

# Kosovo Tourism Opportunities

Department of Tourism



Pristina, July 2020



Government of Republic of Kosovo  
Ministry of Trade & Industry  
Department of Tourism

[www.mti-ks.org](http://www.mti-ks.org)

# About Kosovo

## GEOGRAPHIC LOCATION

Kosovo is situated in South Eastern Europe, Western Balkan

The capital city and largest city is Pristina

It is bordered with Macedonia, Serbia, Montenegro and Albania

## TERITORY

Area: 10908 km<sup>2</sup>

Mild continental climate

## PEOPLE, RELIGION

Aprox 2 milion inhabitants

Muslim, Catholic and Orthodox

**Airport Code:** PRN

**Currency:** EUR

**LANGUAGE:** Albania ( Serbian, Bosnian and Turkey)



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## **ECONOMY:**

Kosovo is ranged in the countries with low level of economic development.

Mainly the economy of Kosovo is based in import of the good products but still there is also agriculture development and the tourism is also important as a future sector of the economy.

## **NATIONAL PARKS**

Bjeshkët e Nemuna mountains (Albanian Alps) national park with 60000 ha

Sharri mountain national park with area of 39000 ha

The two parks are rich by diversity and the beauties of flora and fauna.

The most important wild animals are brown bear, brown eagle and lynx which can be found more in Albanian Alps, but still there are wolfs, fox, and 390 type of wild flora starting from flowers to big trees.



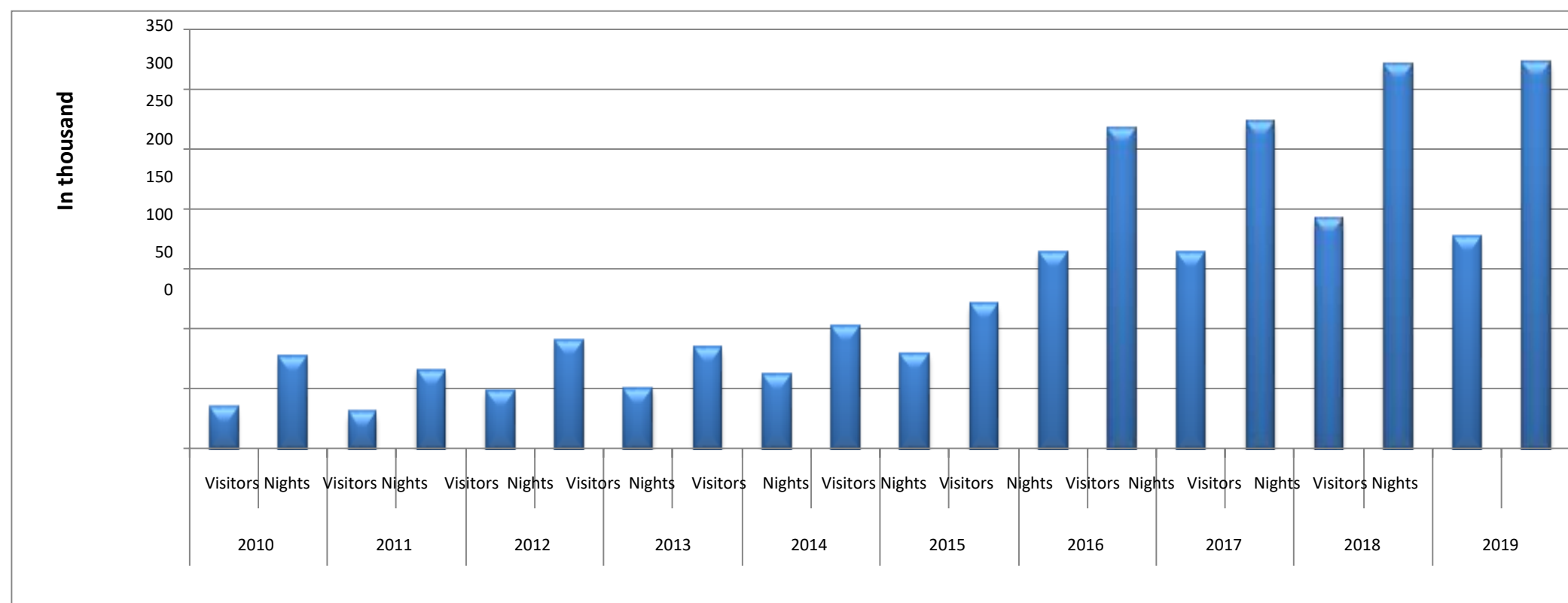
# Main strengths and opportunities of Kosovo tourism are:

