

COMMUNITY AND TOURISM IN SETTLEMENTS NEAR BY THE NATIONAL PARK “SHARR MOUNTAIN”, STUDY CASE: DELLOVC VILLAGE

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SUMMARY

Demographic characteristics, socio - cultural, historical, natural potentials, quiet environment, organic food, location and so on, are some of the potential indicators that enable the development of tourism in this area. Although the tourism industry is old as old is and society in general, during the stages of social evolution has after developing the tourism industry, there being spread across the globe and its branches extended until today. In the modern world, tourism is increasingly becoming human and society need to explore places, cultural and natural diversity, long distance moving or continents to see them beauty. Through the presentation of values (cultural and natural), different communities have made today to attract the attention of many tourists from across the globe. However, how Kosovo society has reached and in particular in rural communities around the National Park "Sharr Mountain", ie village Dellovc introduce cultural and natural values that the country offers?!, through this study will try to offer the description of socio - cultural, demographic characteristics of the community, tourism development, infrastructure and end all to give some conclusions and recommendations.

Key words: tourism, culture, demographics, community development, settlements.

Acknowledgement

Dear readers, it is a study which initially was a project proposal which has contained basic information about natural / human resources and assets which are in settlements around National Park “Sharr Mountain”, Suhareka Municipality – specifically for Dellovc village, which gave us some idea how to develop this part of territory. This project proposal is realized in Israel, when I was (author) for an International Training (2012), and day by day I am focused to study this territory till now and to have this paper. In this case, let me to thank very much the Ministry of Environment and Spatial Planning – MESP respectively Institute for Spatial Planning – ISP, Kosovo, which supported me to attend this international course, Weitz Center for Development Studies and MASHAV from Israel, which gave us opportunity for this International training and other colleagues (Anna Matevosyan, Meni Opono Desire, N. Kambeli, Donald Iruna Matumaini, Adi Dishon and Jeremy Ben – Shalom) who helped me with their experience (from different countries) to develop this project proposal.

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1. INTRODUCTION

Tourism is all things to all people. To holiday-maker, tourism may be the chance to relax and escape from the stress of everyday life, whilst to any one of the hundreds of thousands of tourism businesses, from large, multinational organizations to small, independent operators, tourism is a source of income and employment (Richard Sh., 1994, pg. 2). The number of tourists around the world has sharply increased and at the same time the tourism industry has become generators of national income. Many countries around the world today, the tourism industry has main branches of economic development that creates huge income for the country. Tourism branch is or will become soon one of the most developed industries in the world.

In 1991(Richard Sh., 1994, pg. 2) the total number of international tourist arrivals amounted to some 450 million with worldwide foreign exchange receipts from tourism reaching \$2 trillion (WTTC, 1991). No other industry can match the growth rate of international tourism; from 1980 to 1990 international arrivals and receipts achieved annual growth rates of 4.2 per cent and 9.3 per cent respectively.

The above data show that tourism is about people; and every day people spend long distance; continents for to see places and various cultural and natural diversities. Tourism today is spreading (developing) in various branches and sub-branches, depending on the communities and host countries, cultures and the services they provide. One of the new branches of tourism has found that stretch in recent decades that it is very important for settlements around the National Park "Sharr Mountain", respectively Dellovc village is ecotourism.

Generally (http://en.wikipedia.org/wiki/Cultural_heritage), ecotourism focuses on socially responsible travel, personal growth, and environmental sustainability. Ecotourism typically involves travel to destinations where flora, fauna, and cultural heritage are the primary attractions. Ecotourism is intended to offer tourists insight into the impact of human beings on the environment, and to foster a greater appreciation of our natural habitats. Responsible ecotourism includes programs that minimize the negative aspects of conventional tourism on the environment and enhance the cultural integrity of local people. Therefore, in addition to evaluating environmental and cultural factors, an integral part of ecotourism is the promotion of recycling, energy efficiency, water conservation, and creation of economic opportunities for local communities (Randall, A., 1987). For these reasons, ecotourism often appeals to advocates of environmental and social responsibility. Ecotourism is one of the fields which tend to have social and

economic development community, allowing you to adjust the nature without causing impacts on the environment.

