriculture of the Republic of Kosovo).
- 3.Collecting of datas on Nashec, photos of current situation.

3.2. SWOT

In order for tourism to be sustainable, the analysis for determining land use suit abilities gain importance. The strategy that will be used is the SWOT technique developing integration of strength, weaknesses, opportunities and threats. This methodology is chosen in order to acquire information and deduce conclusions about the development of rural tourism in the area of Nashec.

3.3. The Questionnaire Survey

Cohen [1989] defines a questionnaire as a self-report instrument used for gathering information about variables of interest to an investigation.

The questionnaire is designed to gather information about the tourist behavior and regards the demand and supply of the rural products, to assess the tourists experience with rural tourism, satisfaction and their evaluation of the facilities and services.

The questionnaire that will be used will be simple and understandable for all categories of people. The questionnaire will consist of 15 questions and will be asked to 122 people. Those that will be asked will be residents or visitors in the area of Nashec.

3.4. The Interview Survey

The technique of personal interviewing is important in order to reach the objectives, it is the most productive method of communication. Interviews will be done in order to achieve the visions and thoughts for future development. For the purpose of this project interviews will be contacted involving two interest groups: residents and tourists. The interviews will be done directly with people, while taking note of all requirements and how they would like to see this place in the future. The number of respondents will be undefined, depending on those who wants to be interviewed.

3.5. Physical Analysis

Analysis process will consist in the use of development plan maps from the municipality of Prizren and updating maps for the relevant area. It will contain several stages of analysis starting from the map of the city focusing on the area for intervention.

The first phase:

- In the first part will be shown the analysis of topography in region of Prizren showing the position of study area by point to show location and geographical height in relation to the city.
- In the second part will be shown the map of opportunities for economic structure for: light industry, industry, cultural tourism, mountain tourism, active sports and accommodation.
- In the third part will be shown the maps for synthesis of areas for the future development for: tourist services and accommodation facilities, agro-tourism activities, cultural tourism activities. According to the maps above will be evaluated the potential of the village of Nashec

The second phase:

This phase will continue by physical analysis of the relevant area in village of Nashec.

- Land use
- State of existing buildings
- Barriers
- Attractive zones

The third phase:

This phase will evaluate the questionnaires which will be completed by residents of the village, as well as from visitors. The number of questionnaires is thirty and the respondents will be chosen randomly.

The fourth phase:

This phase will evaluate the SWOT analysis of village of Nashec.

3.6. Proposal

Based on the vision for future development, questionnaires and interviews with residents and visitors of the village, informations analyzed. There will be defined strategic objectives for future development for the village of Nashec.

In fulfillment of this vision there will be developed three strategic objectives, which aim to orient and specify the focus of rural development for the village of Nashec in upcoming years. There will be defined several evaluation indicators for each strategic objective, which will be detailed further and get improved during the work that the Municipality will carry out the implementation of these strategies. The strategic objectives will be allocated according to the action plan, giving information and evaluation about possible projects. Also, there will be the evaluation of the priority projects, as a starting point for the development of other projects. These projects will be conceptual projects with descriptions and goals that will positively affect the development of rural tourism.

CHAPTER 4

ANALYSIS

4.1. Prizren City

Municipality of Prizren is the second largest municipality in Kosovo. Located under the slopes of the Sharr Mountain, the town of Prizren is one of the oldest settlements in Eastern Europe (*Fig 8*). Prizren has been always crossroad of culture and commerce throughout history. Due to major changes of political, social and economic development, it has witnessed fluctuations in social, cultural and economic development. But the last war affected badly in the future of the municipality.



Figure 8. Prizren City

Region of Prizren lies in the central part of the municipality, in the fertile lands of Prizren plain. The geographical structure of the region of Prizren is flat in the north and west, while the geographical structure of mountainous observed in the south and southeast. The river of Lumbardhi flows across the region. It has Mediterranean and continental climate [LAPB, 2013 - 2017]. The region consist of nine villages: Atmaxha, Gernqari, Grazhdaniku, Jablanica, Nasheci, Novo Selo, Petrovo and Pousko. Despite the proximity of villages with the town of Prizren, these villages do not have urban characteristics. For this reason, the city of Prizren is referred as the urban center of Prizren Municipality and the nine regions mentioned above are classified as one of seven rural regions in the municipality of Prizren [LEAP, 2014-2018].

Study Area

This zone (*Fig 9*) is located in northwestern part of the city Prizren at 8 km distance from the center. It has an area of 8.6 hectare. This area is bordered to the south and southeast with 'Nasheci i eperm' and the road connecting the villages of Has, north and northwest borders the river Drin (*Fig 10*). This area comprises residential and activities that are identified through field research. It has in total

- 142 individual housing units
- No collective residential units
- 5 unit operations

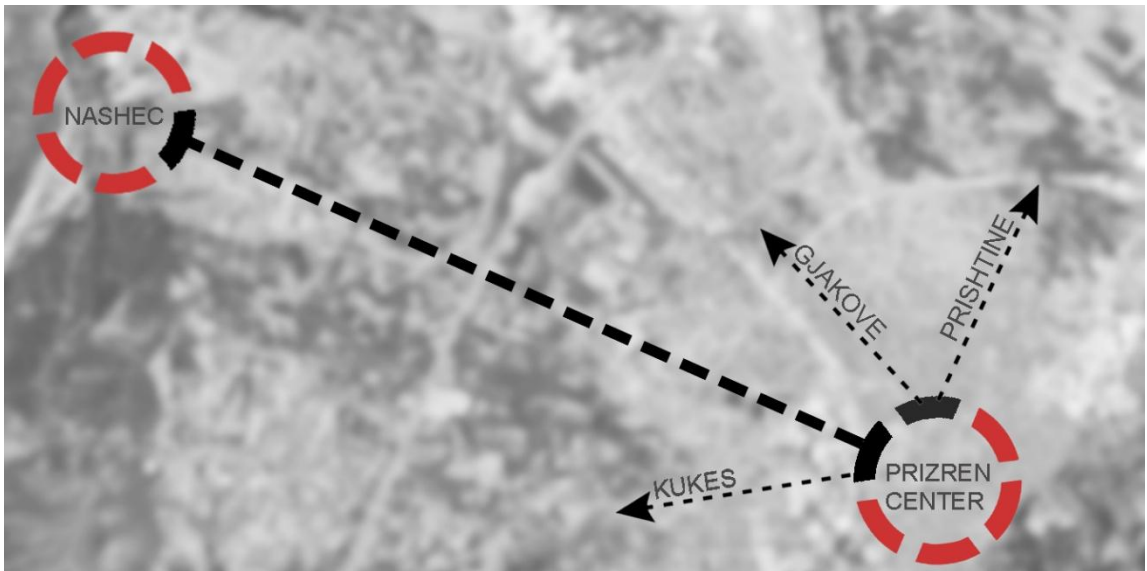


Figure 9. The study area

Road infrastructure of this village is mostly good. The main axis is paved, and secondary roads are mostly unpaved. The housing situation in the countryside is mostly good. There was a high intensity construction before 2000, but this area has been inhabited and constructed before these years.

In the village of Nashec, prevails both Mediterranean and alpine(mainland) climate, because the village is at the crossroad of these two climates. With this characteristic, Nashec village is attractive for those visitors who have problems with lung disease. In village of Nashec, before existed secondary residence, respectively weekend cottages. Population in this area according to the census of 2009 was 1200 people, or 15.23% of villages in the region of Prizren. Population living abroad is 650 people, ethnic majority are Albanian.

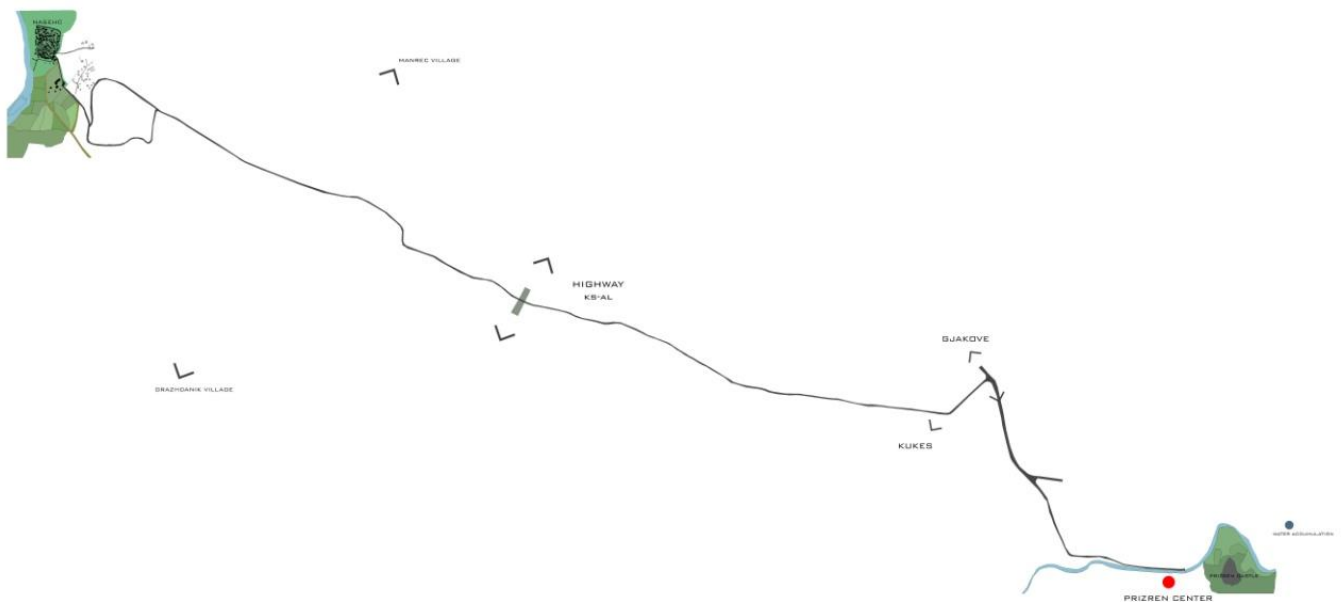


Figure 10. The appearance of the village in relation to the city center and access from different connecting roads.

4.2. Topography

The topography of the municipality of Prizren (*Fig 11*) has corrugated structure so that the height has an extension between 300 m - 2600 m. While the city center is located in a flat area, hilly topography observed in the western side, but more clearly can be observed in the south. The geographical location of Prizren offers suitable conditions for development of agriculture, animal production, food industry and tourism. Mountain areas cover 1500 m, approximately 15% of all municipal boundaries. Nashec as a rural part of Prizren has an extension between 300m-400m. It is located in northwestern part of the city bordered to the south and southeast with 'Nasheci i eperm' and the road connecting the villages of Has, north and northwest borders the river Drin. [PMDP, 2013-2025]

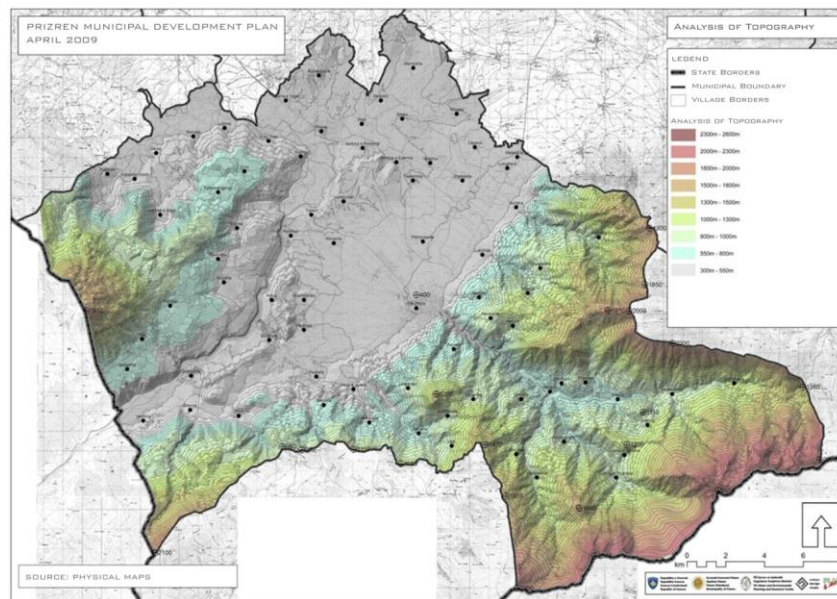


Figure 11. Prizren Municipal development Plan, April 2009 - Analysis of Topography

4.3. Economy

In Prizren approximately 40% of the population lives in rural areas. Therefore, the agricultural sector is one of the most important sources of employment and income. They include agricultural production of cereals and vegetables. Prizren has around 14.096 ha grasses that form a basis for the development of animal products. Prizren is the most visited city in Kosovo and it has good potential for sustainable development of tourism (Fig 12). PMDP and other resources do not provide specific data on indicators of tourism or any future plan. Nashec in this context is defined as a tourist resort with opportunities for accommodation. [PMDP, 2013-2025]

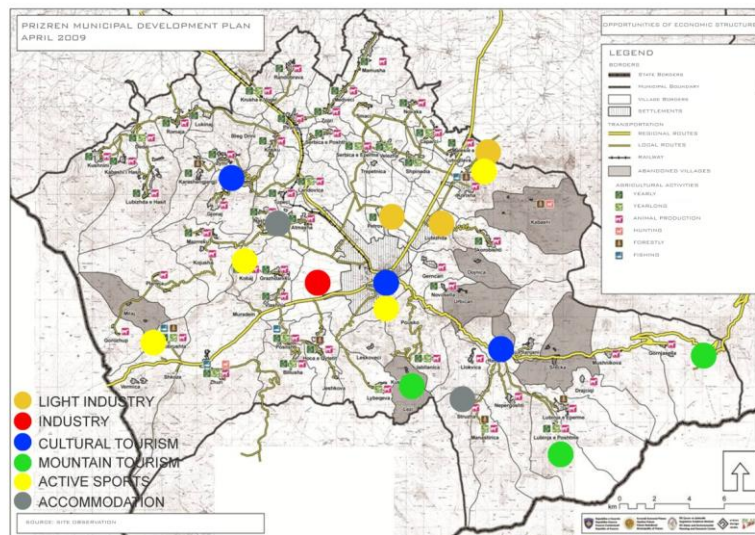


Figure 12. Prizren Municipal Development Plan, April 2009 - Opportunities of Economic Structure

4.4. Tourist services and the accommodation facilities

Prizren is the most visited city in Kosovo and it has potential for development of sustainable tourism [PMDP, 2013-2025]. PMDP has provided appropriate areas for future development (*Fig 13*). Divided by instance of suitability:

- Appropriate areas first instance
- Appropriate areas second instance
- Appropriate areas third instance
- Appropriate areas fourth instance
-

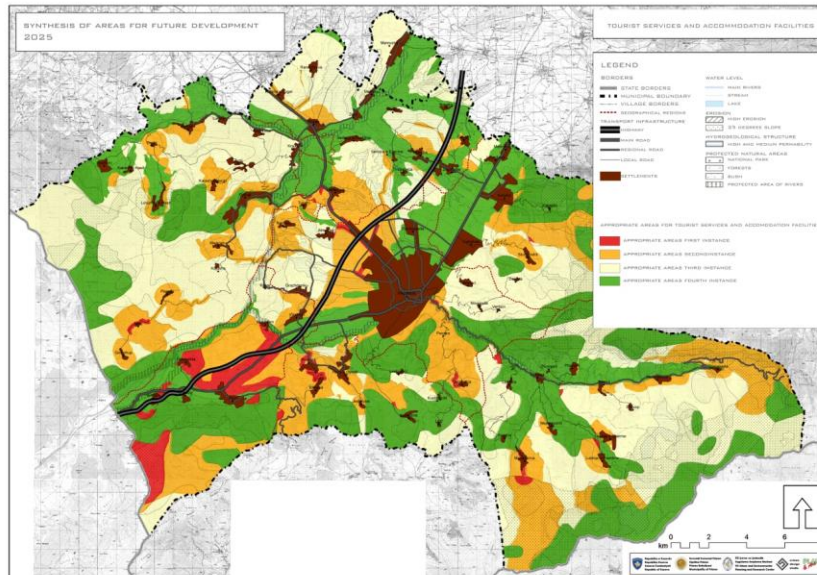


Figure 13. Prizren Municipal Development plan / Synthesis of areas for future development, 2025

From the map for future synthesis(*Fig 14*), Nashec is assigned as a appropriate zone of the second instance for tourist services and accommodation facilities.

