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AGROTOURISM STRATEGY

2025-2029



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ECONOMIC OPERATOR:



D&D BUSINESS SUPPORT CENTER

Address: "Xheladin Hana" Street, Iliria Building,
10000 Prishtina, Republic of Kosovo
Tel.: +383 (0) 38 748 701, +383 (0) 44 693 564
Email: info@dd-bsc.com
Website: www.dd-bsc.com

CONTRACTING AUTHORITY:



MUNICIPALITY OF PRISTINA

Address. "UÇK" Sreet, nr.2
10000 Pristina, Republic of Kosovo
Tel.: 038 230 900
Email: komunaprishtine@rks-gov.net
Website: www.kk.rks-gov.net/prishtine

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Opening Statement from the Mayor of Municipality of Pristina

Pristina, as the capital and epicenter of Kosovo's social and economic developments, holds the privilege and responsibility to lead by example in sustainable development. Through the Agrotourism Strategy 2025–2029, we are marking a historic step towards robust support for our rural areas, turning attention to the rich nature and ancient traditions that form our national treasures. This strategic document aims to intertwine the beauty of our villages with opportunities for economic development, creating a unique destination where culture and nature coexist harmoniously.



Aware of the importance of this sector, I am committed to supporting this strategy not only in words but also through concrete actions. As the Mayor of the Capital, I pledge to take the necessary steps to invest in rural infrastructure, improve roads, develop visitor centers, and support farming families, transforming agrotourism into a powerful economic driver for Pristina and Kosovo. It is time to show that tourism can be much more than an economic sector – it can serve as a path to improving livelihoods, strengthening our cultural identity, and creating a sustainable future for all.

In this journey, the assistance of donor organizations and development partners is both welcomed and essential. I call upon all our international friends to collaborate and support us in fully realizing this strategy. Your contributions will be of great importance in ensuring that this shared vision becomes a reality, bringing projects that support rural development, protect the environment, and create unique experiences for both local and international visitors.

My sincere thanks go to the Directorate of Agriculture in the Municipality of Pristina, the working group, and the experts from D&D Business Support Center, who have demonstrated exceptional dedication and professionalism in drafting this strategy. This document is the result of tireless efforts and a commitment to a greener, more open, and developed Pristina. We believe that through this strategy, Pristina will transform into a model for agrotourism development, inspiring other cities and municipalities in Kosovo to follow a similar path.

Together, we can build a Pristina that is not only a hub of urban development but also a city closely connected to its nature and traditions. This strategy offers us the opportunity to build bridges between urban and rural communities, protecting and strengthening our values for the future.

Yours sincerely,
Përparim Rama

1. Executive Summary

Project Description

The Municipality of Pristina has decided, announced, and contracted a company to develop the Planning Project “Agrotourism Development Strategy and Capacity Building,” dedicated to the regions of Pristina Municipality, as presented in this strategic planning document. Despite being the leader in urban and cultural tourism, with the highest number of visits, achievements, visitors, and overnight stays in Kosovo, Pristina – the Capital – has not sufficiently advanced the development of tourism at the organizational, planning, and institutional development levels. Generally, strategic planning for the development of Sustainable Tourism, organizational and institutional capacity building, particularly in supporting community-based tourism forms such as Agrotourism, has been lacking in the Capital and its region, which possesses exceptional natural and cultural resources.

The drafting and approval of the “Agrotourism Development Strategy and Capacity Building” will provide the necessary planning foundation for undertaking all activities and implementing the proposals and recommendations outlined in this and other relevant planning documents for tourism and integrated rural development at both municipal and central institutional levels. This investment would represent an initial step toward unveiling the tourism potential of rural community-based tourism, particularly in the Pristina Region.

Agrotourism can be considered one of the most significant sources of income for rural communities, aiding in job creation and environmental protection.