- **Good geographical location and accessibility;**
- **Richness and diversity of natural and cultural resources;**
- **Interesting history and tradition;**
- **Rich and diverse gastronomy;**
- **Friendliness and hospitality of people;**
- **Close relations and cooperation with other countries in Western Balkan;**
- **Economically strong diaspora;**
- **Favourable and competitive prices.**



# Tourism statistics

## Number of domestic and international visitors and nights spent

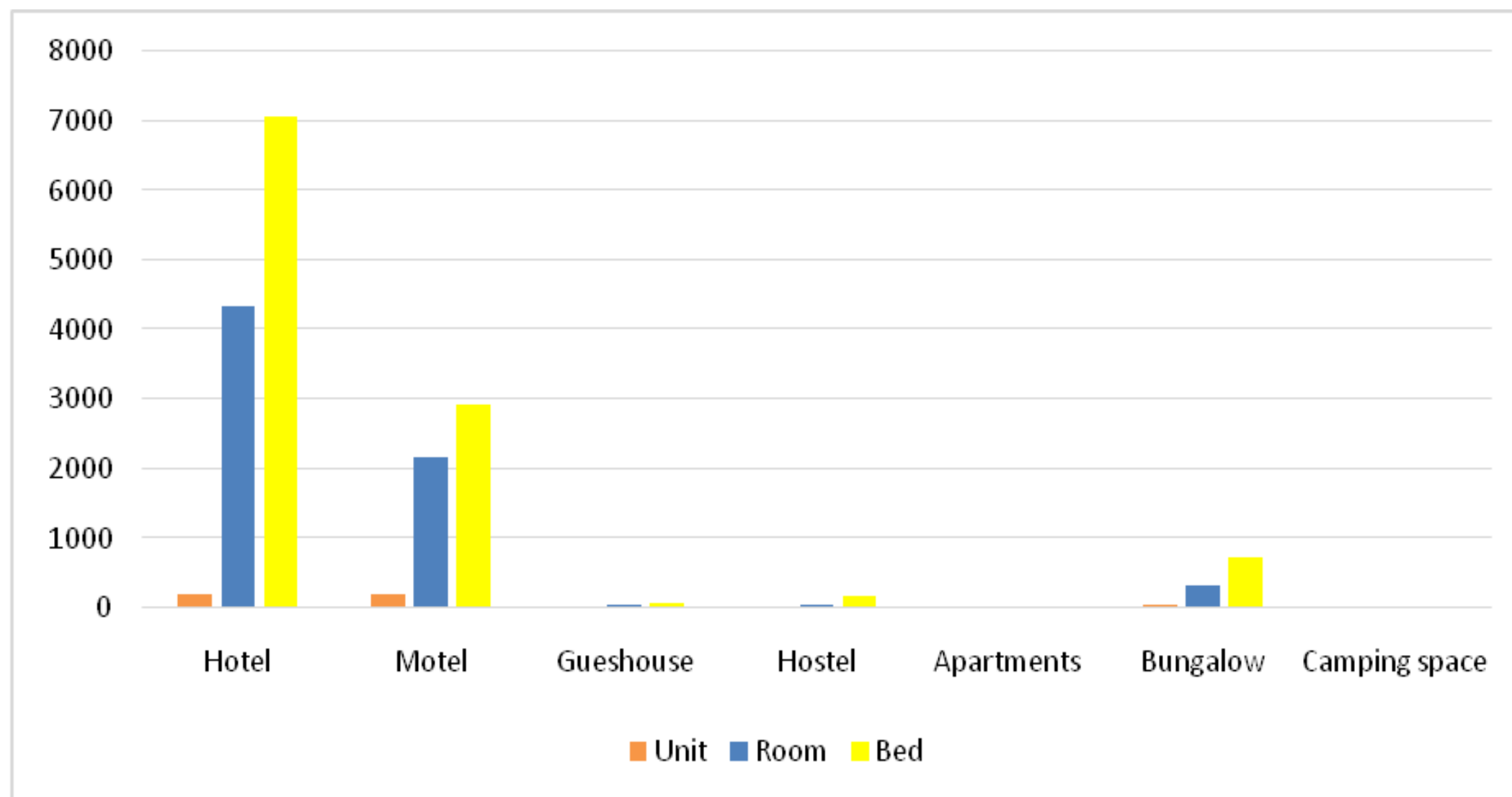


Source: KAS, 2019)