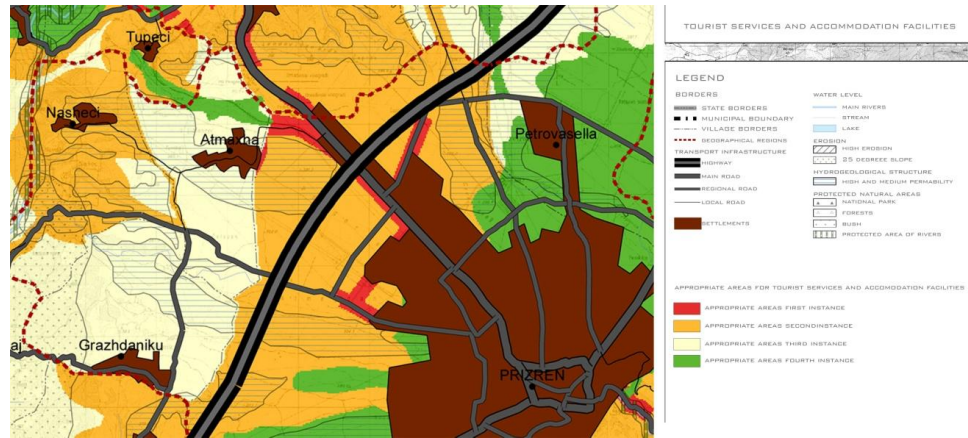


Figure 14. Tourist services and accommodation facilities in the village Nashec according to the development plan, 2025

4.5. Agro-Tourism

The Municipality of Prizren has an area of 63.986 ha land, from which 53% is agricultural land, 39% forest and 8% other surfaces (*Fig 15*).

Table 3. Land use and ownership by crop. (LEAP)

Sector	Total	Fertile ground	Orchards	Vineyards	Meadowy	Grasses	Forests	Wasteland
Private	30.489	12.323	220	480	5.853	3.137	7.651	825
Social	33.497	600	-	1070	138	10.991	17.346	3352
In total	63.986	14.123	220	1550	5991	14.128	24.997	4177

Sector of Agriculture and rural development, as one of the basic segments of the overall development and sustainable economic. Despite some positive developments and

continuing growth of total output agriculture in these 7 years, poverty is still present in rural areas characterized by level of low income[PMDP, 2013-2025]. According to the development objectives of agriculture and rural development in the context of overall economic development through integrated production are:

- Poverty reduction through the provision of sustainable growth of agriculture production
- Livestock, Agro-processing etc.
- Improving the marketing of agro-food products
- Sustainable management of natural resources such as land, water and biodiversity.

The PMDP for synthesis of areas for future development has provided appropriate areas for agro-tourism activities for region of Prizren:

- Appropriate areas first instance
- Appropriate areas second instance
- Appropriate areas third instance

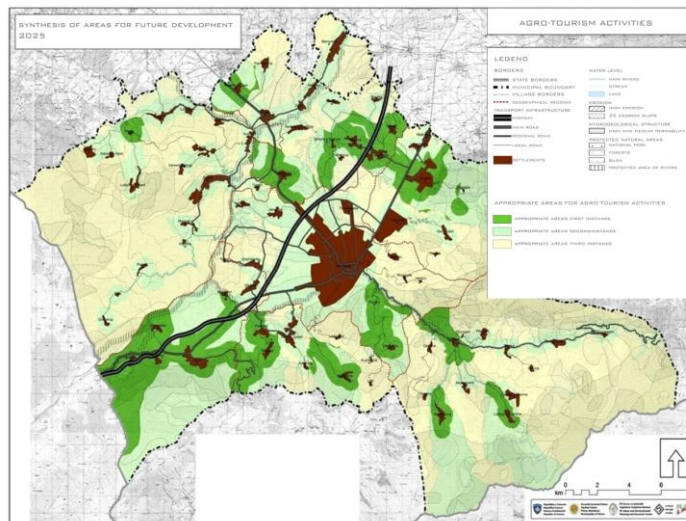


Figure 15. Prizren Municipal Development Plan / Synthesis of areas for future development, 2025

From the map for future synthesis(*Fig 16*), Nashec is assigned as a appropriate zone of the second instance for agro-tourism activities.

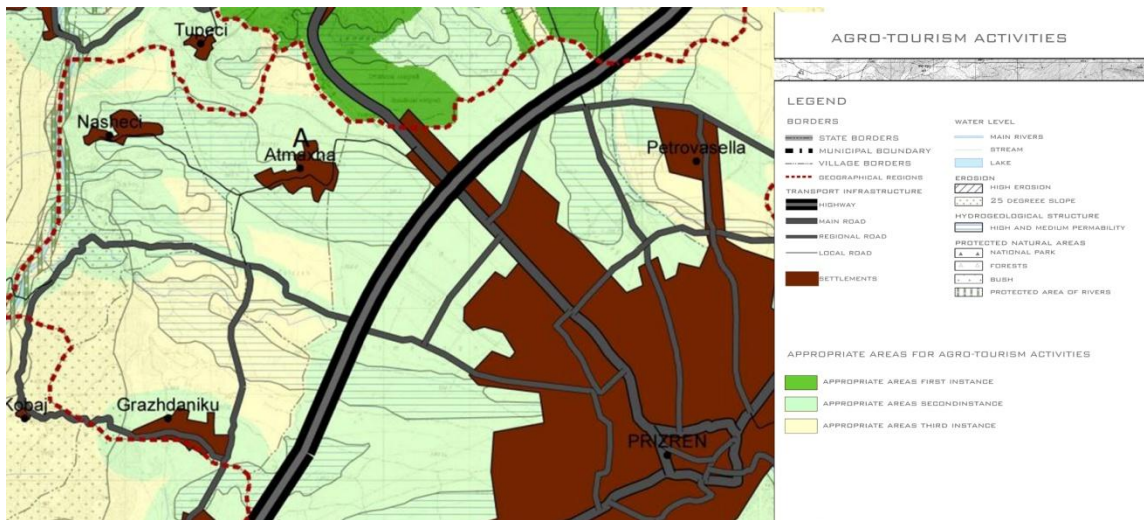


Figure 16. Agro-Tourism activities in the village Nashec according to the development plan, 2025

4.6. Cultural tourism activities

City of Prizren is known as the center of culture (*Fig 17*). It keeps track of the cultural heritage, material and spiritual needs of different historical periods from early antiquity until today. The inspiration that this tradition continues even now on, it is evident [PMDP, 2013-2025)].

The PMDP for synthesis of areas for future development has provided appropriate areas for cultural tourism activities for region of Prizren:

- Appropriate areas first instance
- Appropriate areas second instance
- Appropriate areas third instance

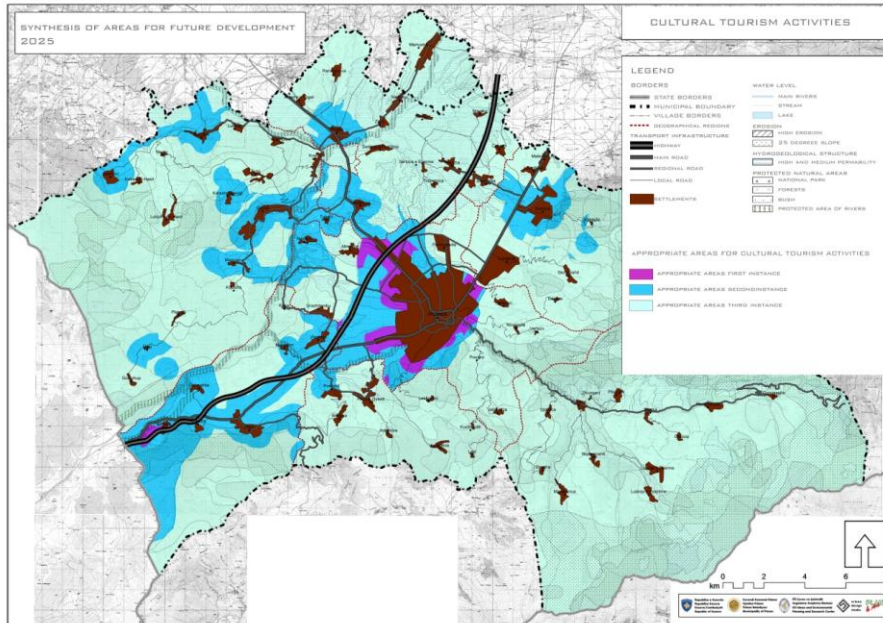


Figure 17. Prizren Municipal Development Plan / Synthesis of areas for future development, 2025

From the map for future synthesis(Fig 18), Nashec is assigned as a appropriate zone of the second instance for cultural tourism activities.

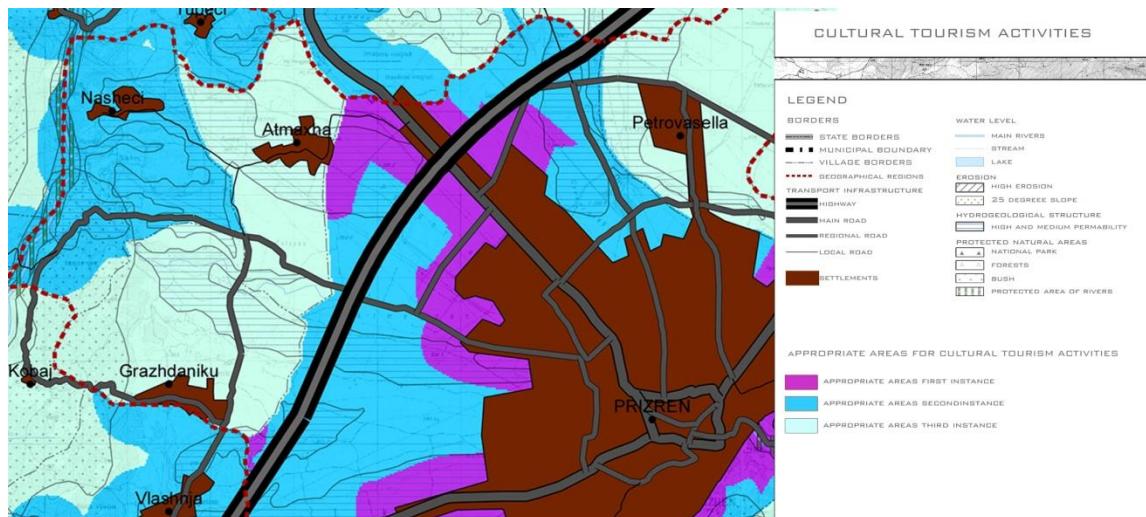


Figure 18. Cultural Tourism activities in the village Nashec according to the development plan, 2025

Table 4. Analysis in the village of Nashec according to PMDP.

Economy	Economically it is estimated as appropriate area for second instance with economic structure with a possibility for accommodation.
Tourist services and the accomodation facilities	It is provided development of the second instance.
Agro-tourism	It is provided development of the second instance.
Cultural tourism activities	It is provided development of the second instance.

4.7. Site analysis

The physical maps will illustrate the features of relevant area such as land use, river, road network, existing condition of building, link of the village with the surroundings.

Land use

This map(*Fig 19*) is important to understand the land use in the space of village. It will be used for proposal of activities based on the premises that have potential. This map presents the existing road condition, as well as the density of vegetation and height of buildings.

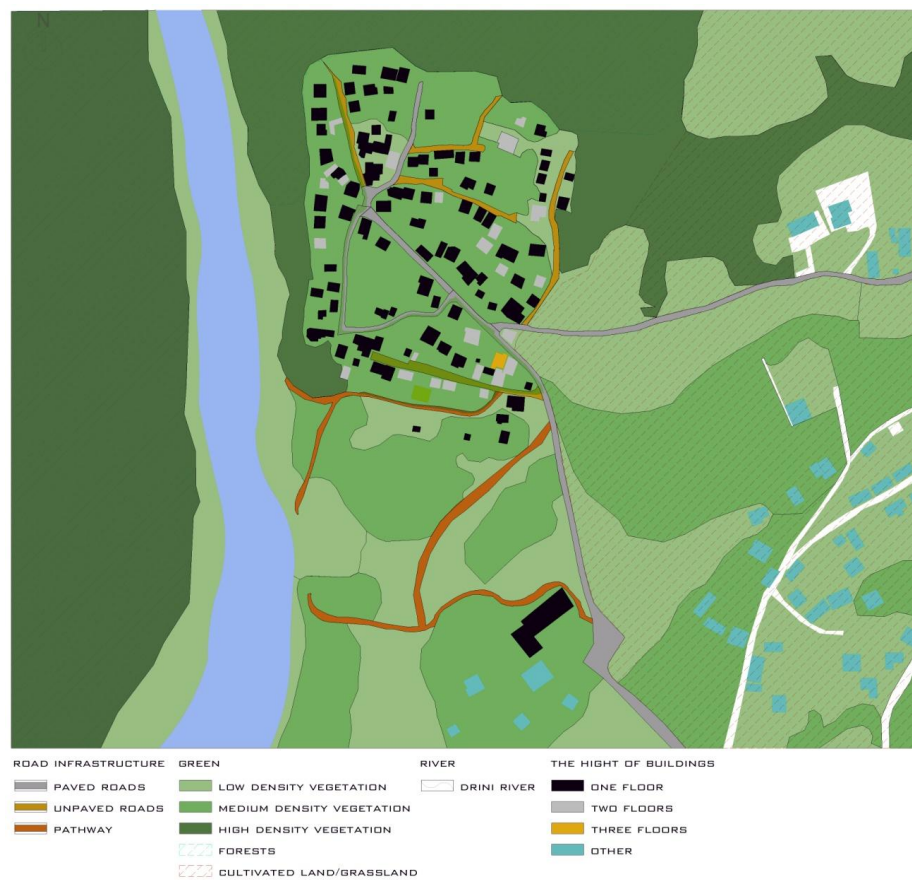


Figure 19. The study area, Land cover

State of objects

This map (*Fig 20*) will be used to identify the existing condition of buildings within the village. It will be used to identify buildings in good condition (*Fig 26*) that could be used for accommodation in the future (*Fig 21*). Also, the proposal or the restoration of buildings will be based on this map. (*Fig 27*)