Above all, tourism is about people, tourists, interacting with other places and other people, tourist, interacting with other places and other peoples, undergoing experiences that may influence their own or the host community's attitudes, expectations, opinions, and, ultimately, lifestyles. Thus, the study of tourism in general cannot, or should not, be divorced from an examination in particular of what may be termed 'sociology of tourism'. Tourism development in various areas, has won support but also have its critics. Supporters who promote the cultural diversity of different communities, the behavior of people and critics who try to protect everything from nature (environmentalists etc...).

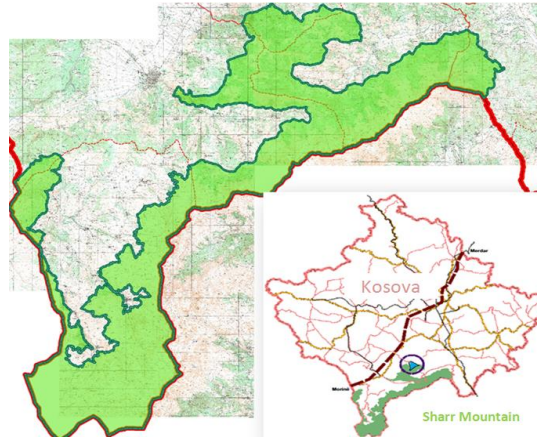
This sociological study aims to identify the general culture of this area, the potential of community and nature, to make an analysis today about development priorities of the touristic zone - Dellovc village, shortcomings, weaknesses and risks and come up with some conclusions about what?! And who?! Should be done in order to preserve the nature and develop local community.

The general goal of the study is to help to develop (eco) tourism, preserve cultural values, enhance the provision of environmental services, create employment opportunities for the local community and prevent the migration of population from the rural settlement to urban areas and abroad, through development of physical and social infrastructure and services.

2. CHARACTERISTICS OF SETTLEMENTS SURROUNDING NATIONAL PARK "SHARR MOUNTAIN" WITH FOCUS ON DELLOVC VILLAGE

The study which will explain the focus of research has settlements that occurred in the vicinity (4 km buffer zone) with boundary of the national park "Sharr Mountain". National Park "Sharr Mountain" has an area of 53,469 ha, lies within the boundaries of the municipalities of Prizren, Shterpece, Suhareka, Dragash, Ferizaj and Kacanik. Also, very important is because this park is situated on the border with the Republic of Albania and Macedonia. Territory of "Sharr Mountain" for from the natural values is one of the most important parks in Republic of Kosovo. Natural values are of particular importance for present generations and the future, as the areas of environment, physical recreation and mental human and environmental contemporary industrialized environment. National Park is a vast territory which includes one or more source environments and stored either in a small

dimension of natural change (ecosystems) and has significant natural value, aesthetic, scientific, cultural, educational and recreational tourism. See map;



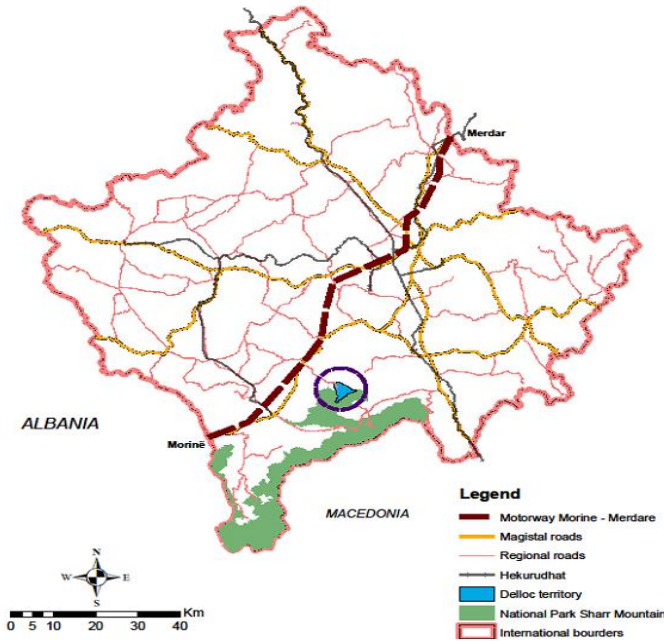
Map 1. Position of Sharr Montain and Dellovç village.