The Agrotourism Strategy is a highly significant project aimed at promoting and developing the agricultural sector in the relevant regions of the capital, attracting tourists, and creating a sustainable tourism industry. This strategy should highlight the unique agricultural resources, rural heritage, and natural attractions of the Capital’s areas, primarily Gallapi (Gollak) and other lower rural areas surrounding Pristina. It aims to provide farmers with opportunities to diversify their incomes while allowing visitors to experience authentic rural life. Through this strategy, we aim to boost the local economy, preserve the environment, and strengthen the connection between urban and rural communities. The strategy should contribute to overall integrated rural development.

Pristina, as the capital, has the potential for agrotourism development in its rural areas, given the relatively established infrastructure, which is one of the key elements for project implementation.

The findings, insights, analyses, and recommendations presented within the Strategy are the result of comprehensive research, community engagement, stakeholder consultations, and collaboration with team members engaged by the Municipality of Pristina. The project aims to clearly outline a roadmap for identifying, analyzing, and describing the potential and resources for sustainable tourism development in the Pristina Municipality region. Additionally, the project seeks to propose recommendations for investments in structural capacity building, infrastructure development, human resource capacity enhancement, and branding of agrotourism in the Pristina Region.

The Necessity of Tourism Development in Kosovo and Tourism in three Central Region of Pristina

The immediate need for tourism development in Kosovo, focusing on the Central Tourist Region of Pristina

Tourism is a social phenomenon and economic activity, one of the most complex activities of today's contemporary society. Currently, it is one of the most developed industries in the whole world, especially in developed countries, but with a positive boost in developing countries as well. In the context of tourism as a contemporary industry, economy, politics, culture and all other human, economic, social and political activities interact and are connected.

The development of tourism in the economy of Kosovo and the tourist region of Pristina will have direct and indirect impacts, where among the most important direct impacts are: the impact on the social product, on the increase of national income, on the development of economic activities that make up the tourist economy (hospitality, transport, trade, cultural institutions, etc.), in increasing employment, raising the level of living standards, in increasing investments, in improving the balance of payments and in the development of underdeveloped areas, etc.

The indirect effects of tourism are in those economic activities, which do not participate in direct visitor services, but supply the tourism economy. These impacts appear, first of all, in economic activities, such as: agriculture, construction, industry, trade, crafts, etc.

Definition and main reasons of tourism and travel

“Tourism includes the activities of people who travel and settle in a country outside their permanent residence, for vacation, business and other purposes for no longer than one year”.

Within the framework of the definition of tourism, the reasons for travel can be identified as follows:

- Business trips, conferences, exhibitions, seminars and MICE activities.
- Trips and visits to urban centers and cultural and historical attractions.
- Relaxing holidays in places with sun and fresh air, holidays in mountain villages and valleys, cities, walks, cruises on rivers and lakes, etc.
- Tourist events with cultural content such as: art festivals, folklore festivals, classical and pop concerts, sports events, traditional anniversaries, etc.
- Agrotourism in cooperation with the local rural community and local and central institutions.
- Health tourism in mountainous areas, attractive valleys, along rivers and lakes, and places with thermal waters.
- Visits to friends and relatives.
- Pilgrimages, etc.

The need to develop the tourism sector in the Central Tourist Region of Pristina

The development of the tourism sector in the Pristina region is not only about spatial expansion and the reception of visitors, but, due to its multiplicative content, it can also have a very effective impact on increasing income and reducing unemployment in the destination of Pristina, both in urban areas and in the hilly-mountainous areas and valleys in the wonderful villages of Pristina. It also enables sustainable development and efficient use of natural and cultural resources, in balanced and integrated development with other sectors (agriculture and integrated rural development, etc.), in the comprehensive activation of the local community, also influencing the improvement of the quality of life and well-being. In addition to the benefits that the local population has, the municipality and the state are also beneficiaries of the development of the tourism industry. Another beneficiary of developed tourism is the tourism business community itself, as well as the local community engaged in providing tourism products, services and experiences to local, domestic and international guests, including the diaspora/migrants.