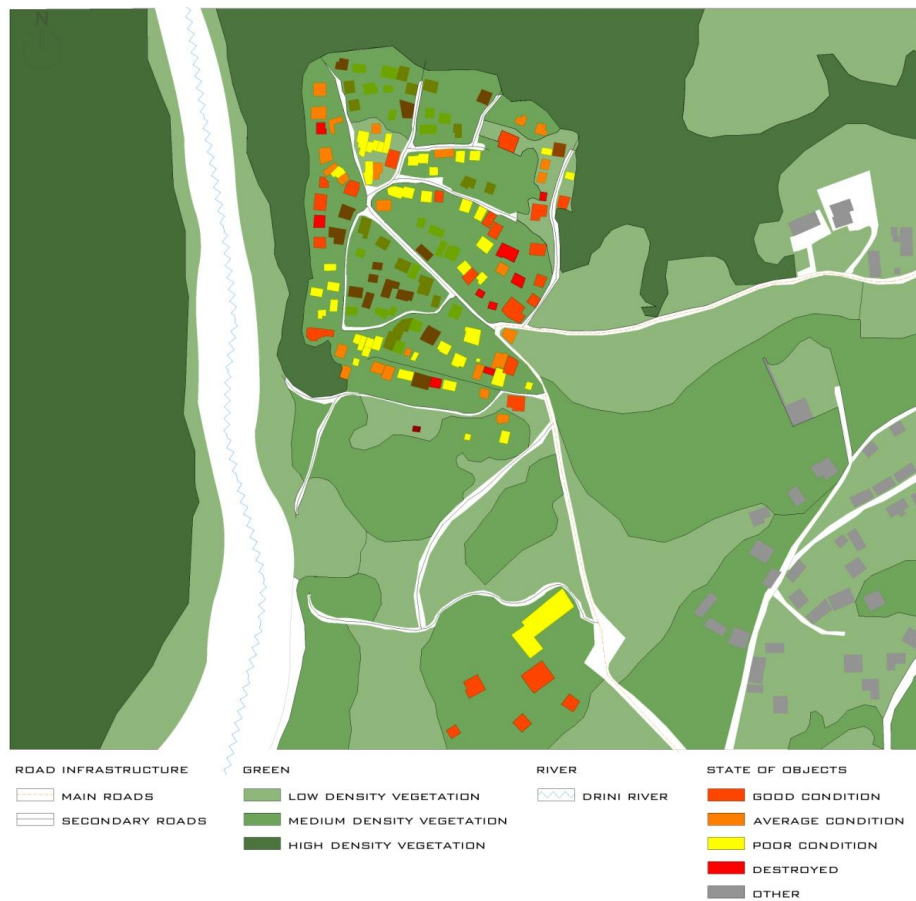


Figure 20. State of objects within the village

Table 5. State of objects according to physical analysis

Total	Good condition	Average condition	Poor condition	Destroyed
147	34	39	62	12

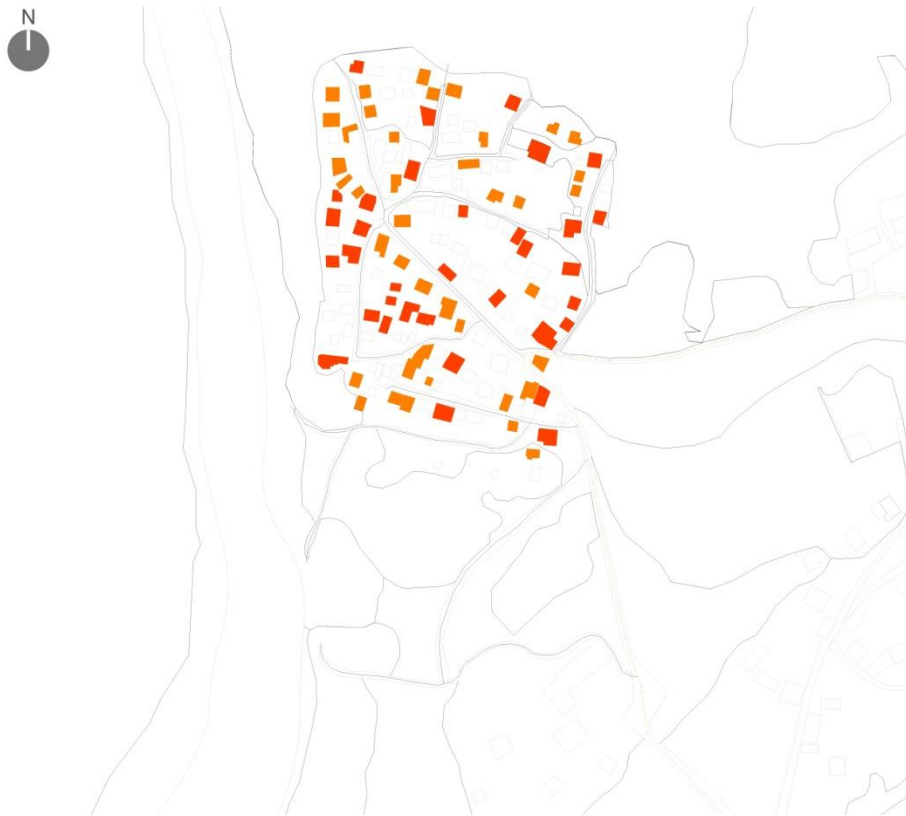


Figure 21. Buildings that can be used for accommodation

Barriers

This map (*Fig 22*) will be used to identify the barriers that inhibits the binding within the village and surroundings. Barriers occupy a significant space that currently do not have any function. This map will assist in the analysis and proposal activities in these unused areas. It will be used for the improvement of roads in the village to have a better circulation.

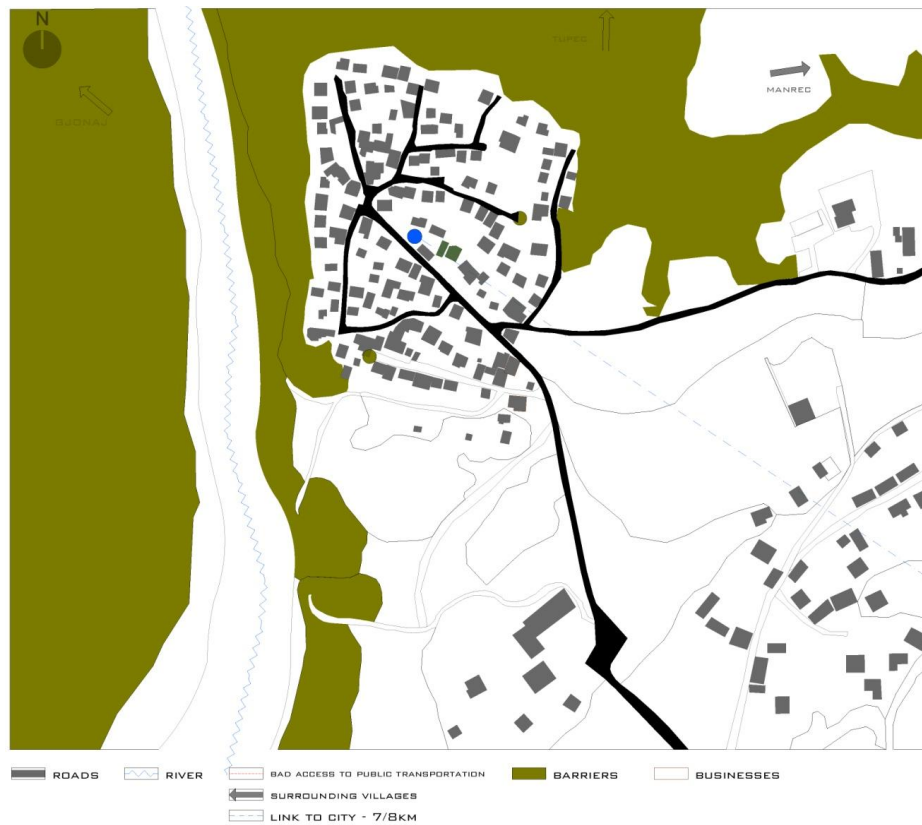


Figure 22. Barriers that impede development of village

Attractive zone

The attractive area (*Fig 23*) is a result of major activities that take place in the area. Despite the weak development, these areas have activities because of the opportunities that offer. Activities that take place are: fishing, camping, traditional food, log homes, walking in the nature etc. This map will be use for improvement of the current situation along the river (*Fig 24*), as well as within the village (*Fig 25*).

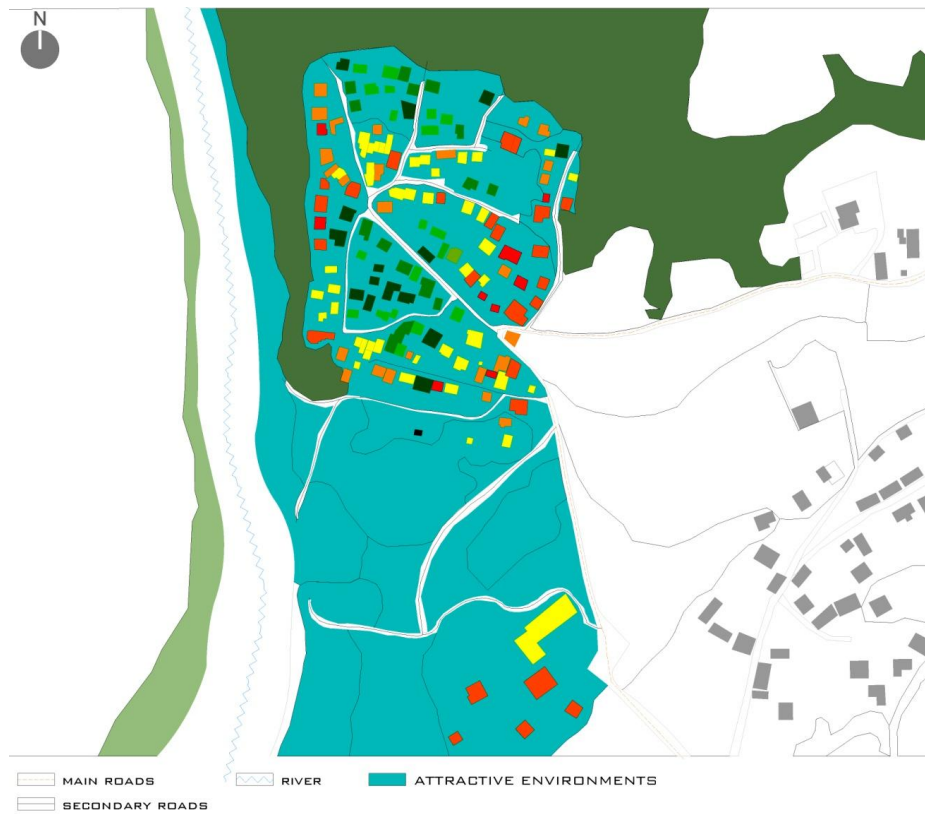


Figure 23. Attractive area for future development



Figure 24. Nashec: Drin river



Figure 25. Nashec village



Figure 26. Nashec: House in good condition



Figure 27. Nashec: House destroyed



Figure 28. Nashec: House in average condition



Figure 29. Nashec: House in poor condition

4.8. Questionnaire Survey

For defining the activities and other potentials of village many tables and charts are showed based on questionnaires asked to people on a weekend day in Nashec.

(Fig 30) and (Tab 6) show the diagram, number and percentage of gender who participated in the survey. The total number of respondents was 122, where women were 27 or 22.13% and male were 95 or 77.86%.

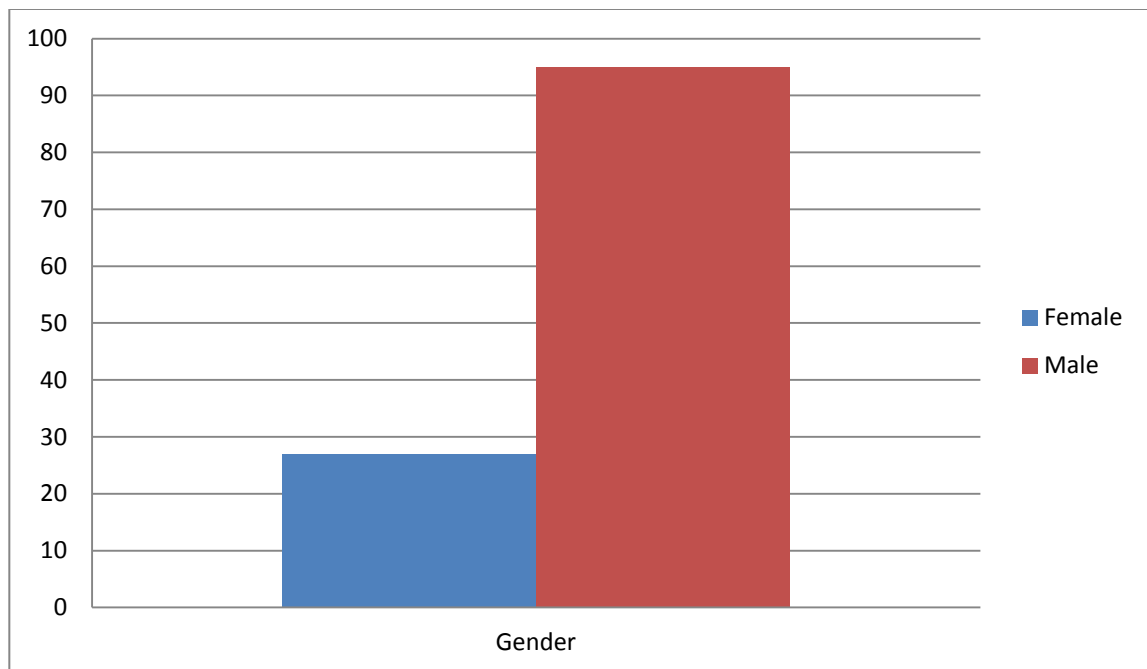


Figure 30. The diagram of gender that participated in the survey

Table 6. Number and percentage of gender that participated in the survey.

Gender	Number	Percentage
Female	27	22.13%
Male	95	77.86%

(Fig 31) and (Tab 7) show the diagram, number and percentages of respondents age that participated in the survey. The total number of respondents was 122, where under 20 were 12 or 9.83%, 20-24 years were 12 or 9.83%, 25-29 years were 26 or 21.31%, 30-39 years were 29 or 22.95%, 40-49 years were 17 or 14.75% and 50+ years were 26 or 21.31%.

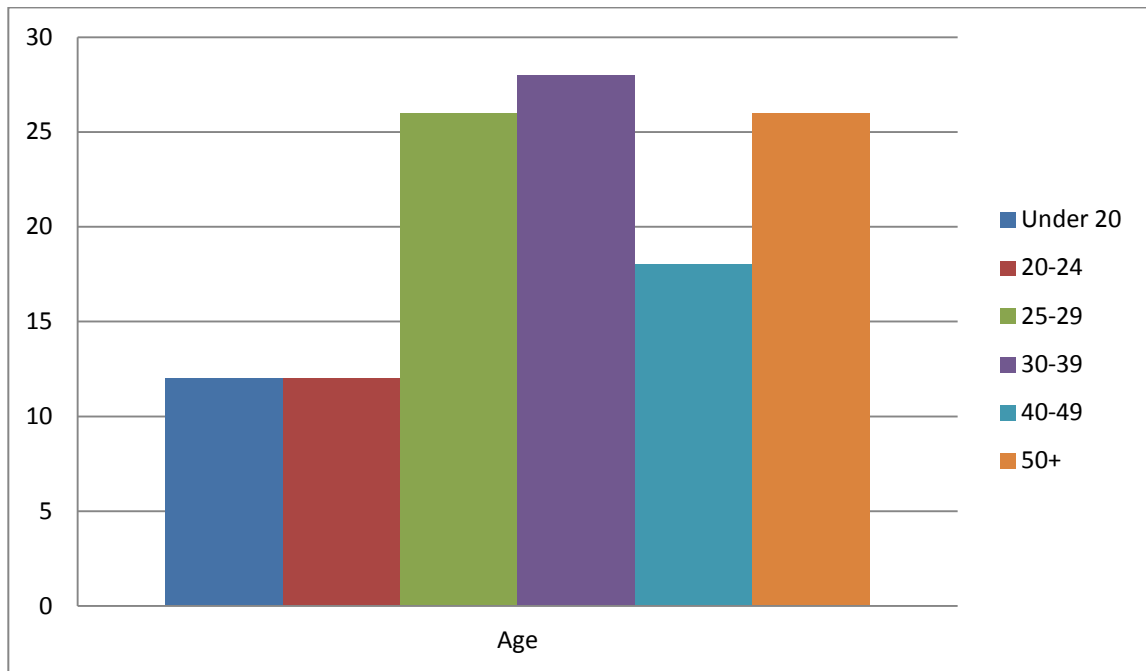


Figure 31. The diagram of age of respondents that participated in the survey.

Table 7. The number and percentage of respondents age that participated in the survey.

Age	Number	Percentage
Under 20	12	9.83%
20-24	12	9.83%
25-29	26	21.31%
30-39	29	22.95%
40-49	17	14.75%
50+	26	21.31%

(Fig 32) and (Tab 8) show the diagram, number and percentages of martial status of respondents that participated in the survey. The total number of respondents was 122, where married were 63 or 50.81%, single were 31 or 26.22%, widowed were 10 or 8.19%, divorced were 0 and other(in relationship) were 18 or 14.75%.