Surrounding national park are (4 km buffer zone) 38 settlements with about 35,000 inhabitants. In those settlements are living community with different ethnicity (Albanian, Serbian, Gorani etc.), with different language, culture, culture of life, building and so on. The study is focused on Dellovç village, which has 1475.56 ha total area, which is located in Municipality of Suhareka. See map 2;

The study is focused on this settlement taking into consideration some indicators like: a) geographical position, b) natural conditions, c) human capacity and its culture and d) community development which are happening there.

This settlement belongs to the type of semi concentrated, with mixed housing (traditional and modern).

The overall population is Suhareka municipality is 59,722 inhabitants and Dellovç settlement has 160 inhabitants (KAS, 2013), with Albanian ethnicity. Composition of population by age group is represented with 27% 0-14 years, 15-64 years over 63%, while the third age population over 65 years is 9% (Gollopeni, B., 2009). While the population by gender, is represented with 54% female and 46% male. In this settlement hilly - mountainous, with significant distance from urban areas (about 20km), still have large families where the average constitutes about 8 members per family.



Map 2. Kosovo territory with Sharr Mountain and Dellovç Village territory.

Characteristic of these settlements in general and in particular Dellovç residence is the indigenous population and cultural diversity. However, in the last decade rural – urban migration and abroad from these areas are more evident, and community (capitalists) from urban and other village of territory and wide settlements in Suhareka municipality, attention turns to the township with great potential tourist. Today, speed investments in this space taking place from this community (capitalists), but, mocking the worst that these investments are realized without spatial plans and strategies. In order not to come to such a situation, as was the Prevala case (township tourism within the national park "Sharr Mountain"), where illegal constructions can overturn natural values of the area, it is necessary now to draft plans and strategies for the development of this area with special natural and cultural values.

Despite the natural beauty that this village (Dellovç), where they can develop tourism and livestock, and become attractive sectors where the population of this area could benefit and municipality of Suhareka also, tourism sector is not developed, but it seems likely to return to this sector are enormous. Currently the most profitable sectors in this village that provides income for survival are (Gollopeni, B., 2009): construction, remittance, agriculture, cutting woods, etc.

The possibility for development of this village is very high because as mentioned above even this village bordering with the National Park "Sharr Mountain" and in this part of National park are foreseen many developments. Most important developments which are foreseen with the plan (strategy) of national park (not exclusive for village) are; identification as zone with good potentials for development of tourism, touristic centre, camps, walking paths, checkpoints of the entrance and exit, health centre, etc.

Those activities foreseen insight of national park but, taking into consideration with positive impact for tampon zone are very welcome for all settlements around the national park and specifically for Dellovci village.

All mentioned foreseen activities by central government and general foreseen by municipality of Suhareka, give more possibility to develop tourism in this part of territory and make day by day more attractive this village.

Dynamic population (young age), cultural and natural diversity, traditional food and customs, great height above sea level (above 1200 m) where can be seen Dukagjini part etc., made very attractive for tourists this tourist area.



Fig. 1. View from Dellovci territory and beyond.

Source: Photo no. 1, 2, 3, 4 and 8 (<http://www.tripmondo.com/kosovo/komuna-e-therandes/delovce/picture-gallery-of-delovce/>); 6, 7, and 9 (MMPH/IPH, 2013) and photo no. 13 by author (all those are adapted by the author).

Surrounding national park there are other settlements which are very attractive (like Gornjasella village, Skorobisht, Sevce, etc.), inhabited by different ethnic communities, different culture and are very attractive to visitors.

