

Analysis of Potential Factors Affecting the Development of Agri-tourism in Peja Region

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Abstract

Complexity and diversity of services differentiate tourism from other business activities. In the Republic of Kosovo tourism services are offered by private capacities without any prior analysis or design of development strategies. This might be attributed to the lack of coordination between public and private sector activities and limited financial resources of the private sector. Kosovo would benefit a lot if it orients towards agri-tourism development potentials, thereby transforming the last ones into dynamic development assets for the progress of the country. This paper is aimed at identifying the conducive spaces and factors to agri-tourism development in Peja region, Kosovo. The analysis of different aspects of agri-tourism development will be focused on identifying both the attractiveness and benefits deriving from such activity. For study purposes there was conducted a survey by making use of three types of questionnaires. Descriptive statistics has been used for data analysis. Linear and Logit models have been used for data processing regarding the general part of the questionnaire, whereas ANOVA model has been used for the data processing related to the hypothesis testing. This analysis has been the focal point for the designing of important conclusions and recommendations related to the development of agri-tourism in Peja Region, Kosovo.

Keywords: agri-tourism potentials, agri-tourism attractiveness, ANOVA, linear and logit models

1. Introduction

Peja region represents the western part of Kosovo, located at the foot of the Albanian Alps and represents the most attractive part of the country. Rich in water resources, fertile lands, numerous businesses, and preservation of traditions, this region presents a space with very affordable prerequisites for tourism. Due to the rapid growth, tourism today can be considered one of the most important activities in the world. Although it is very difficult to predict the future in the field of tourism, this is because of the great developments and movements in life and standard of human living, however this is not so difficult for Kosovo as well. Here we consider the very sluggish moves towards economic growth and the development of its sectors in new and untapped areas.

Therefore, based on that Kosovo is mostly covered with rural areas and has strong potential for the development of agriculture, in this study we were oriented to build a link between tourism and agriculture in Peja region. Agro-tourism describes vacation activity in rural areas, especially for those seeking rural experience and tourism products that are directly linked to an agricultural environment, cultivation and food production.

Therefore, viewed from this aspect, agro-tourism represents a very powerful activity in increasing the financial stability of farm families, preserving the environment and reducing migration from rural areas. Let's understand for a moment agro-tourism as a good opportunity for a sustainable tourism development where the main issues can be: revenue distribution, ecosystem maintenance, maintenance of human-natural system relationships, maintaining the style of livelihood, equality for generations etc.

When analyzing the benefits and advantages that arise from the exercise of agro-tourism activities, we are encouraged to deal with it by researching for opportunities that exist or can be created for the development or exercise of agro-tourism activities to generate employment in a wider scale and additional sources of income for local residents whether they are qualified or not. The main purpose of this study is to provide a picture of factors

influencing the development of agro-tourism in Peja region by implementing the method of stakeholder survey in three directions: farmers as providers of agro-tourism services, agri-tourism consumers and some municipal officials as a direct factor in building support strategies.

2. Tourism in Kosovo, a brief description

Because of the colonial position and total isolation for circulation, Kosovo has recently started to be treated as a tourist market. Kosovo's tourist facilities began to be affirmed only after the construction of the Adriatic highway (1971), this period which allowed the country an easier access to the countries of the region and thus facilitated the easier circulation of people and goods. In this context, research into new forms of development was imposed, where tourism is considered one of the potential opportunities for infrastructure development and the expansion of acceptance capacities.

As a result of this, there are a considerable number of businesses and households in the country today, which help to develop other economic activities and to reduce unemployment. After the last war, Kosovo has started to recover and the standard of receiving capacities in the tourist areas has improved, and in this sense there has been a steady increase in tourist turnover. The main pillars of Kosovo's tourism product are based on: the suitable geographical position of the country, the great potentials available for use, and the numerous thermo mineral resources, numerous cultural and historical potentials.

2.1. Tourism in the Peja region

Peja is known as one of the oldest, most beautiful and wealthiest city with cultural and historical potentials of Kosovo. The basic characteristics of the current tourism situation in Kosovo, highlight the Peja region as the region with more significant advantages compared to other tourism regions in Kosovo for the development of rural tourism in general and agri-tourism in particular, because of the most appropriate position and possession of considerable resources with natural and anthropogenic motives. Types of tourist activities, which characterize the region of Peja are: a) Winter sports tourism; b) Cultural tourism; c) Health tourism; d) Thermo mineral tourism; e) Speleo tourism; f) Rural tourism - as a potential opportunity.