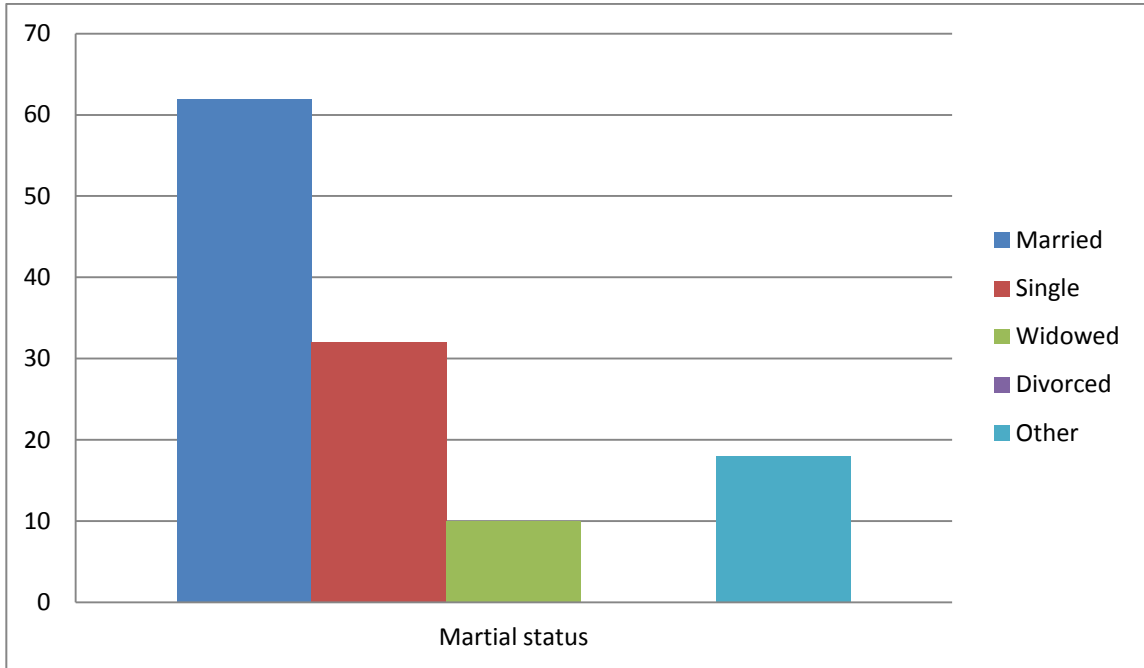


Figure 32. The diagram of martial status of respondents that participated in the survey.

Table 8. The number and percentage of martial status of respondents that participated in the survey.

Martial Status	Number	Percentage
Married	63	50.81%
Single	31	26.22%
Widowed	10	8.19%
Divorced	0	0%
Other	18	14.75%

(Fig 33) and (Tab 9) show the diagram, number and percentages of respondents who were and weren't on rural holiday for the first time. The total number of respondents was 122, where 24 or 19.68% were for the first time on rural holiday and 98 or 80.2% were more than one time on rural holiday.

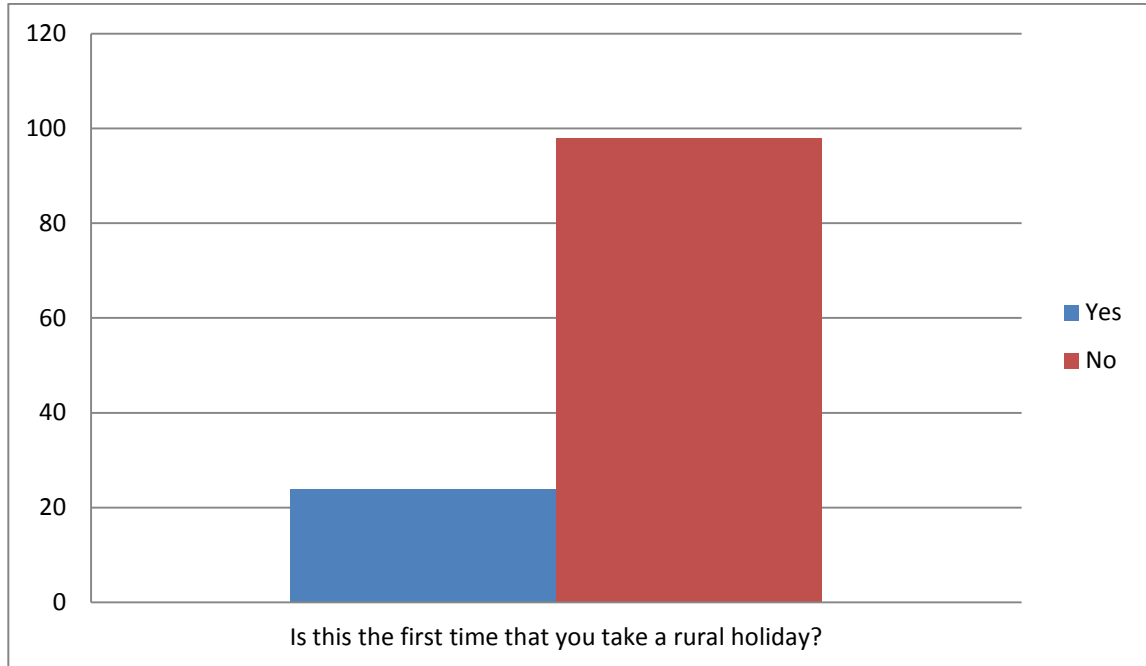


Figure 33. The diagram of respondents who were and weren't on rural holiday for the first time.

Table 9. The number and percentage of respondents who were and weren't on rural holiday for the first time.

Is this the first time that you take a rural holiday?	Number	Percentage
Yes	24	19.68%
No	98	80.2%

(Fig 34) and (Tab 10) show the diagram, number and percentages of respondents who were on a rural holiday before. The total number of respondents was 98 or 80.2% where, 2 or 2.04% have been one time, 8 or 8.16% have been two times, 17 or 16.32% have been three times, 11 or 12.24% have been four times and 60 or 61.22% have been over four times.

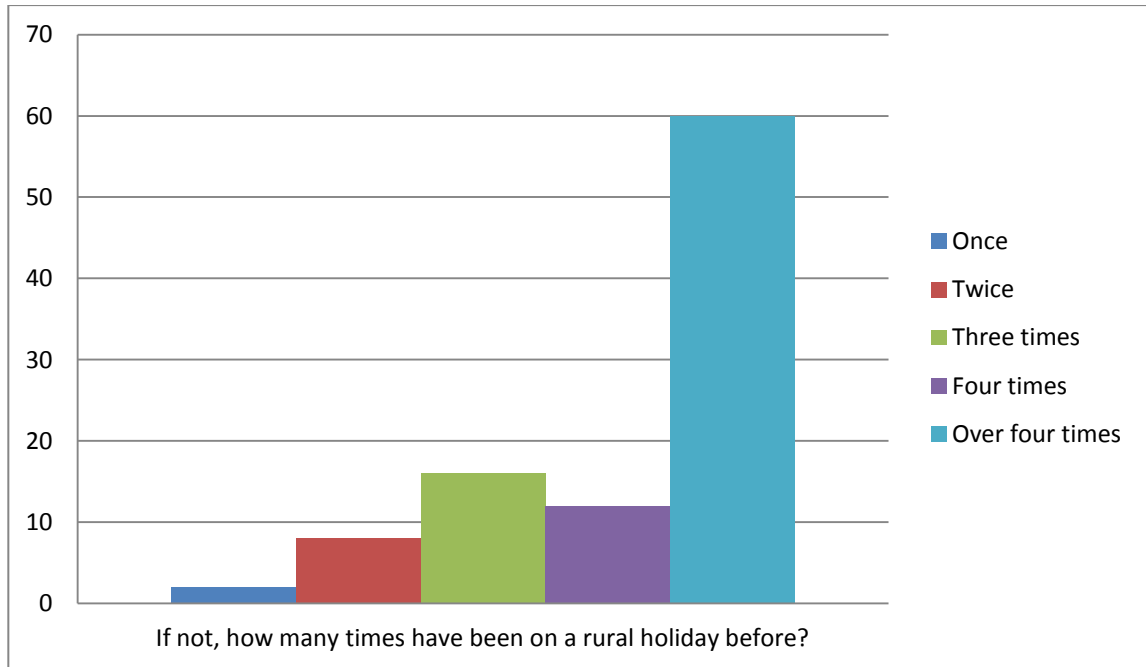


Figure 34. The diagram of respondents who were on a rural holiday before.

Table 10. The number and percentage of respondents who were on a rural holiday before.

If not, how many times have been on a rural holiday before?	Number	Percentage
Once	2	2.04%
Twice	8	8.16%
Three times	17	16.32%
Four times	11	12.24%
Over four times	60	61.22%

(Fig 35) and (Tab 11) show the diagram, number and percentages of duration stay of respondents that participated in the survey. The total number of respondents was 122, where daily stance were 89 or 73.72, 1-5 days were 25 or 19.67%, 6-10 were 2 or 1.63% and more than 10 days were 6 or 4.91%.

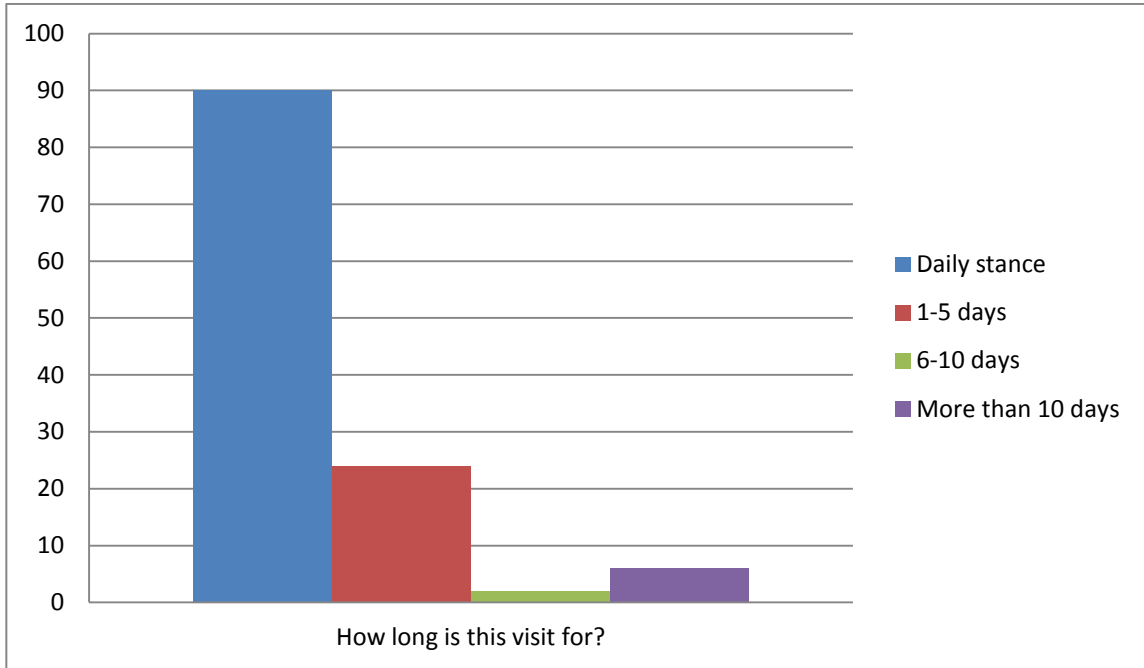


Figure 35. The diagram of duration day of respondents that participated in the survey.

Table 11. The number and percentage of duration day of respondents that participated in the survey.

How long is this visit for?	Number	Percentage
Daily stance	89	73.72%
1-5 days	25	19.67%
6-10 days	2	1.63%
More than 10 days	6	4.91%

(Fig 36) and (Tab 12) show the diagram, number and percentages of travel mode of respondents that participated in the survey. The total number of respondents was 122, where 65 or 52.45% used private cars, 10 or 8.19% used hire vehicles, 18 or 14.75% used motorbikes, 0 used tour bus, 0 used public bus and 29 or 24.59% used other (bicycles).

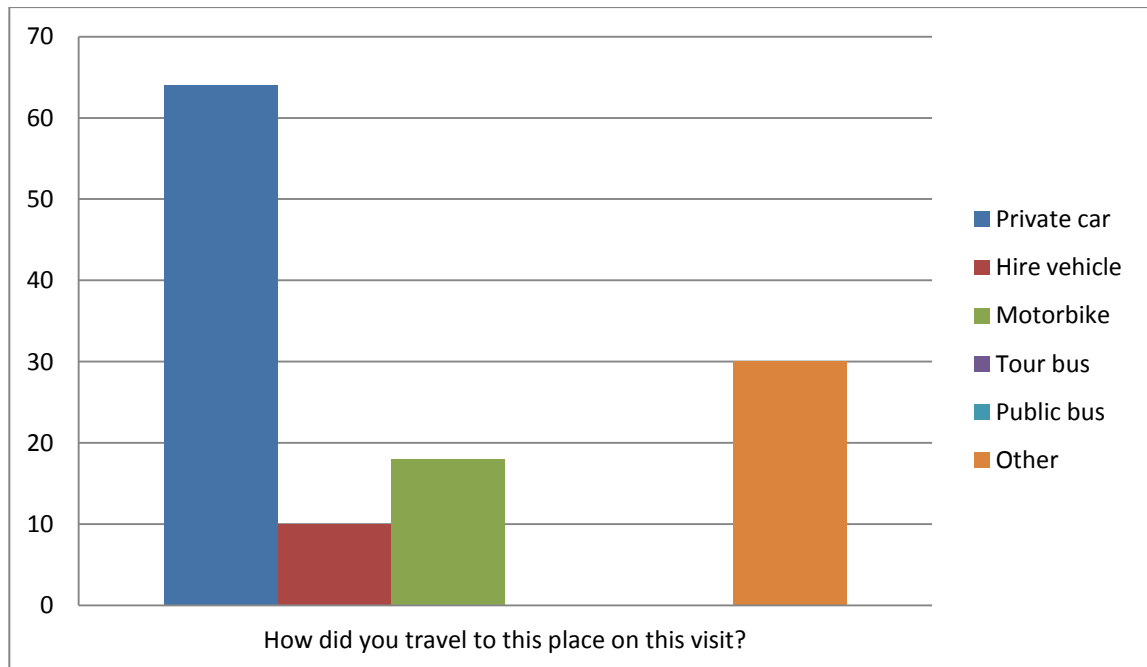


Figure 36. The diagram of travel mode of respondents that participated in the survey.

Table 12. The number and percentage of travel mode of respondents that participated in the survey.

How did you travel to this place on this visit?	Number	Percentage
Private car	65	52.45%
Hire vehicle	10	8.19%
Motorbike	18	14.75%
Tour bus	0	0%
Public bus	0	0%
Other	29	24.59%

(Fig 37) and (Tab 13) show the diagram, number and percentages of the group type of respondents that participated in the survey. The total number of respondents was 122, where 0 were with tour group, 40 or 32.78% were with families, 60 or 49.18% were with friends, 22 or 18 or 18.04 were with partners and 0 others.

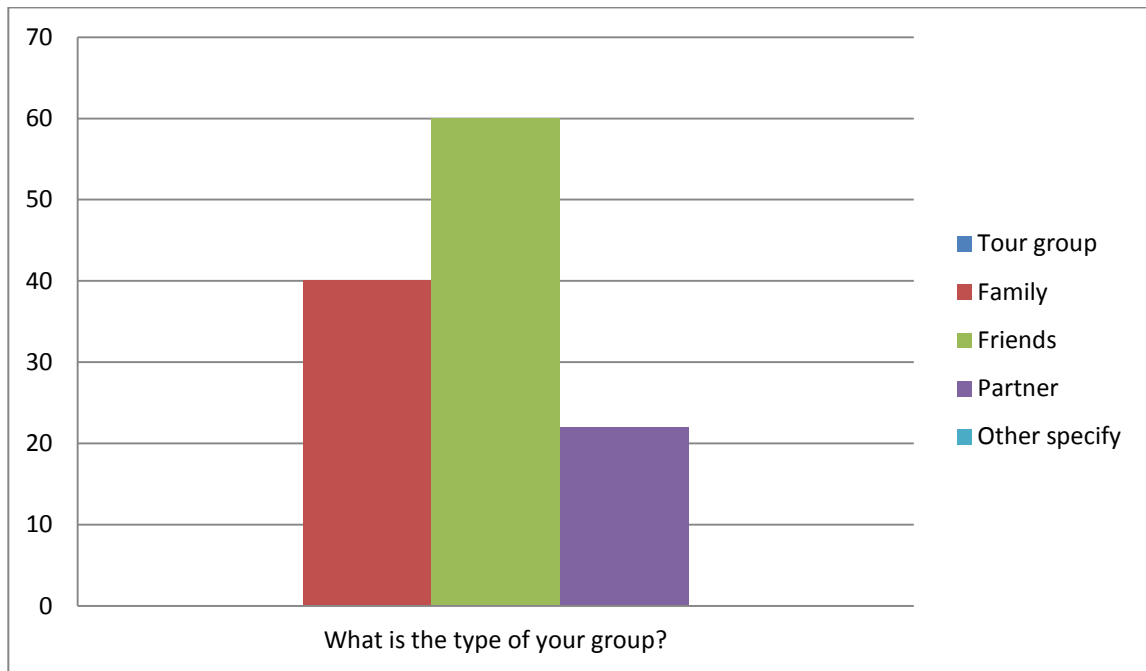


Figure 37. The diagram of group type of respondents that participated in the survey.