3. SWOT ANALYSIS TOURIST POTENTIALS AND DEVELOPMENTS IN THE AREA

To understand if this space is important for the development of tourism in general, is doing a proper analysis of tourist terms, through the SWOT method, where the results of the analysis conclude that there is potential to develop tourism or tourism separate branches. In addition, the identified potentials are also identified opportunities, weaknesses and threats that may come into play as a result of poor spatial planning of the tourist zone (village). See SWOT analysis;

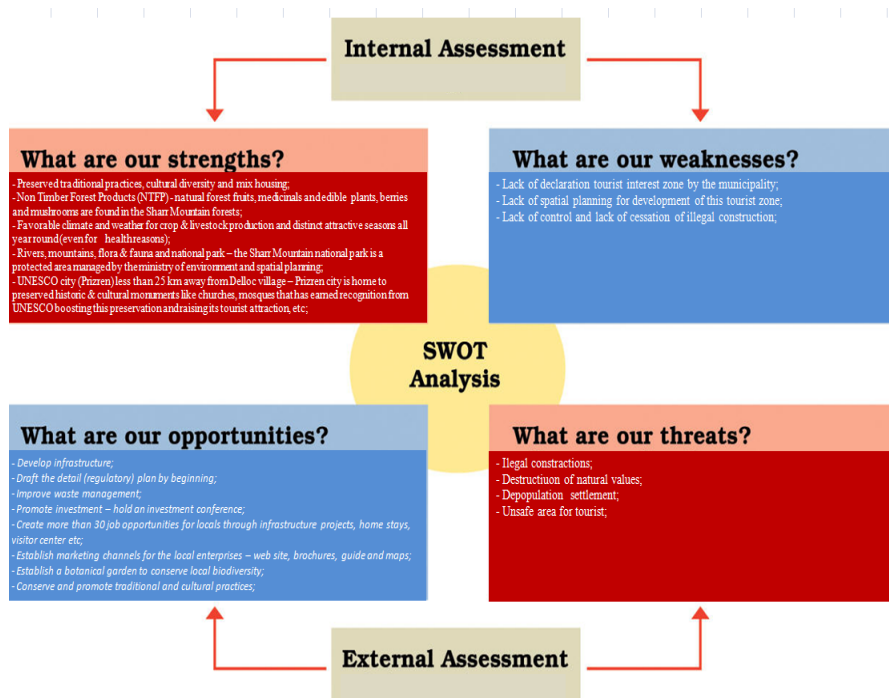


Fig. 2. SWOT analysis.

Tourist village (Dellovc) has a very good geographical position, from where it can be seen completely Dukagjini plane, which adds to the beauty of this resort and made more attractive for visitors and tourists everywhere. This tourist village lies edge ridges with altitude above sea level and is bordered by National Park "Sharr Mountain", one of the most important parks in the country. Within the spatial plan of national park "Sharr Mountain" are provided some important developments on the border with Dellovc resort, and directly or indirectly have a positive impact on the future development of the tourism. Also, traditional culture to the development of agriculture and livestock in this area, leaf growth and herds, shall add value to the tourism and make the search for visitors and tourists. Then, natural resources such as flora and fauna, clean environment (air, water and land), rivers, caves, Lynx strict reserve which is located near the tourist village, the cultivation of indigenous trees (pears, chestnuts, apples, etc..), mountain fruit, traditional food service (beans, sleep, pie, cheese, cottage cheese, pogace bread, etc..), traditional dress, culture of life and traditional housing, proximity (20 km) to the historic city (Prizren), all these shall add this resort tourist importance.

Above all, what makes this particular tourist village and wider zone (search for visitors and tourists) is peace and human security. It is a quiet tourist village and has a tradition of hospitality. In other word, the basis of sociology is society. Therefore, any visitor or tourist will visit this tourist village will experience peace, security and hospitality right from the indigenous inhabitants.

While general deficiencies that currently accompany this tourist village are: lack of decision making for results Dellovc village as a tourist village, the lack of a specific plan for the development of rural tourism in this part of the country, lack of control over current developments in the field of construction in this tourist area etc..

There are opportunities for the development of this tourist area or resort, only if required a proper institutional setup in designing a development program for the area initially and then other steps that come from implementing this program. On the contrary, the question arises: What can happen if we do nothing in this direction?, certainly illegal construction will continue by various interest groups, institutional control over this area will be difficult, the benefits to the local community and local institutions will be minimal and that tourism zone risks to loss its value and importance that currently has, and what can be developed if everything on the basis of adequate plans and programs.

All these and other planned developments will positively influence the development of the area and community of the area, and also will have

positive effects on the stop dwelling depopulation, create income for the community and local institutions etc.