Based on the appropriate geographic position and organization of businesses in this region, the above forms are not the only forms of tourism that can be practiced. Transit tourism, congressional and conferencing tourism are types of tourism that have begun to be practiced in the Peja region and as such can be used to promote new activities, such as agrotouristic activities and their goods. In the region of Peja are included Peja, Istog, Klina and Deçan , which are one of the most important parts of the Dukagjini Plain, region that has been identified as a very suitable space for the development of tourist capacities oriented to the development of agricultural farms -based on family tourism. This area is known for its unique hospitality, traditions and customs, which further strengthen our conviction that there are preconditions for beginning the exercise of agrotouristic activities and these areas can be considered as the most suitable for this purpose in the Republic of Kosovo.

3. Material and Methods

The quantitative data collection method contains itself the analysis of data collected through questionnaires structured into three groups: farmers as agri-tourism providers, agri-tourism consumers, and some municipal officials. The survey included 310 respondents who answered questions that were asked depending on their knowledge of agrotourism. The hypothesis raised in this study has to do with the dilemma if " The role of development actors at the local and central level in support of agro-tourism in Kosovo is weak and that constitutes the main factor for the state of agro-tourism in Kosovo today." The data analysis is done through of the linear model and the log, while trying to find the answers to the questions about dependence that have the variables for the reception of consumers in agro-tourism farms and dependencies that have the variables for customer visits. While using the ANOVA model, data was analyzed on the role of the state in creating conditions for the pursuit of agro-tourism activities.

4. Results and Discussion

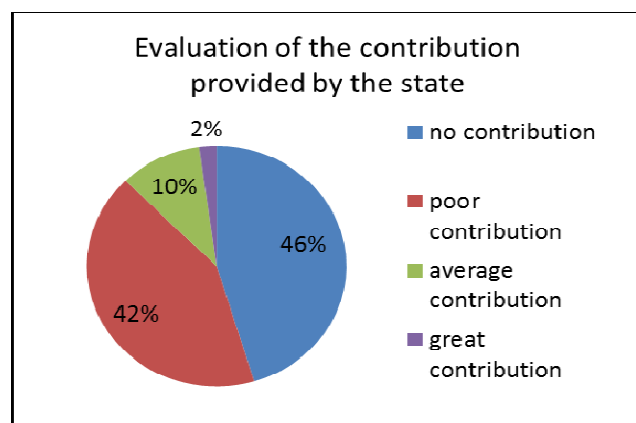
Questionnaire conducted with farmers - Demographics of respondents indicate that 150 farmers were surveyed, out of which 144 are males and 6 females or in percentage more than 96% of respondents are males while their average age was 43 years. According to the linear model, to the question of what the expectations of tourists in farms depends, we find the results as in Table 1:

Table 1. Analysis of the dependence of tourists expectations with the linear model and the log

Dependent Variable:PRIT				
Method: Least Squares				
Sample(adjusted): 1 149				
Included observations: 149 after adjusting endpoints				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.117158	0.100303	1.168045	0.2447
DISTR	-0.012025	0.006656	-1.806589	0.0729
KONTR	0.234648	0.072630	3.230747	0.0015
ARDH	1.03E-05	4.99E-06	2.061419	0.0410
R-squared	0.136169	Mean dependent var	0.288591	
Adjusted R-squared	0.118296	S.D. dependent var	0.454635	
S.E. of regression	0.426898	Akaike info criterion	1.161937	
Sum squared resid	26.42512	Schwarz criterion	1.242580	
Log likelihood	-82.56431	F-statistic	7.618954	
Durbin-Watson stat	1.655361	Prob(F-statistic)	0.000091	