Table 13. The number and percentage of group type of respondents that participated in the survey.

What is the type of your group?	Number	Percentage
Tour group	0	0%
Family	40	32.78%
Friends	60	49.18%
Partner	22	18.04%
Other	0	0%

(Fig 38) and (Tab 14) show the diagram, number and percentage of the purpose of visit of respondents that participated in the survey. The total number of respondents was 122, where 0 were as part of package tour, 33 or 26.22% were for recreation, 24 or 19.67% were for seeing nature, 15 or 11.47% were on holiday, 10 or 8.19% were for visiting friends, 2 or 1.63% were for business, 0 were for rural house experience and 40 or 32.78% were for fishing.

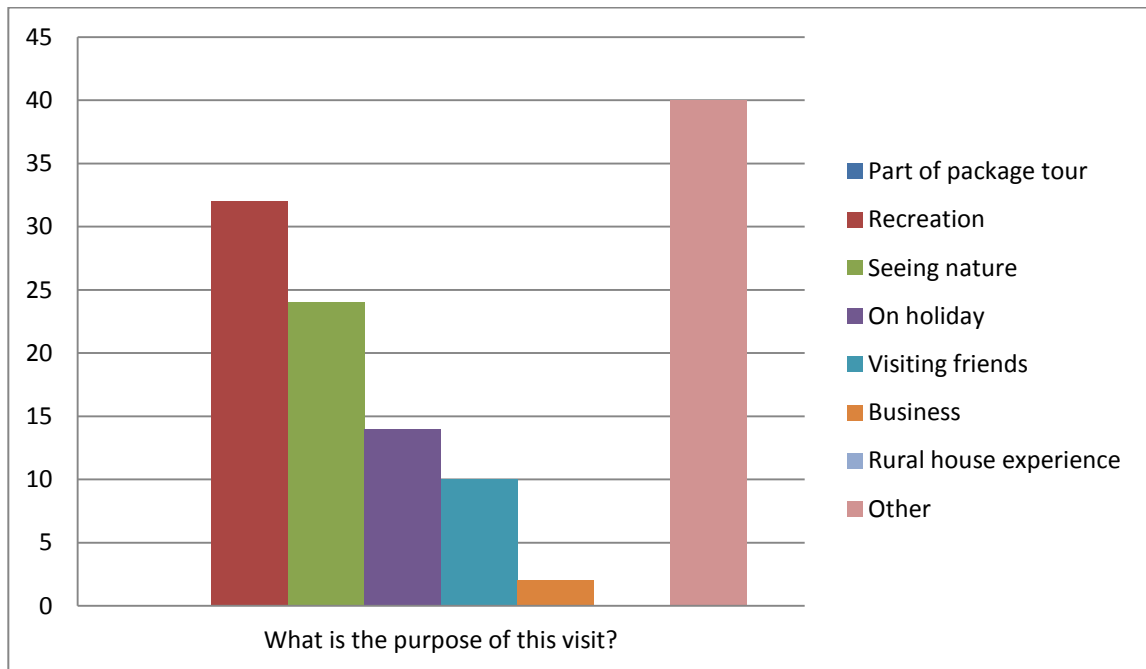


Figure 38. The diagram of purpose of visit from respondents that participated in the survey.

Table 14. The number and percentage of purpose of visit from respondents that participated in the survey.

What is the purpose of this visit?	Number	Percentage
Part of package tour	0	0%
Recreation	33	26.22%
Seeing nature	24	19.67%
On holiday	15	11.47%

Visiting friends	10	8.19%
Business	2	1.63%
Rural house	0	0%
Other	40	32.78%

(Fig 39) and (Tab 15) show the diagram, number and percentage of the way of information about this place before visit for the respondents that participated in the survey. The total number of respondents was 122, where 0 have been informed from brochures, tourist information center, newspaper or magazine, 54 or 44.26% have been informed from recommendation and 68 or 55.74% have been informed from friends or relatives.

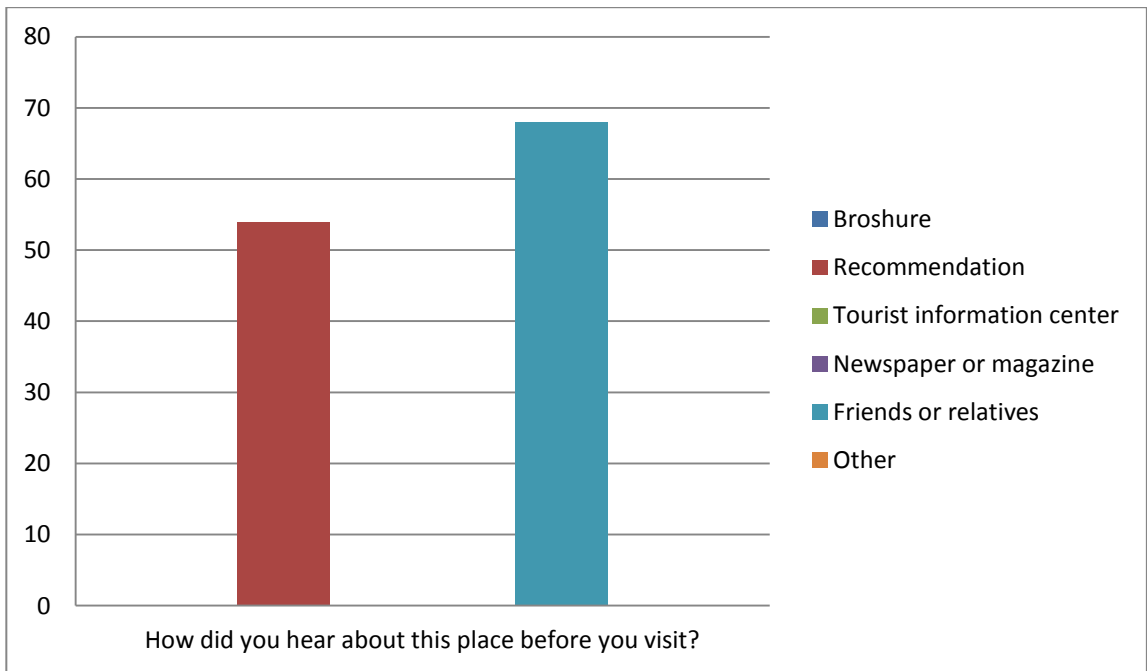


Figure 39. The diagram of information about this place from respondents that participated in the survey.

Table 15. The number and percentage of information about this place from respondents that participated in the survey.

How did you hear about this place before you visit?	Number	Percentage
Brochures	0	0%
Recommandation	54	44.26%
Tourist information center	0	0%
Newspaper or magazine	0	0%
Friends or relatives	68	55.74%
Other	0	0%

(Fig 40) and (Tab 16) show the diagram, number and percentages of the problems of finding information about rural house accommodation from the respondents that participated in the survey. The total number of respondents was 122, where 80 or 65.57% had problems and 42 or 34.43% hadn't any problems of finding information about rural house accommodation.

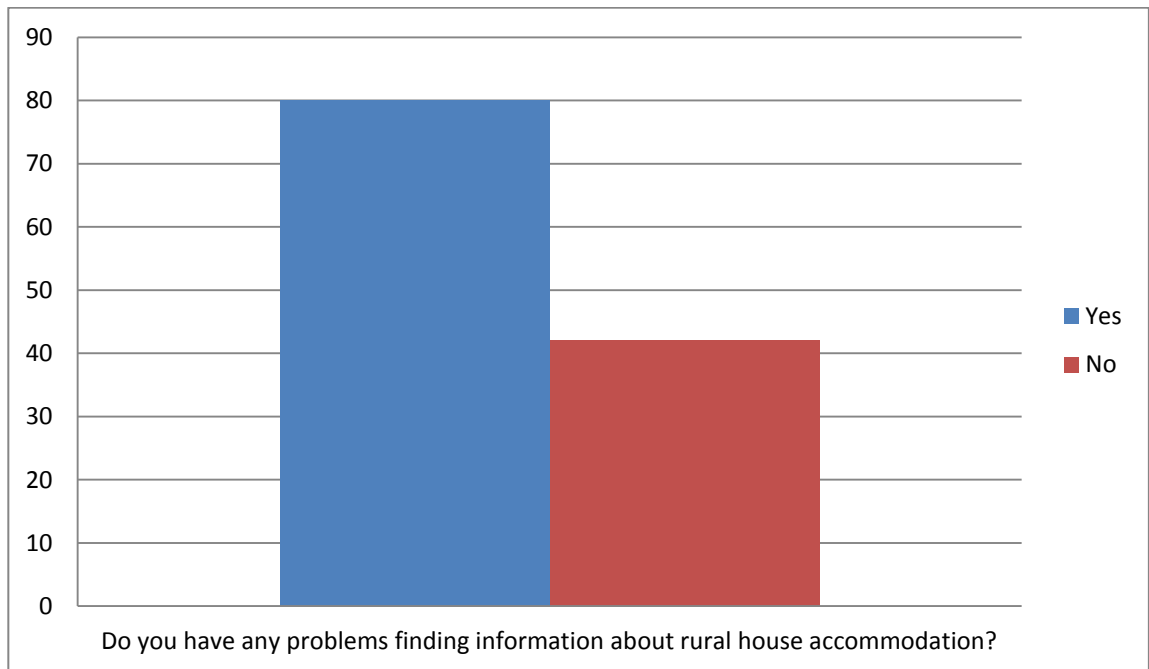


Figure 40. The diagram of problems finding information about rural house accommodation.

Table 16. The number and percentage of problems finding information about rural house accommodation.

Do you have any problems finding information about rural house accommodation?	Number	Percentage
Yes	80	65.57%
No	42	34.43%

(Fig 41) and (Tab 17) show the diagram, number and percentages of the experiences of any problem travelling to the area. The total number of respondents was 122, where 46 or 37.69 had and 76 or 62.29 hadn't any problem travelling to the area.

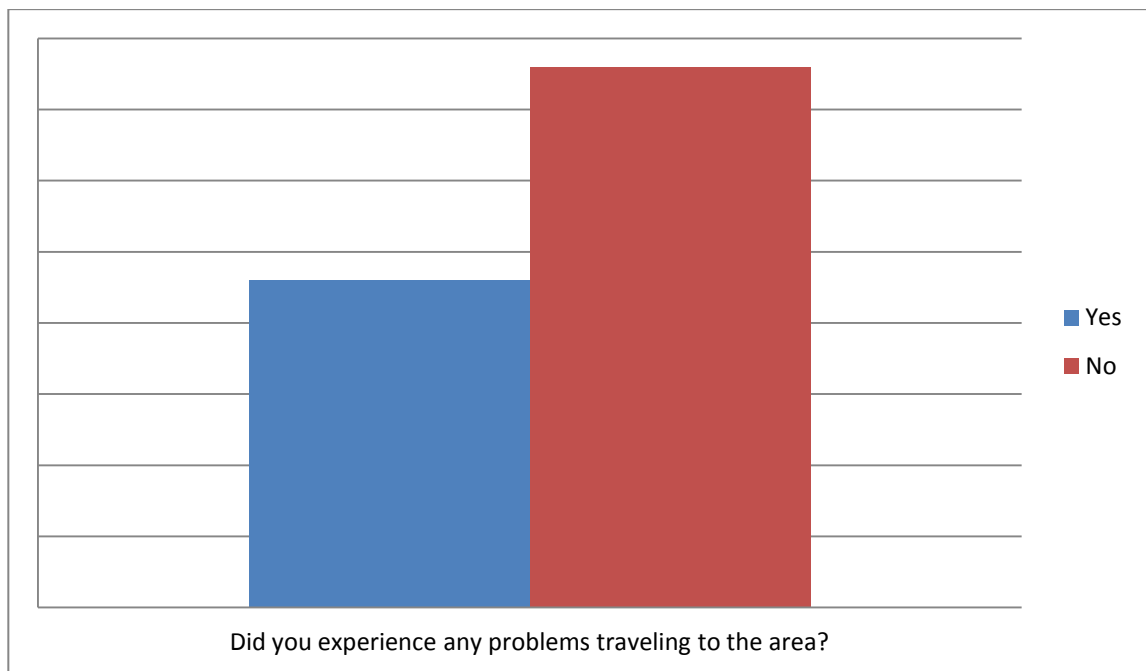


Figure 41. The diagram of experiences of problems travelling to the area.

Table 17. The number and percentage of experiences of problems travelling to the area.

Did you experience any problems traveling to the area?	Number	Percentage
Yes	46	37.69%
No	76	62.29%

(Fig 42) and (Tab 18) show the diagram, number and percentages of the rate of facilities provided in the area. The total number of respondents was 122, where 0% rate for information center, retail shop, toilets, public transport, 8 or 6.55% rate for accommodation, 52 or 42.63% rate for restaurant and 62 or 50.82% rate for recreational activities.

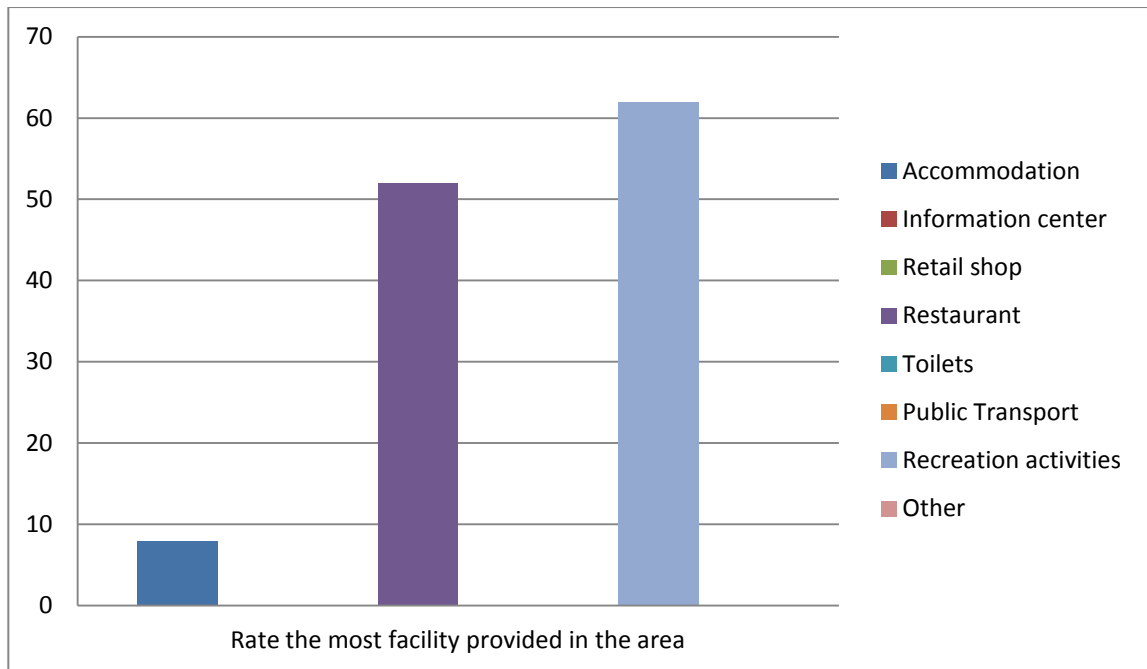


Figure 42. The diagram of rate of facilities provided in the area.

Table 18. The number and percentage of rate of facilities provided in the area.

Rate the most facility provided in the area	Number	Percentage
Accommodation	8	6.55%

Information center	0	0%
Retail shop	0	0%
Restaurant	52	42.63%
Toilets	0	0%
Public transport	0	0%
Recreational activities	62	50.82%
Other	0	0%

(Fig 43) and (Tab 19) show the diagram, number and percentage of the level of satisfaction during the visit in the area. The total number of respondents was 122, where 23 or 18.05% responded - yes, excellent; 42 or 34.42% responded - yes, good; 42 or 34.42% responded - reasonably, 6 or 4.92% responded - not really and 9 or 8.19% responded - do not know.