4. WHAT NEEDS TO BE DONE?!

Tourism is about people and societies. It is a social activity generated (Richard Sh., 1994, pg. 18) by some societies and impacting physically, economically, socially and culturally on others. Some, adopting a structuralism, neo-Durkheimian perspective, would argue that tourism is a reflection of the condition of modern society as a whole (see MacCannell, 1989, and chapter eight). In other circles, tourist mass viewed as a vehicle for the development of international peace and understanding, a social force for overcoming international barriers and conflict. For example, the World Tourism Organization (WTO) status that tourism stands out as a positive and ever – present factor in promoting mutual knowledge and understanding and as a basis for reaching a greater level of respect and confidence among all the peoples of the world (WTO, 1980:3). Tourism to us has a special significance, except that connects different cultures, also helps in the development of cultures between communities (residents vs. tourists in the host country - tourism), increase employment, generate income, develop different potentials in order to doing attractive for tourists and in the time of globalization in which we live allows overcoming the monotony and stress - free time.

Tourism should be developed in each country where it is possible; in the countryside, in the city, nature etc. In the period ('99) which has passed through Kosovo, the development of the tourism sector is caught behind because of other national priorities. Kosovo as well as Suhareka, tourism has great potential and that they become attractive to tourists need to make some investments. A village tourism development potential is Dellovc village in the municipality of Suhareka, however, required an investment in the development of this settlement.

In order Dellovc village – tourism as we have called to become even more attractive for visitors and tourists, Suhareka municipality would have to follow three main steps for sustainable tourism development in this area:

- a) Decision to declare this village (Dellovc) - tourist village;
- b) Detailed design plan of the village development tourism; and
- c) Drafting of a plan for development community.

Firstly Suhareka municipality should take the decision to declare the tourist village and take concrete steps to protect the illegal construction and worth

further development then, should compile a spatial plan for tourist village which helps prevent developments unplanned on this side and gives directions for future developments. Finally, it is necessary to develop a community plan then plan which provides special training in providing tourist services (traditional clothing and food, way of life, traditional inns, traditional dances and songs, etc.). Recent developments like these will positively impact the development of the area and the community in general, as well as to influence the generation of new jobs, will generate incomes for the community and local institutions, and finally, the municipality will identified with rural tourism, quiet and safe for all those visitors and tourists who wish to visit it.

The question is: What are the opportunities for the development of this tourist village?. Upon being declared a tourist village, need draft a development plan for tourism and community development in the area, through which could be organized a conference for potential donors in order to attract investors to develop tourism in this important part of the country, then, a particular importance may be the creation of channels for promotion and marketing (web site, brochures, tourist guides and maps) to the tourist village. It is very important also be given special importance traditional culture in general (clothing, food, hospitality, hostels, traditional songs and dances, traditional lifestyle, etc...).

Creating botanical garden in this part of the country would also be an asset, because the value adds even more tourism to this area. On the contrary, if no steps are taken towards the development of tourism in this area, it would be a very great weakness of domestic institutions because this tourist area may lose its tourist character. As a result of these weaknesses or delays institutional commitment, risk losing tourist character of the area by illegal construction (unplanned) and the depopulation of the dwelling indigenous population.

Any delay institutional sustainable development of tourism in this part of the country, is detrimental to the community and local institutions, therefore, as soon becomes institutional efforts in this direction, unplanned construction will stop, the community will be developed and this area will become attractive for local and foreign tourists.

4.1. Who is responsible for development this tourist zone?!

According to the Law on Local Self-Government and the statute of Suhareka municipality, the municipality is responsible for taking all actions in the interest of development of its territory therefore, in the development of the Dellovc tourist village. In order for this to happen (achieved) through this study suggested some steps that the Suhareka municipality need taken in

consideration but, for this to happen it is important also a clear institutional arrangement, so that the role and responsibilities of separated and tourist developments in this area to be transparent and all inclusive. See scheme of institutional organized;

4.1.1. The proposed scheme of institutional organization;

The development which need to taken by the Suhareka municipality specifically in Dellovc village (see below the proposed scheme of institutional organization).