Dependent Variable: PRIT				
Method: ML - Binary Logit				
Sample(adjusted): 1 149				
Included observations: 149 after adjusting endpoints				
Convergence achieved after 8 iterations				
Covariance matrix computed using second derivatives				
Variable	Coefficient	Std. Error	z-Statistic	Prob.
C	-1.760080	0.562852	-3.127072	0.0018
DISTR	-0.072682	0.040421	-1.798120	0.0722
KONTR	1.159042	0.399456	2.901549	0.0037
ARDH	4.84E-05	2.64E-05	1.831593	0.0670
Mean dependent var	0.288591	S.D. dependent var	0.454635	
S.E. of regression	0.426997	Akaike info criterion	1.118160	
Sum squared resid	26.43735	Schwarz criterion	1.198803	
Log likelihood	-79.30291	Hannan-Quinn criter.	1.150924	
Restr. log likelihood	-89.53185	Avg. log likelihood	-0.532234	
LR statistic (3 df)	20.45787	McFadden R-squared	0.114249	
Probability(LR stat)	0.000136			
Obs with Dep=0	106	Total obs	149	
Obs with Dep=1	43			

As far as we can see from the table, the dependence of consumers expectations on the farm is influenced by income, distance from the market and the contribution provided by the state. The same trend is also reflected by the log model. To the question of the state's current role in the development of agro-tourism, farmers responded as in Figure 1:



Question	0	1	2	3	Total
Financing of a part of the agritourism investments	73	65	11		149
Promotion for agritourism	81	61	7		149
Marketing of agritourism	87	55	7		149
Encouraging tax	63	76	7	2	148
Rural roads	21	67	46	15	149
Supply with water and energy	25	77	43	4	149
Sensibilisation Campaigns	76	67	4	2	149
Meetings and cognitive activities	87	53	6	3	149
Promotional strategies	94	45	6	3	148
	607	566	137	29	

Figure 1. Evaluation of the contribution provided by the state

The most of surveyed farmers think that the contribution of the state is poor or no contribution is given to the function of the development of agro-tourism. According to the model ANOVA we have the following results:

Table 2. ANOVA model

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	24428,56	3	8142,854	6,26289	0,0608	,93403
Within Groups	8991,5	29	310,0517			

Total	33420,06	32
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According to the responses of farmers and ANOVA, it turns out that the state of Kosovo has not provided sufficient contribution to the development of agri-tourism, thereby substantiating the raised hypothesis.

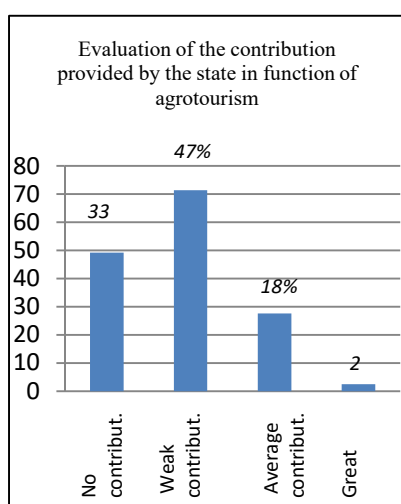
Questionnaire conducted with consumers - there were surveyed 150 people, of which 48 were females (32%), and 102 were males (68%) with an average age of 38.48 years. From what the customers visits to agri-tourism farms depend, the answers are taken from the *linear* and *logit* model in Table 3:

Table 3. Analysis for consumers who think to visit agri-touristic farms according to the linear and logit model

Dependent Variable: VIZ				
Method: Least Squares				
Sample: 1 150				
Included observations: 120				
Excluded observations: 30				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.037231	0.422064	-0.088212	0.9299
EDBA	-0.072883	0.085008	-0.857368	0.3931
PUNBA	-0.192501	0.120779	-1.593828	0.1138
ED	0.260182	0.109454	2.377090	0.0192
STAT	-0.263696	0.194103	-1.358534	0.1771
MO	0.004510	0.004542	0.992972	0.3229
ARDH	9.26E-05	0.000175	0.527985	0.5986
GJ	-0.225816	0.114889	-1.965524	0.0519
ANTARE	-0.014655	0.030406	-0.481970	0.6308
PUN	0.125843	0.065181	1.930653	0.0561
R-squared	0.152410	Mean dependent var		0.391667
Adjusted R-squared	0.083061	S.D. dependent var		0.490169
S.E. of regression	0.469371	Akaike info criterion		1.404809
Sum squared resid	24.23402	Schwarz criterion		1.637100
Log likelihood	-74.28856	F-statistic		2.197743
Durbin-Watson stat	1.829591	Prob(F-statistic)		0.027354