# Statistics and tourism

## Accommodation capacities in Kosovo

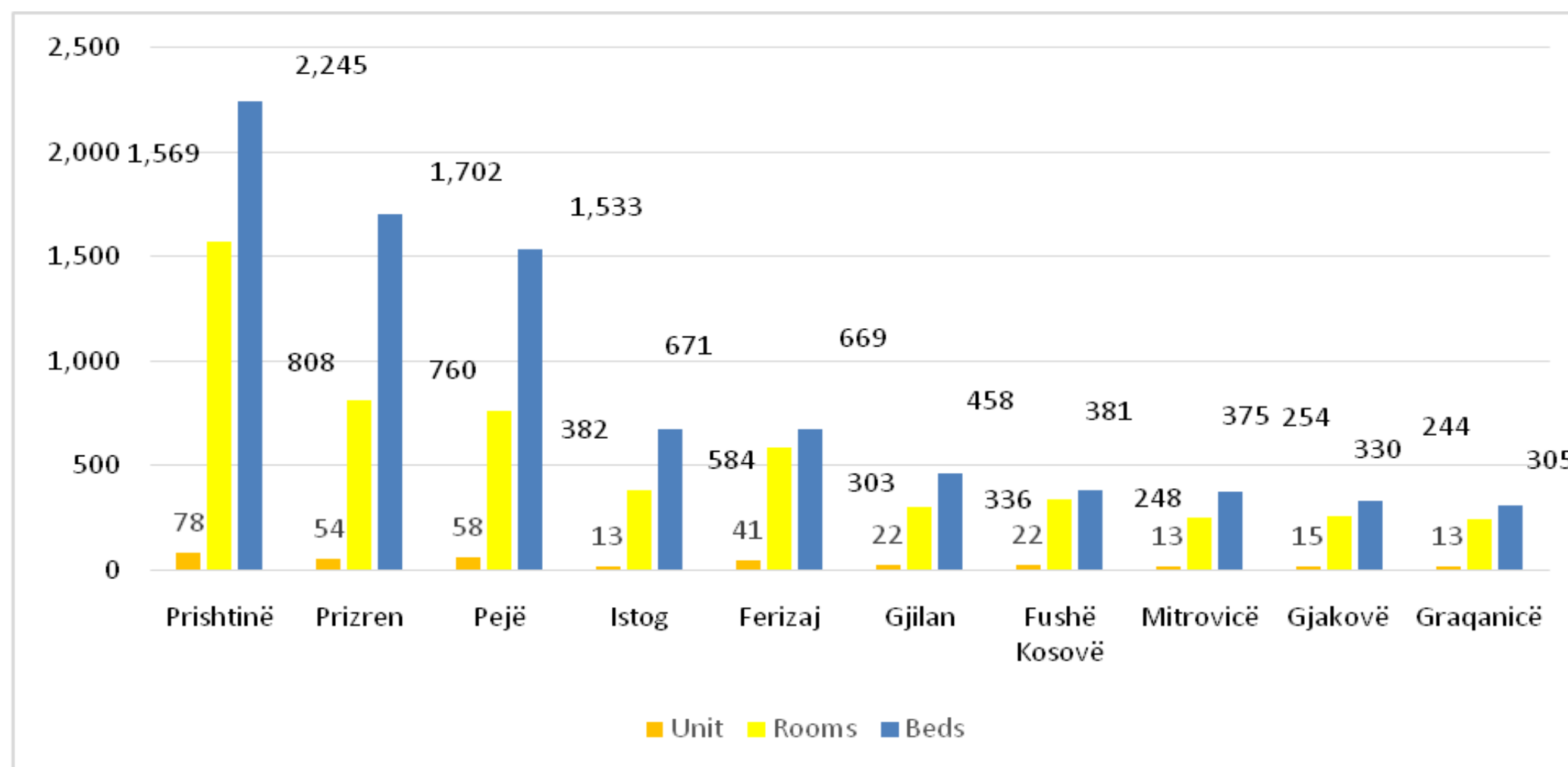


Source: KAS, 2019)



# Statistics and tourism

## Cities with higher number of accommodation capacities



Source: KAS, 2019)



# Tourism resources available in Kosovo

Main tourism resources in Kosovo					
Primary tourism resources:		Secondary tourism resources:		Niche tourism products:	
<b>Nature:</b>	Mountains; Adventure; Rural, Eco; Winter sports; Caves; Waterfalls, lakes, rivers;	<b>Other tourism resources:</b>	Medical tourism; Camping; Cycling; Agro-tourism; Excursions; Transit tourism; Wellness; Cross-border tourism;	<b>Niche products:</b>	Culinary; Wineries; Meetings, Incentives, Conferences & Events (MICE); Festivals; Events; Religious activities;
<b>Urban:</b>	Cities; Nightlife; Bars & Restaurants;				
<b>Cultural heritage:</b>	History; Religious; Monuments; Archeology; Architecture; Artifacts; Museums; Folklore; UNESCO sites;				