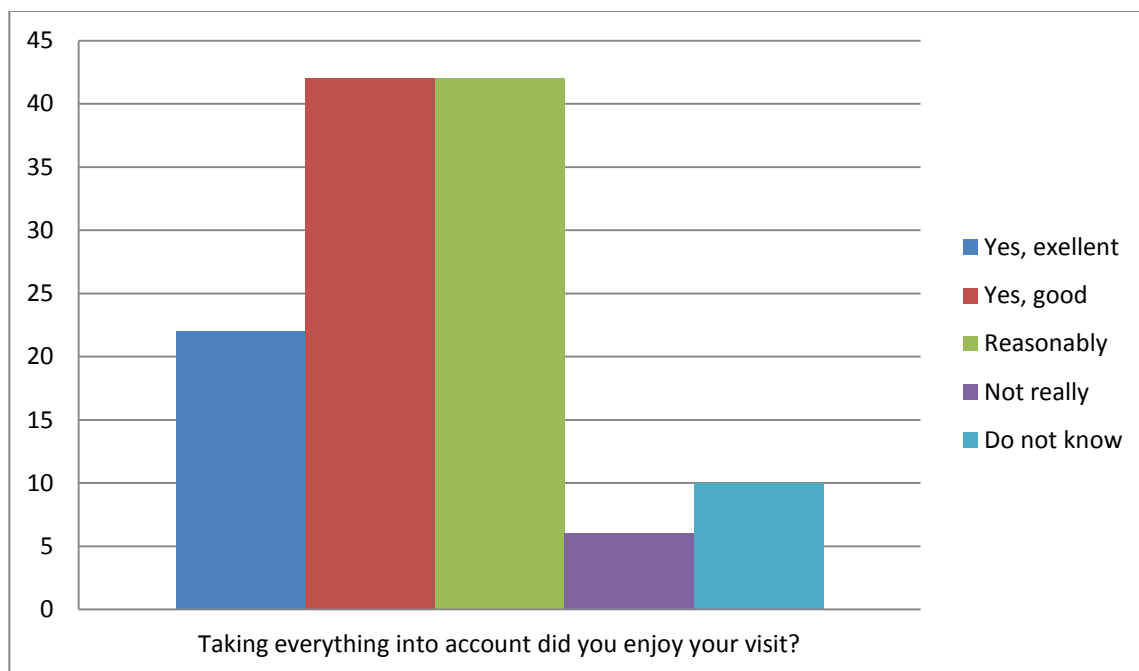


Figure 43. The diagram of level of satisfaction during the visit in the area.

Table 19. The number and percentage of level of satisfaction during the visit in the area.

Taking everything into account did you enjoy your	Number	Percentage
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visit?		
Yes, excellent	23	18.05 %
Yes, good	42	34.42%
Reasonably	42	34.42%
Not really	6	4.92%
Do not know	9	8.19%

(Fig 44) and (Tab 20) show the diagram, number and percentage of respondents for planning to visit again this area. The total number of respondents was 122, where 94 or 77.04 responded - Yes, 0% responded - No and 28 or 22.96% responded - Do not know.

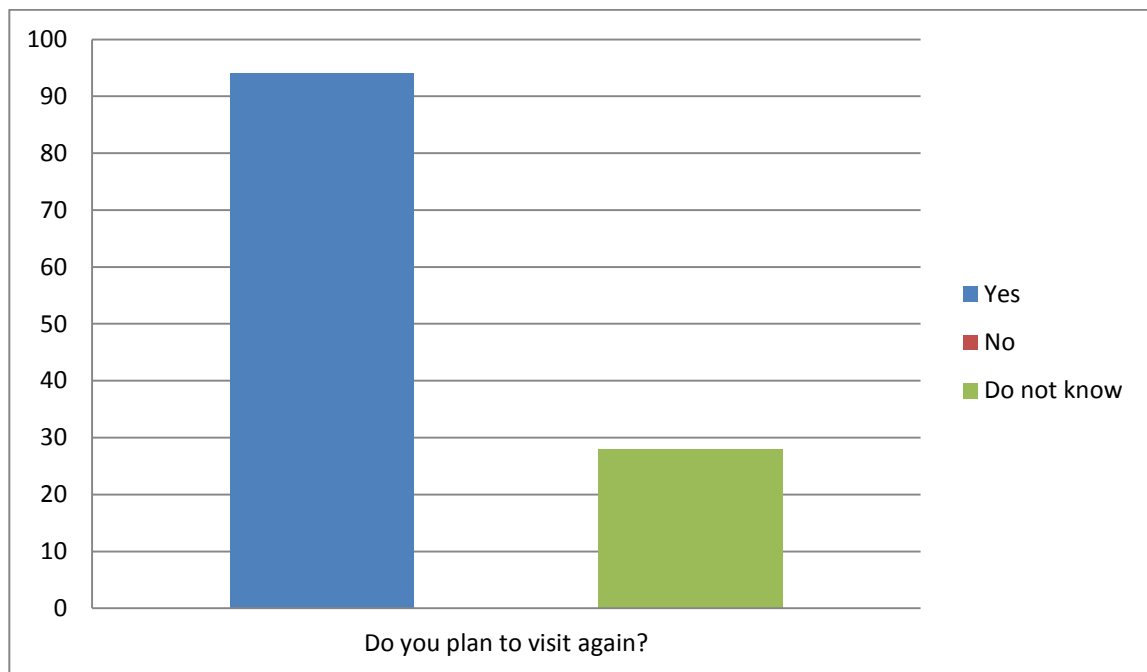


Figure 44. The diagram of respondents who are planning to visit again this area.

Table 20. The number and percentage of respondents who are planning to visit again this area.

Do you plan to visit again?	Number	percentage
Yes	94	77.04%
No	0	0%
Do not know	28	22.96%

4.9. The Interview Survey

To define the activities and other potentials of village there is showed a table with thoughts of people on a weekend day in Nashec. Interviews were conducted in order to understand better the needs of those who live or those who visit the area. The number of respondents was 27, but are shown only 12 opinions that were clear and understandable (*Tab 21*).

Table 21. The thoughts for future development from people in Nashec

Number	Thoughts
12	<ul style="list-style-type: none">• Problems with the access to the river• There is not enough place for fishing• Difficulties in selling products• No places to drink coffe• There is no space for parking• There is no way to take a walk• Lack of sports• Lack of organization of activities• Roads are in poor condition• Awareness of people to care for this place• There is no place for accommodation• Allocation of space for fishing and for other activities• There is no market to buy products for daily needs

4.10. SWOT

Table 22. Nashec SWOT Analysis

<p>STRENGTH</p> <p>Well developed village Village area is currently a walkable and well linked within the different edges of the village.</p> <p>Green Green areas are important assets to the village. It is increasingly recognized that high quality green network can provide multiple benefits such as encourage stronger communities, attract economically active residents, enhancing quality of life and encouraging healthy lifestyles</p> <p>River Good asset for development of attractive activity such as fishing.</p> <p>State of objects The housing situation in the countryside is mostly</p>	<p>WEAKNESS</p> <p>Lack of access to public transportation There are obvious lack of public transportation of the village where seperated by the main city road.</p> <p>Barrier A number of key piece of infrastructure present consider able barriers to pedestrian and cycle movement. The barriers limit connectivity and constrain connections between communities, the river, existing greenspace assets and the wider countryside.</p> <p>Poor maintenance Not well maintained area, tend to give people the perception of unsafe which stop attracting people to this place.</p> <p>Lack of amenities Lack of amenities which can serve the local community.</p>
<p>OPPORTUNITY</p> <p>Attractive and appealing place This area reveals substantial scope for improvement and play a significance part in underpinning tourism.</p> <p>Small business The comprehensive economic destination through creating attractive environments that will encourage future comercial and business investment.</p>	<p>THREAT</p> <p>Area of deprivation This are suffered from long term neglecton of development. It was eventually led to out-migration and may reflect on declining economic opportunities or residents preferences to live in surrounding areas on the basis of housing and environment conditions.</p>

Regeneration potential The opportunity to regenerate area with derelict buildings and abandoned area to improve connectivity and usability.	Derelict & Brownfield Most of these poorly performs site appear to be cluster in close proximity to the river where huge barriers are.
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CHAPTER 5

RESULTS AND DISCUSSION

Nashec as a place with special importance should be given a special attention. According to urban development plan of Prizren, the village of Nashec also plays an important role for the future development. Development of the territory, the creation and use of public spaces in right ways, stimulate a healthy business climate and clean competition, in favor of sustainable economic development. Protection and use of land, respect of the environment, culture, natural heritage and historical identity are the basis for a healthy and active lifestyle with new employment opportunities.

The analysis that have been made for the village of Nashec include many positive assets that may affect positively in development of tourism. The regeneration of the area is a key point to be visited by visitors. Natural resources that are offered in this area give it an opportunity to be more important from other areas. Seeing that this area has been developed once, then with time is destroyed, then the opportunity to be developed as a touristic rural village still exist. If this place will be visited by people, also the income will be increased for residents. To achieve this, it has developed a strategy where residents can benefit in many ways, from the sale of local products, providing services to the accommodation of tourists. This will have a positive impact for the people to not leave the village to seek for a better life. Another positive and important asset for rural development is to provide sports activities. Seeing the good geographical position, this place can offer various sports activities. From the visits in the village, there are identified the most important activities that take place regardless of current conditions. Development of sports activities play an important role in promoting the village. From the questionnaires are derived datas on the assessment of current activities in the area,

and the most evaluated activities were: fishing, daily picnic, camping, accommodation etc. Looking at the current situation and the desire of the locals to have a development in the area, intervention and the change has been welcomed by all respondents, because it will have a positive impact for both locals and surroundings, offering a place to spend free time, as well as employment opportunities.

CHAPTER 6

VISION OF THE FUTURE FOR THE VILLAGE OF NASHEC

The future development vision for the village of Nashec has been developed from the overall findings of the analysis for the Municipality of Prizren, respectively for the village of Nashec. Also, the vision is based on synthesis for future development 2025, presented by PMDP, and elaboration of physical maps of the relevant area, that provide clear vision for future development. Based on the vision for future development, questionnaires and interviews with residents and visitors of the village, informations analyzed in preceding chapters, there are defined strategic objectives for future development for the village of Nashec (*Tab 23*). In fulfillment of this vision there will be developed three strategic objectives, which aim to orient and specify the focus of rural development for the village of Nashec in upcoming years. There will be defined several evaluation indicators for each strategic objective, which will be detailed further and get improved during the work that the Municipality will carry out the implementation of these strategies. The strategic objectives will be allocated according to the action plan, giving information and evaluation about possible projects. Also, there will be the evaluation of the priority projects, as a starting point for the development of other projects. These projects will be conceptual projects with descriptions and goals that will positively affect the development of rural tourism.

Table 23. Matrix of the overall findings

Literature and case studies	Previous studies in Prizren	Physical Analysis	Social analysis Questionaries	SWOT
Recreation	Accommodation	Accommodation	Recreation	Recreation
Natural beauties	Farm production	Recreation	Seeing nature	Accommodation
Natural vegetation	Agro-Tourism	Local food	Holiday	Water activities
Existence of wildlife	Cultural tourism	Water activities	Visiting friends	Natural vegetation
Local food	Tourist services	Services	Business	Local food
Festivals	Biodiversity	Tourism	Rural house experience	Business
Local handicrafts		Biodiversity	Services	Agriculture production
Regional culture		Land value	Events	Farm production
Historical events		Job generation		Tourism
Architectural variety				Services
Job generation				Biodiversity
				Job generation

5.1. Objectives and programs

In fulfillment of this vision there are developed three strategic objectives, which aim to orient and specify the focus of rural development for the village of Nashec in the upcoming years. Also, there are defined several evaluation indicators for each strategic objective, which may be detailed further and get improved during the work that the Municipality will carry out the implementation of this strategy.

Strategic Objective 1: Protection and regeneration of natural resources as the basic elements of social welfare and economic renewal through rural tourism, and interconnection of areas within the village.

For this strategic objective is predicted a strategic program which will be presented below. Projects for each program are presented in the action plans in the next chapter.

- ***Strategic Program O1P1:*** Creation of recreational spaces and connecting roads with the most impact in this area

Strategic Objective 2: Exploitation of existing houses for accommodation, creating opportunities for a more sustainable economic development, generating continuous employment.

- ***Strategic Program O2P1:*** Improvement of road network
- ***Strategic Program O2P2:*** Accommodation proposal
- ***Strategic Program O2P3:*** The hotel proposal and space for the needs of citizens

Strategic Objective 3: Development of sports activities, as a key point for the regeneration of the area. Development of local economy and increase employment, especially for the empowerment of rural development.

- ***Strategic Program O3P1:*** Program for the development of sports activities
- ***Strategic Program O3P2:*** Employment of citizens

From the questionnaire and interview surveys there are defined many activities that can be developed on the site (*Tab 24*). Based on analysis which were committed in the area there are defined some areas that provide potential for development of activities that offer to people an opportunity to spend holidays or weekends.

Table 24. Intervention source

Village of Nashec	Intervention	Activities
Roads&activities	<ul style="list-style-type: none"> ▪ Allocation of space for various activities ▪ Open green spaces ▪ Promenade ▪ Riverwalk ▪ Changing room ▪ Parking spaces ▪ Road rehabilitation ▪ Place for sale of products ▪ Bicycle lane 	<ul style="list-style-type: none"> ▪ Picnic ▪ Toilets ▪ Nature walk ▪ Running ▪ Biking ▪ Photography ▪ Sightseeing ▪ Camping ▪ Playground
Accommodation	<ul style="list-style-type: none"> ▪ Providing accommodation ▪ Revitalization of existing hotel 	<ul style="list-style-type: none"> ▪ Local foods ▪ Traditional hospitality
Sports	<ul style="list-style-type: none"> ▪ Field sports ▪ Fishing Places ▪ Water sports 	<ul style="list-style-type: none"> ▪ Tennis ▪ Swimming ▪ Team games ▪ Boating ▪ Diving
Economical	<ul style="list-style-type: none"> ▪ Services(small shops & bars, bike & skates rent, boat & kayaking rent) ▪ Provision of houses for accommodation 	<ul style="list-style-type: none"> ▪ Bike & skate rent ▪ Boat & kayak rent ▪ Small shops and bars ▪ Rent a room ▪ Local foods ▪ Traditional hospitality

5.2. The action plans

Table 25. The strategic objective for protection and regeneration of natural resources and economic renewal in Nashec.

Strategic Objective 1: Protection and regeneration of natural resources as the basic elements of social welfare and economic renewal through rural tourism, and interconnection of areas within the village.				
Strategic Programs	Projects	Cost	Potential source	Evaluation indicator
OIP1: Creation of recreational spaces and connecting roads with the most impact in this area	Project for improvement of green areas	-	PM	Planting of trees and adding of green spaces.
	Creation of pedestrian and bicycle crossings and natural itineraries. Facilities for local community	-	PM	Construction of bicycles lane and pedestrian routes. Placement of benches and other urban elements. Conctruction of center that will be used for the need of local to improve life conditions.
	The creation of spaces for camping.	-	PM	Determination of the most appropriate area for camping.
	Construction of segment that links the village with the recreational area.	-	PM	Construction of River walk that links the village with the area for recreation.
	Construction of the pier in the river.	-	PM	Construction of the pier in adequate areas for anchoring boats.
	The creation of playground spaces.	-	PM	Determination of the most appropriate area for playground.

Table 26. The strategic objectives for exploitation of existing houses for accommodation and sustainable economy.

Strategic Objective 2: Exploitation of existing houses for accommodation, creating opportunities for a more sustainable economic development, generating continuous employment.				
Strategic Programs	Projects	Cost	Potential source	Evaluation indicator
O2P1: Improvement of road network	Rehabilitation and improvement of road infrastructure and small plazas within the village.	-	PM	Construction and improvement of roads within the village.
O2P2: Accommodation proposal	Exploitation of existing buildings for accommodation.	-	PM	Exploitation of buildings that are in good condition for living.
	Replacement or upgrading of destroyed buildings.	-	PM	Restoration of buildings that do not meet the conditions for living.
		-	PM	Construction of new buildings. Upgrading existing buildings that meet the requirements.
O2P3: The hotel proposal and space for the needs of citizens	Revitalization of the hotel that has before existed.	-	PM	Restoration and improvement of access to hotel.
	The creation of spaces for parking and market.	-	PM	Construction of a parking that will be used by visitors and residents.
		-	PM	Construction of a market for the sale of local products.