Dependent Variable: VIZ				
Method: ML - Binary Logit				
Sample: 1 150				
Included observations: 120				
Excluded observations: 30				
Convergence achieved after 5 iterations				
Covariance matrix computed using second derivatives				
Variable	Coefficient	Std. Error	z-Statistic	Prob.
C	-3.122184	2.173164	-1.436700	0.1508
EDBA	-0.263221	0.410204	-0.641683	0.5211
PUNBA	-1.032224	0.616418	-1.674551	0.0940
ED	1.423571	0.582846	2.442449	0.0146
STAT	-1.545671	1.092289	-1.415076	0.1570
MO	0.023995	0.022342	1.073988	0.2828
ARDH	0.000390	0.000849	0.459663	0.6458
GJ	-1.074384	0.544370	-1.973628	0.0484
ANTARE	-0.058652	0.148411	-0.395202	0.6927
PUN	0.650875	0.333532	1.951461	0.0510
Mean dependent var	0.391667	S.D. dependent var	0.490169	
S.E. of regression	0.467700	Akaike info criterion	1.336547	
Sum squared resid	24.06175	Schwarz criterion	1.568838	
Log likelihood	-70.19282	Hannan-Quinn criter.	1.430881	
Restr. log likelihood	-80.33853	Avg. log likelihood	-0.584940	
LR statistic (9 df)	20.29143	McFadden R-squared	0.126287	
Probability(LR stat)	0.016197			
Obs with Dep=0	73	Total obs	120	
Obs with Dep=1	47			

Table 3 gives us an understanding of the chances of visiting a farm statistically depend on the education of respondents, gender, number of family members who work and whether the spouse works. The same results are also provided by the log model. In the question of the state's current role in the development of agro-tourism, consumers have responded as in figure 2:



Question	Financing of a part of the agritourism investments	Promotion for agritourism	Marketing of agritourism	Encouraging tax	Rural roads	Supply with water and energy	Sensibilisation Campaigns	Meetings and cognitive activities	Promotional strategies	Total
No contribution	62	58	64	48	13	18	53	61	66	49.22
Weak contribution	66	68	67	85	79	66	75	66	70	71.33
Average contribution	20	24	19	16	53	60	21	22	13	27.56
Great contribution	2			1	5	6	1	1	1	2.43
Total	150	150	150	150	150	150	150	150	150	150

Figure 2. Evaluation of the contribution provided by the state

According to the diagram in figure 2, 47% of respondents think that the state has made a poor contribution to supporting agro-tourism development, while 33% claim that the state has not contributed to this purpose. Questionnaire realized with officials - Since the officials themselves have been discussing the obstacles to the

exercise of agro-tourism activities, in the discussion was questioned the state's role and its contribution to improving the situation and the support that was made to this category, the participants gave the following thoughts:

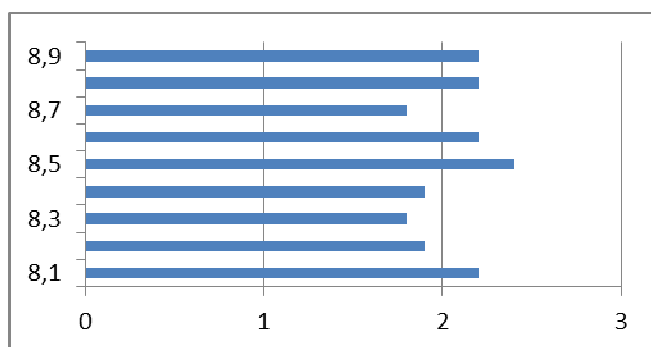


Figure 3. The role of the state in function of the development of agri-tourism

According to the responses provided by the interviewed officials, the state has provided an average contribution to support the development of agro-tourism.

4. Conclusions

From the data presented in this paper we can draw some conclusions:

1. Central and local institutions should do more to create conditions for farmers, as we do not yet have concrete agro-tourism activities that are directly dependent on state intervention in infrastructure and subsidies to these activities.
2. From the analysis made, it is clear that the academic establishment and the financial strength of the farmers play a strong role in the realization of agro-tourism receptions and visits.
3. Since agro-tourism directly affects the improvement of farm conditions, the link between farmers and tourists, then agro-tourism activities should be promoted by relevant institutions in order to strengthen this type of tourism.
4. The most favorable areas for agri-touristic activities are exactly the rural areas in the Dukagjini region and the mountainous areas above the cities of this region.

5. References

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