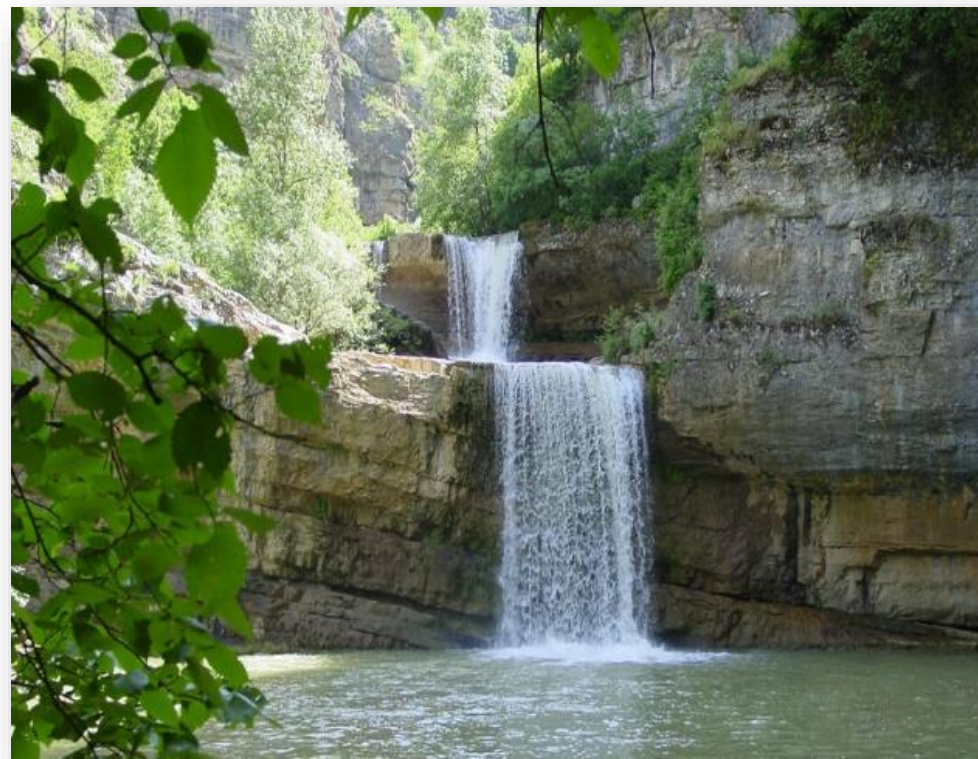


# Some of the main attractions around main cities in Kosovo

Prishtina	Peja	Prizren	Gjakova
Ethnographic museum; Prishtina National Library; Mother Teresa Cathedral and square; The national art gallery of Kosovo; Germia Park; Mosques; Skangerbeg square; Ulpiana; National Museum; Gracanica Monastery; Gadime Cave; Sultan Murat Mausoleum; Batlava Lake;	Old Bazaar of Peja; Ethnological Museum; Via Ferrata; Accursed Mountains; Bajrakli Mosque; White Drin; White Drin Waterfall; Sleeping beauty cave; Rugova Canyon; Decani Monastery; Boga; Leqinat Lake; Haxhi Zeka Tower; Patriarchate of Peja;	Kalaja Fortress; The Sinan Pasha Mosque; Albanian League of Prizren museum; Sharr Mountains; National Park; Archaeological Museum; Bajrakli Mosque; Gazi Mehmet Pasha; Hamam; Church of Bogorodica Ljevisa; Filigree art; Church of Holy Saviour; Brezovica; Dragash; The Halveti's Tekke;	Grand Bazaar; Bridges (Terezi, Tabak, Taliq); Clock Tower; Ethnographic museum; The Grand Tekke; Hadum Mosque; Church of Shën Ndou; Çabrati hill; Terezi Bridge; Abdullah Pashe Dreni Tower; Radoniqi Lake; Shkugëza forest; Mirusha Waterfalls;



# Natural Heritage





# Cultural Heritage





# Main Activities



Hiking,  
Skiing and  
Snow shoeing  
Mountain Biking,  
Rock Climbing,  
Caving,  
Via Ferrata,  
Zip Line,  
Trekking,  
Biking  
Camping  
Paragliding





# Delicacies of Kosovo

The cuisine of Kosovo compatibly matches with the area's continental climate. The *Kosovar* daily cuisine consisting of various pies and an assortment of meat, coordinates well with the hot summers and cold winters it possesses. As a result of its continuous history involved with conflict and invasion, the cuisine of Kosovo has been developed consisting of dishes from various nationalities such as: Albanian, Serbian, Turkish, Greek, Croatian, Italian, and more.



# Skills gaps in tourism

The most notable skill gaps are in the following areas:

- specialist managerial level such as hotel general manager, hotel HR manager