Institutional, legislative and strategic framework

- ***Institutional framework*** - The economic activity of tourism, at the Kosovo level, is included within the Ministry of Industry, Trade and Innovation, as a department within the industry, with a small number of experts and a minimal budget, with relatively low efficiency. While at the municipal level of Pristina, the tourism segment has not yet been structured and organized as an organizational unit within the relevant directorates. The Strategy Project has been contracted and included within the Directorate of Agriculture and Rural Development. Also, the tourism segment has been included modestly and at an inadequate level in the Municipal Development Plan (2012-2022). It should be noted that, with the recent changes and the fact that the municipality has decided to organize and finance the Strategic Planning of Agrotourism and capacity development, tourism has been evaluated for the first time, placing it in the planning and development priorities in a much broader way. Within the framework of the plan of the Directorate for Agriculture and Rural Development, perhaps also in the new Municipal Development Plan, the drafting of the Agrotourism Development Strategy and capacity building have been put in order, aiming to mark the rise of tourism to a higher level of development priorities.
- ***Legislative framework*** - Regarding the inclusion of tourism in the legislative regulation, the situation has not been properly regulated, because with the Law on Tourism, which was approved two years ago and is in operation, only the economic activity of the tourism and travel sub-sector is included, while the activities of hospitality and gastronomy are left unregulated. Also, the existing law has many shortcomings and needs to be reviewed.
- ***Strategic framework*** - Tourism development has never been understood and addressed in an adequate manner and at an adequate level, both at the central and municipal levels, including the Municipality of Pristina. This is best evidenced by the long absence of a comprehensive law and, in particular, the lack of a Kosovo Tourism Development Strategy. The establishment of the process of drafting an Agrotourism Strategy and building capacities at the municipal level of Pristina, but also of several other municipalities that have already approved their strategies, marks a step forward in the right understanding of the opportunities offered by the tourism sector in the economic development of municipalities and Kosovo in general, increasing development opportunities and employment in all destinations that will be developed, promoted and functionalized.

2. Glossary of Terms and Acronyms

- ***Agritourism:*** Defined by Charline Dubois, farm tourist: A “confused image” where a set of products and activities are marketed, through which a visitor has the opportunity to learn about the characteristics of both agriculture and rural life.
- ***Brand:*** The visual and narrative image presented by an organization or product to demonstrate its attractiveness and value.
- ***Collaboration:*** The act of combining efforts between businesses and public and/or private organizations, as well as the local community, working towards a common goal or when shared interests can be met more effectively by working together (whether through time and financial resource allocation, marketing efforts, etc.).
- ***Community engagement:*** The process of involving residents, local business owners, and others directly in gathering information and making decisions.
- ***Demand driver:*** Any event, attraction, accommodation, activity, manifestation, festival or other initiative that can be the main motivator for visitors to travel to a destination.
- ***Destination:*** A place that people intentionally visit for specific reasons or purposes.
- ***Inclusion:*** The act of involving people of all cultural backgrounds, genders, physical abilities, ages and income groups in every phase of tourism development, from community engagement to commissions, marketing and promotion.
- ***Itinerary:*** A planned route or journey, outlining a clear sequence of activities and a suggested timetable.
- ***Packages:*** When multiple service providers act together, providing a pre-defined "product/experience". For example: "Stay for a Weekend - Visit Kosovo", "Visit Pristina" package, dinner, wine and gastronomy package, event and stay package, activity and catering package, etc.
- ***Socially Conscious Traveler:*** Those travelers who prioritize ethical, inclusive, and sustainable sources of tourism entertainment.
- ***Sustainable Tourism Development:*** An approach to the growth and promotion of tourism that prioritizes long-term benefits for residents, business owners, and visitors; community spirit; respect for all people and the natural environment; and the financial resources spent by visitors.
- ***Sustainable Agritourism:*** Agritourism that promotes sustainable rural development, benefiting rural communities, increasing incomes for agricultural workers, and promoting economic, social, and environmental sustainability.
- ***Tourism:*** The use of attractions, natural resources, arts, culture, culinary appeal, or other factors to attract visitor spending to any given area.
- ***Tourism Assets / Tourism Product / Tourism Service:*** Any event, attraction, experience, service, or other activity that relies on the provision of tourism benefits.
- ***VFR Visiting friends & relatives.***
- ***Visitor economy:*** Defined by the World Travel and Tourism Council as any direct, indirect and induced economic activity resulting from visitors' interactions with their destination.