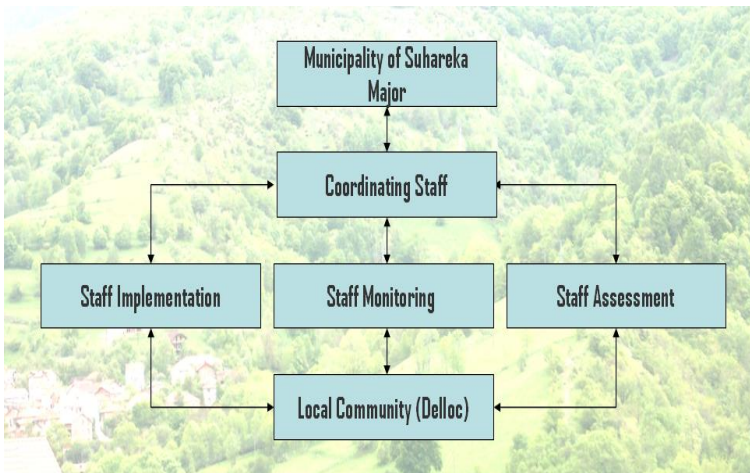


Fig. 3. The proposed scheme of institutional organization.

The mayor need be responsible for the implementation through a project implementation team headed by a director in charge of planning & urbanization – as project manager.

If developments occur with the alleged organization or similar, steps taken above and others, the results are accessible to the development of this tourist village and the local community in general. These developments will enable the creation of a proper infrastructure (roads, pedestrian paths, waste management, drinking water system, etc..), the opening of the tourist information center for providing tourist materials for tour, keeping and use (fee per tourist) horses to ride through the high mountains through which the income will create local community and tourist areas will become even more attractive, providing public transport from the town of Suhareka in the direction of the tourist village etc.. All these activities or actions undertaken by local institutions will have the positive effect on the creation of new jobs then, local community development, incomes generation for the community,

local institutions and for the municipalities and in particular this area tourism will become attractive to local and international tourists.

5. CONCLUSIONS

Ecotourism is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas, intended as a low-impact and often small scale alternative to standard commercial (mass) tourism. Responsible ecotourism includes programs that minimize the negative aspects of conventional tourism on the environment and enhance the cultural integrity of local people.

The study 'community development through ecotourism or rural tourism' is focused on one of the villages, situated within 4 km (buffer zone) of the national park "Sharr Mountain", Dellovc village located in Suhareka municipality in the republic of Kosovo.

Here, there is natural beauty, preserved traditional and cultural practices and a typical village environment that can be harnessed in to a very attractive ecotourism and rural tourism destination. This village has another distinct advantage of being only about 25 km away from the town of Prizren which is home to rich cultural and historic heritage. This has greatly influenced this small village and many others around, to preserve the nature and promote traditional and cultural practices as a way of life for the locals. This is a big asset for the community and can be a springboard for the study success.

The biggest handicap here is: inadequate infrastructure – poor road network in the village, no water supply system, no waste collection system; No detailed (regulatory) planning done; High unemployment resulting in rural out migration; Lack of market access for the farm production; and Lack of information and knowledge as regards to harnessing community assets and natural resource to create opportunities.

The main goal of the study is to stimulate investment in tourism in general and ecotourism specially, preserve cultural values, enhance the provision of environmental services, create employment opportunities for the local community and prevent the migration of population from the rural settlement to urban areas and abroad, through development/provision of physical and social infrastructure and services in Suhareka community.

This tourist settlement as well as other settlements around, have natural beauty and numerous cultural, which can be activated with the aim of reviving the area and generating incomes for local communities and institutions. Lack of planning or drafting of a development strategy of the area and community of the area, has made the local population to emigrate and on the other hand, interest groups and citizens from other areas of the

country, to build villas or modern home in this tourism area (village) in unplanned (illegal) way, threatening the sustainable development of rural tourism in this area.

Also, building a botanical garden in this part of the country will have positive affect on the attraction of tourists and will enrich even more this tourist area. Then, the organization of a conference to attract investment will be welcomed because, could be provided the means to revitalize the area and would have positive affect on the promotion and marketing of the tourist village.

And at the end, as people say much better to act later than not to act at all but, any delay in the development of this beautiful tourist area on the institutional side, there will be major consequences (of illegal construction).

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