- high level specialisations such as in the areas of marketing, planning, MICE, special interest tourism such as for example wine tourism
- cultural tourism development and management, management of routes and circuits
- tour guides: general, adventure guides, guides for cultural heritage
- international standard food production and service, highly skilled chefs
- e-marketing
- ecotourism
- inbound tour operators (particularly tour packaging)
- language skills, customer service, information technology (IT)
- weak attention given to sustainability and accessibility



# Innovation in tourism

There are product innovations, process innovation, management innovation, and logistics innovation.

In Kosovo Innovation basically means enriching and improving the tourist product. All participants in the tourism industry have partial responsibility for this dimension. The biggest contribution in this direction should be given by the immediate suppliers of the tourist product, in all forms of tourism (mountain, adventure , rural, balnear, eco-tourism, hunting, transit ...) - that is, tourism businesses.

Kosovo has immense opportunities to orient tourism in an innovative way. There are wonderful conditions to introduce the green and environmental element, in the tourist service, with all the above models.

It is necessary to develop eco-friendly services in mountain and rural accommodation structures.

Kosovo has significant potential for the development of gastronomic tourism and in general to incorporate food into the tourism product offering. This has enormous potential to foster development particularly in the rural communities and local dishes. To intertwine traditional cuisine with modern elements and is offered in rural and mountainous destinations in addition to offering tour services.





# Innovation in tourism



Adventure Park, Peja



Tibetan bridge,  
Rugova Canyon



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**THANK YOU!**  
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