Essential aspects of Agrotourism		
1.	Authentic Experiences	<ul style="list-style-type: none"> - Visitors can participate in daily agricultural activities, such as fruit picking, planting, animal care, and local product production. - They are given the opportunity to learn about the local agriculture, traditions, and culture of the hosts.
2.	Accommodation	<ul style="list-style-type: none"> - Rural accommodation includes staying on farms, in farmhouses or with rural families that offer an authentic environment and warm atmosphere.
3.	Local Foods and Products	<ul style="list-style-type: none"> - Tourists have the opportunity to taste the cuisine, products and specialties of local and regional gastronomy. - Tasting local wines, cheeses, honey and other local products is often part of the Agrotourism offers.
4.	Educational Activities	<ul style="list-style-type: none"> - Educational tours and workshops on agricultural techniques, nature conservation, traditional crafts and local culture. - Activities for children and adults that involve learning through play and work.
5.	Recreational Activities	<ul style="list-style-type: none"> - Hiking, cycling, horseback riding, fishing, camping and other outdoor activities that allow tourists to enjoy the natural environment. - Organized tours and excursions through rural areas of Gallapi and other rural areas.
6.	Cultural Events	<ul style="list-style-type: none"> - Participation in fairs organized by the local community. A fair or community fair is an event organized within the local community, with the aim of providing information about a project and raising awareness of relevant issues.
Benefits of Agrotourism		
1.	Economic development	<ul style="list-style-type: none"> - Contribution to the diversification of rural family incomes and the creation of new jobs. - Encouraging the development of local businesses and crafts.
2.	Sustainable tourism	<ul style="list-style-type: none"> - Promoting sustainable development and the conservation of natural resources. - Agritourism encourages the preservation of cultural heritage and traditional crafts.
3.	Retaining the population in their rural areas	<ul style="list-style-type: none"> - Reducing the migration of young people from rural areas, whether to urban areas or abroad, by offering them economic opportunities.
4.	Raising awareness	<ul style="list-style-type: none"> - Educating visitors about the importance of agriculture, nature conservation and sustainable lifestyles in rural areas.
Essential elements of agrotourism development		
1.	Infrastructure	<ul style="list-style-type: none"> - Improvement of rural infrastructure, such as roads, accommodation, visitor centers, sanitary and telecommunication facilities.
2.	Marketing and Promotion	<ul style="list-style-type: none"> - Promoting Agritourism destinations through digital media, tourism agencies, fairs and cooperation with local communities.
3.	Training and Education	<ul style="list-style-type: none"> - Training for local farmers and households in the provision of tourism services, hospitality and marketing.
4.	Partnerships	<ul style="list-style-type: none"> - Cooperation with tourism organizations, local authorities and other relevant institutions for the promotion and development of Agritourism.
5.	Sustainable Development	<ul style="list-style-type: none"> - Implementing sustainable tourism practices to ensure long-term sustainability and positive effects on local communities and the environment.