Table 27. The strategic objectives for development of sport activities

Strategic Objective 3: Development of sports activities, as a key point for the regeneration of the area. Development of local economy and increase employment, especially for the empowerment of rural development.				
Strategic Programs	Projects	Cost	Potential source	Evaluation indicator
O3P1: Program for the development of sports activities	Plan for the development of activities in the relevant areas.	-	PM	Definition of sports activities in areas with potential.
		-	PM	The definition of special activities with impact.
O3P2: Employment of citizens	Plan for the employment of inhabitants of the village and surrounding villages.	-	PM	Creation and access to new jobs.
		-	PM	Link of the Nashec village with the surrounding villages.

5.3. Priority development projects

Table 28. Project for improvement of green areas. creation of pedestrian, bicycle crossings and natural itineraries.

Project title	1.Project for improvement of green areas. Creation of pedestrian, bicycle crossings and natural itineraries.
Project Description	The prime function of green space will be the conservation of the natural environment and for amenity and visual purpose. Besides the existing space will be interference even in areas with particular potential, which will have a positive impact in performance of village as a touristic rural zone. Across the green spaces will be the promenade which links the main road with boardwalk and other activities .The type of trees that will be used depend on space, in residential areas will be planted fruit trees, while in other areas pine and forest trees. The reason for this is that fruit trees require special maintenance and commitment.
Objective	<ul style="list-style-type: none"> • Protection and regeneration of natural resources as a basic element of social welfare. • Provision of spaces through various approaches.
Phase of the Project	Conceptual Project



Figure 45. Project for improvement of green areas. Creation of pedestrian, bicycle crossings and natural itineraries.

Table 29. Rehabilitation and improvement of road infrastructure and small plazas within the village.

Project title	2.Rehabilitation and improvement of road infrastructure and small plazas within the village.
Project Description	Noticing that circulation in this area is inadequate for future development, the first step will be the regulation of circulation within the village and connection to the premises of green areas. The aim is to contribute to the whole area in terms of ecological diversity and social life.
Objective	<ul style="list-style-type: none"> • Improvement of infrastructure in order to support the movement of effective mobility, better interconnection of roads within the village.
Phase of the Project	Conceptual Project

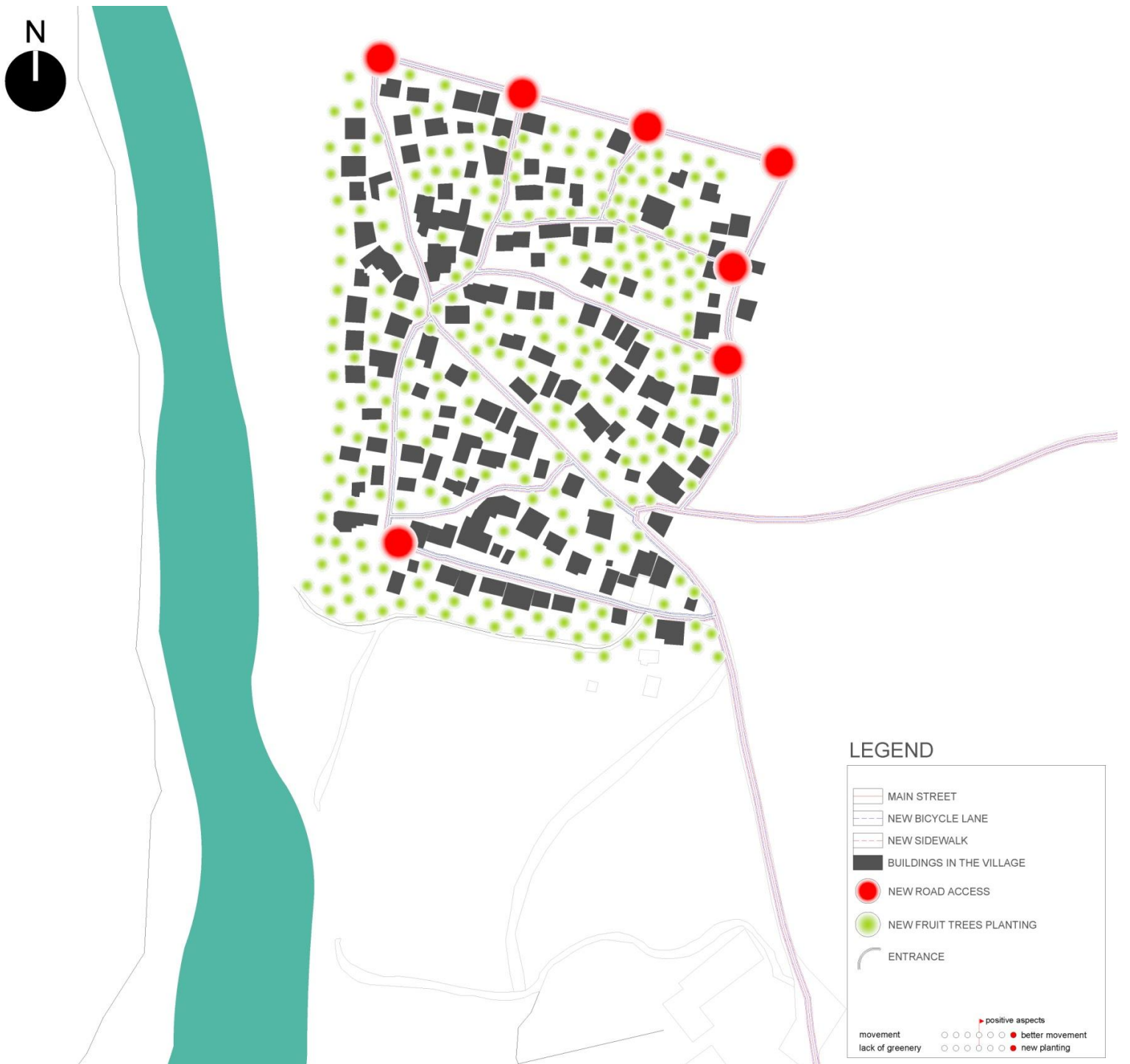


Figure 46. Rehabilitation and improvement of road infrastructure within the village.

Table 30. Exploitation of existing buildings for accommodation and replacement or upgrading of destroyed buildings.

Project title	3.Exploitation of existing buildings for accommodation and replacement or upgrading of destroyed buildings.
Project Description	In order to be a bond of residents and visitors. Its intended use of existing houses within the village that are in good condition for accommodation. In the past the village has had this tradition, but nowadays it is clear that it is abandoned. To return the development that it had once, it is reviewed the current condition of houses and road network. The accommodation will promote traditional hospitality and offering local food. It is also proposed the new accommodation with replacement or upgrading of destroyed building, if the existing ones do not meet the needs of visitors.
Objective	<ul style="list-style-type: none"> • Exploitation of housing for the purpose of financial benefits. • Providing accommodation
Phase of the Project	Conceptual Project

Typologies to be used for the revitalization of buildings that do not meet conditions

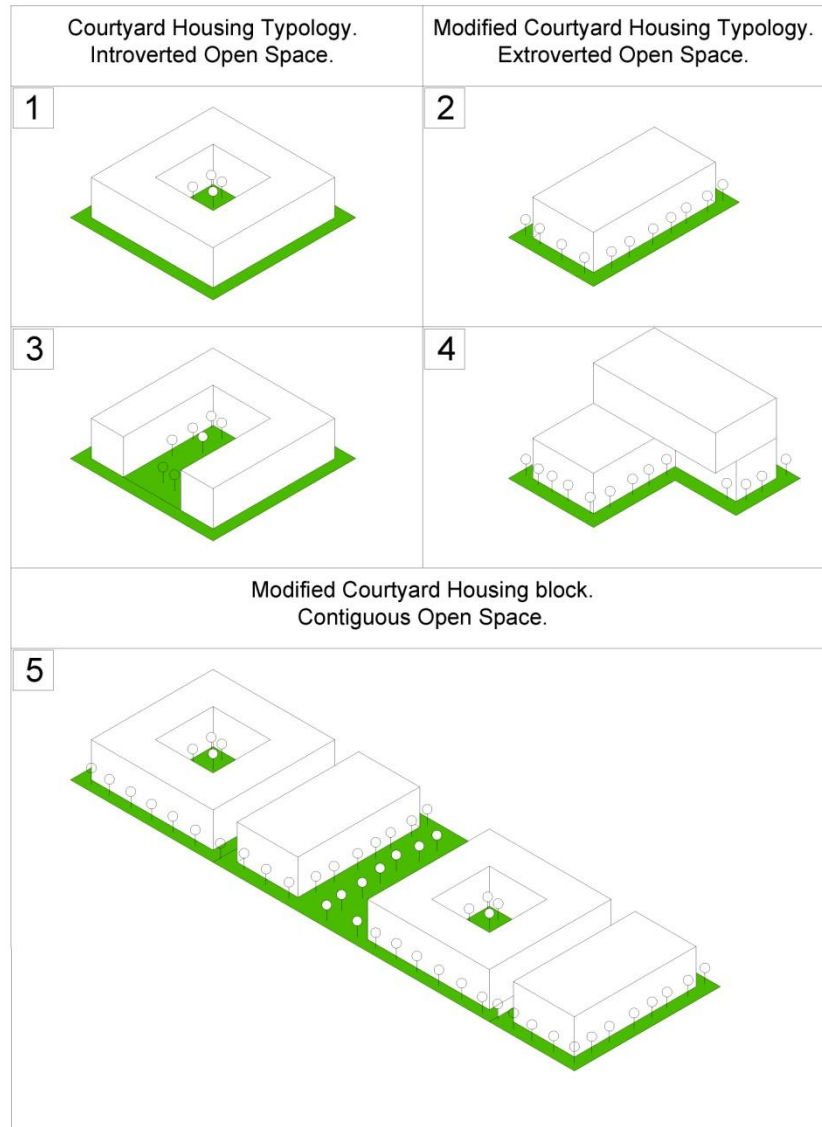


Figure 47. Typologies to be used for the revitalization of buildings that do not meet conditions.

1. This typology will be used in dwellings that have been destroyed or have poor construction. It will positively affect the completion of residential spaces and increasing of green areas.
2. This typology will be used in dwellings that meet the conditions, but they need to be restored. It will positively affect the promotion of traditional buildings.
3. This typology will be used in dwellings that meet the conditions, but they need new approaches and green spaces. It will positively affect the relationship with the village and visitors.
4. This typology will be used in all buildings that are in need of additional spaces. The building expansion will be done with vertical construction. It will positively affect the preservation of green areas around the buildings.
5. This typology will be used in all buildings where there is lack of green areas. It will positively affect the increasing and preservation of green areas around the buildings.

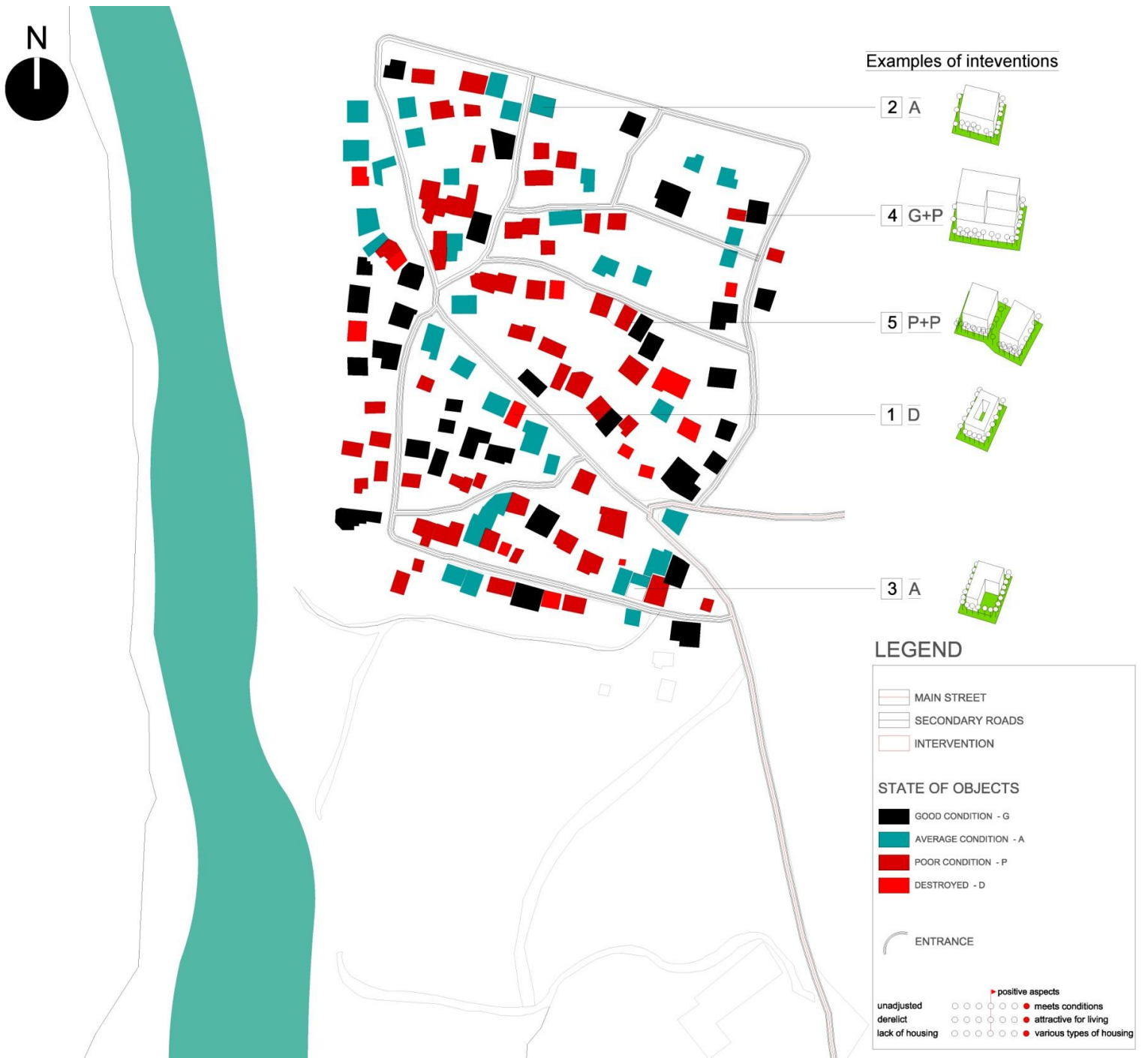


Figure 48. Exploitation of existing buildings for accommodation and replacement or upgrading of destroyed buildings.

Table 31. Revitalization of the Hotel that has before existed and creation of spaces for parking and market.

Project title	4.Revitalization of the Hotel that has before existed and creation of spaces for parking and market.
Project Description	Revitalization of a hotel in the area is based on the existing hotel that is destroyed and out of use. It is located at the entrance to the village overlooking the river Drin. Around the space of hotel, it is proposed also the space for parking and the space for selling local products.
Objective	<ul style="list-style-type: none"> • Providing a place for vocation day • Space for parking • Recognition of culture through the promotion of the local products.
Phase of the Project	Conceptual Project

Table 32. Plan for the development of activities in relevant areas.

Project title	5.Plan for the development of activities in relevant areas.
Project Description	The project contains a scheme of activities that are appropriate for the area of Nashec. Definition of the activities will be along the promenade in the green spaces.
Objective	<ul style="list-style-type: none">• Providing of activities that are specific to this area.• Provision of new activities that will positively affect the promotion of village.
Phase of the Project	Conceptual Project

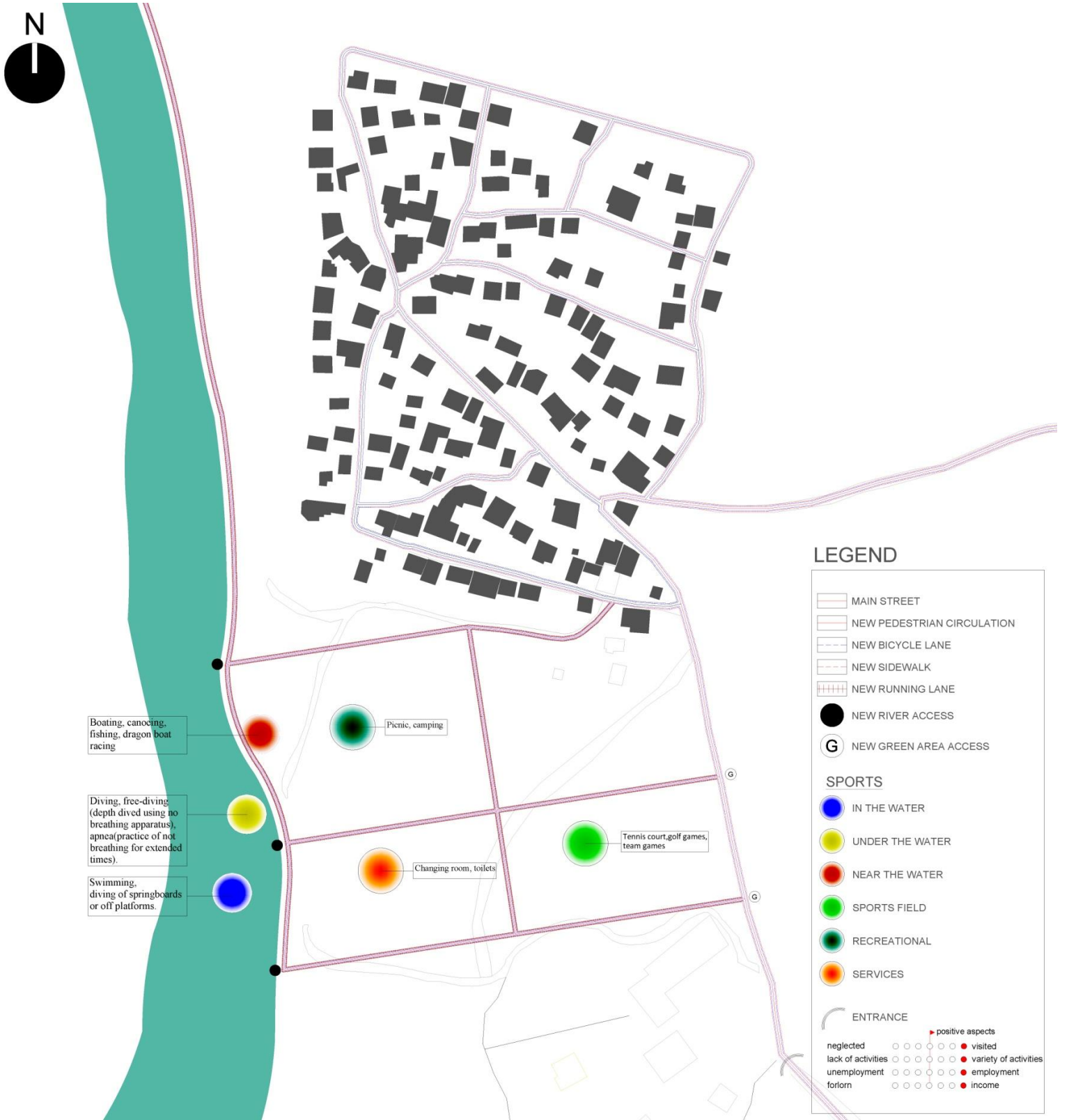


Figure 50. Plan for the development of activities in relevant areas.

Table 33. Facilities for local community

Project title	6.Facilities for local community
Project Description	The project contains proposals of facilities which are essential for rural areas, it will positively affect the development of the village offering a better life for community by stopping migration. Definition of the facilities will be within or near the village in order to have easier access.
Objective	<ul style="list-style-type: none">• Providing of facilities that are essential to this area.• Provision of new facilities that will positively affect the promotion of village.
Phase of the Project	Conceptual Project

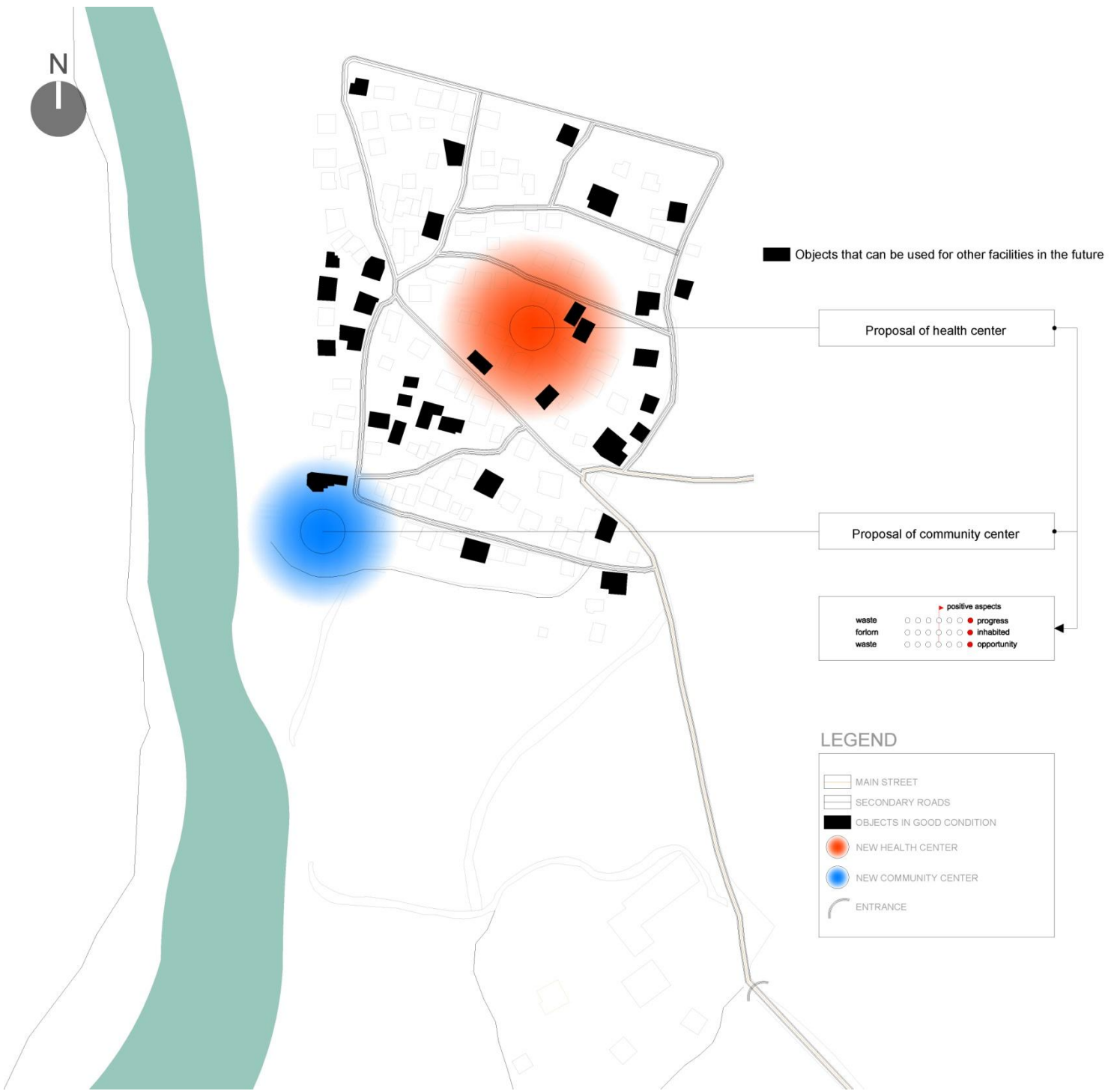


Figure 51. Plan for facilities for local community

Table 34. Designated space for workshops, exhibitions, services etc.

Project title	7.Designated space for workshops, exhibitions, services etc.
Project Description	The project contains proposals of spaces that are appropriate for development of activities such as workshops, exhibitions, services etc. There will be a variety of activities ranging from activities within the village to the activities that will take place in the recreational area through various pavilions. These areas are defined on the basis of their conditions and accessibility from the main roads. It will positively affect the development of the village offering a better life for community by stopping migration .
Objective	<ul style="list-style-type: none"> • Providing good conditions for promotion • Provision of new activities that will positively affect the promotion of village.
Phase of the Project	Conceptual Project

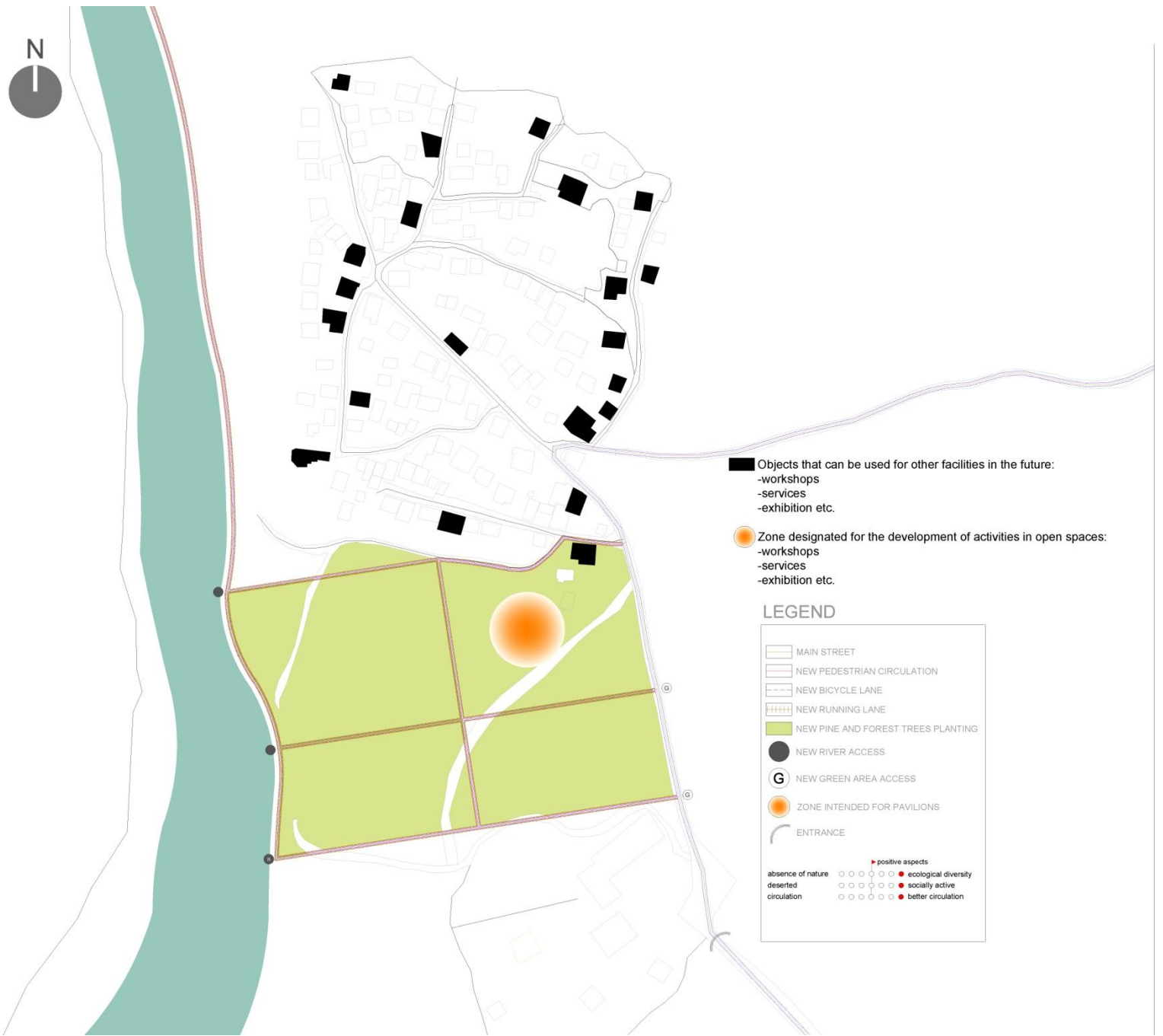


Figure 52. Plan for designation of spaces for workshop, exhibition, service etc.

5.4. Calendar of activities

Activities	January	February	March	April	May	June	July	August	September	October	November	December
1.Nature walk												
2.Running												
3.Biking												
4.Photography												
5.Sighseeing												
6.Camping												
7.Picnic												
8.Playground												
9.Local food												
10.Accommodation												
11.Tennis court												
12.Golf games												
13.Swiming												
14.Team games												
15.Diving												
16.Fishing												
17.Selling products												
18.Market												
19.Workshops												
20.Exhibitions												
21. Facilities for local community												
22.Services (toilets, changing room)												
23.Boating												
24.Bike&skate rent												
25.Boat&kayak rent												

CONCLUSION

Nashec is a village that has been very much frequented in the past. Its culture has evolved to reflect lifestyle determined by river, and it is still one of the greatest attractiveness of this place. Rural landscape is composed of a number of features which evolved over time and should be protected. The rural landscape of Nashec is characterized by fishing, farm production including animal production (sheep, cow, grasslands etc.) as well as cornfields. From the results of analysis and interviews with locals show that the most important points for tourism creation are:

- green spaces
- road alleys
- accommodation
- recreational
- sports activities

Rural tourism in Nashec has good quality for accommodation and restaurants as well as natural and cultural attractions. However there are some aspects that can be increased. It is necessary to:

- use old building for new tourism function
- create seasonal and weekend package
- promote new form of activities based on natural and cultural resources (fishing)
- design green areas etc.

These outcomes are decided based on questionnaires given to locals and visitors in Nashec. Number of questionnaires was 122 and respondents are chosen randomly. (APENDIX A)

The thesis set out a better understanding of the processes of tourism development in Nashec, by examining some key challenges to tourism development. Furthermore, the future benefits of tourism encourage local community to participate in tourism development plan.

This research is important in theoretical and practical sense. The theoretical context will help to provide further examination of the relevance of theories for tourism types, importance and development for certain areas. In practical sense, the results will be benefit to the Kosovo government agencies that are responsible for tourism. The findings will be particular importance to the Ministry of tourism to determine future managerial planning and strategies of tourism development in the certain area. In addition the informations will provide the studied communities and support their knowledge which may benefit decision making in the future.

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APPENDIX A

Questionnaire

1. Gender

- FEMALE
- MALE

2. Which age category do you fall in?

- UNDER 20
- 20-24
- 25-29
- 30-39
- 40-49
- 50+

3. What is your marital status?

- MARRIED
- SINGLE
- WIDOWED
- DIVORCED
- OTHER

4. Is this the first time that you take a rural holiday?

- YES
- NO

5. If not, how many times have been on a rural holiday before?

- ONCE
- TWICE
- THREE TIMES
- FOUR TIMES
- OVER FOUR TIMES

6. How long is this visit for?

- OVERNIGHT

- 2-5 DAYS
- 6-10 DAYS
- MORE THAN 10 DAYS

7. How did you travel to this place on this visit?

- PRIVATE CAR
- HIRE VEHICLE
- MOTORBIKE
- TOUR BUS
- PUBLIC BUS
- OTHER

8. What is the type of your group ?

- TOUR GROUP
- FAMILY
- FRIENDS
- PARTNER
- OTHER SPECIFY

9. What is the purpose of this visit?

- PART OF PACKAGE TOUR
- RECREATION
- SEEING NATURE
- ON HOLIDAY
- VISITING FRIENDS
- BUSINESS
- RURAL HOUSE EXPERIENCE
- OTHER

10. How did you hear about this place before you visit?

- BROSHURE
- RECOMMENDATION
- TOURIST INFORMATION CENTER
- NEWSPAPER OR MAGAZINE
- FRIENDS OR RELATIVES
- OTHER

11. Do you have any problems finding information about rural house accommodation?

- YES (Specify) _____
- NO

12. Did you experience any problems traveling to the area?

- YES (Specify) _____
- NO

13. The question below ask toy to rate the below facilities. (Indicate your answer by putting the most appropriate response number for you on the side of each item, using the above scale)

- ACCOMODATION
- INFORMATION CENTER
- RETAIL SHOPS
- RESTAURANT
- TOILETS
- PUBLIC TRANSPORT
- RECREATION ACTIVITIES
- OTHER

14. Taking everything into account did you enjoy your visit?

- YES, EXCELLENT
- YES, GOOD
- REASONABLY
- NOT REALLY
- DO NOT KNOW

15. Do you plan to visit again?

- YES
- NO
- DO NOT KNOW

MAPS