Factors or predispositions necessary for the development of Agrotourism

The development of Agrotourism, in addition to natural attractions and cultural-historical heritage, requires several necessary factors or primary predispositions, such as:

1. Permanent residents and necessary support staff in rural areas.
2. Agribusiness activities, based on agricultural activities in owned or leased areas for the medium or long term.
3. Necessary infrastructure for carrying out agricultural activities and for storing products.
4. Building the capacities of hospitality structures and human resources.
5. Depositing and storing waste in adequate and safe places, in accordance with environmental protection rules.
6. Public infrastructure: roads, provision of drinking water, sewage and appropriate landfills.
7. Provision of means for organized urban traffic.
8. Adequate access for all visitors, including families with children and people with special needs.
9. Existence of adequate human resources for agricultural activities, management and provision of hospitality services for visitors to farms and structures at the destination.
10. Political will and institutional readiness to support investments and other forms of support for agricultural activities and Agrotourism.
11. Political will and institutional readiness to support for agricultural activities and agrotourism.

3. Introduction

The capital city of Pristina has an area of about 572 km² and, based on ASK data from the 2024 census, the municipality with the most inhabitants in Kosovo is Pristina, with 227 thousand 154 inhabitants. The Central Region of Pristina, according to the 2024 census, reaches the figure of 507,443 inhabitants.

Pristina, in addition to being the capital, is also the largest city in the Republic of Kosovo and is located in the north-eastern part of Kosovo, near the Gallap (Gollak) mountains. The distance between Skopje and Pristina is 90 km, with Tirana it is 250 km and with Podgorica 300 km.

The capital is rich in attractions and values of cultural and historical heritage, while rural areas, mainly with a hilly-mountainous configuration, have extraordinary wealth of natural resources. Agritourism has a great potential for economic development and is recognized as a new growth industry. In the capital, in addition to the urban area, where cultural and historical heritage and gastronomy lie, the Pristina region possesses significant potential and resources for Agritourism, rural, mountain and ecotourism. Over time, the capital has identified and recognized the development potential of Agritourism as an opportunity to boost the local economy. Stays on agricultural farms and "farm to table" experiences have become popular, as Pristina is the most sought-after destination by domestic and international tourists.

The dynamic spirit of the capital and the natural peculiarities of the surrounding rural areas and villages make it one of the main tourism destinations in the country, with a great potential for economic development. Agritourism is still in the early stages of development, while this strategy aims to give it the right direction and orientation for development.

Economic development is one of the most important responsibilities of the Government of Kosovo and the municipalities as the second level of government, where tourism and the tourism industry, with its sub-branches: tourism and travel, hotel hospitality and gastronomy, should be among the main priorities, taking into account the potential of natural, cultural-historical heritage and the qualitative human resources that Kosovo and the municipalities separately have.

Based on the significant wealth of tourism potential and resources in the conditions of our country and the Region of the Municipality of Pristina, tourism should be among the development priorities, evaluating and treating it as one of the most favorable sectors for investment, especially for the great investment opportunities from the diaspora, when it comes to Agrotourism, mountain tourism and other forms of tourism.

The Municipality of Pristina, through the implementation of this strategy, aims to improve its tourist image, with the motto: "Stay in Kosovo - Visit the Region of Pristina".

The process of drafting the draft strategy of the Pristina Tourist Region

During the drafting process, special attention should be paid to the following areas:

- **Market research** – Based on preliminary estimates, from the most important source markets, the tourist destination of Pristina calculates a potential market of 350,000 visitors or guests per year. As part of the demand market research, in the absence of a Destination Management Organization, it is necessary to interview some of the main tourism industry businesses from Pristina, as well as businesses and families from rural areas of Pristina, especially of the competition in the surrounding areas, also assessing trends and achievements at the national level.
- **Examples of best practices** – Both in the preliminary approach and in the other phases, a wide range of examples of best practices has been taken into account, as a very useful tool to determine the activities of competitors, especially in the field of digital marketing. During the preliminary

phase, the experiences of Germany and Croatia were consulted, although other relevant experiences at the regional and European level were also looked at.

- ***Involvement of the tourism industry*** – Both in the preliminary phase, as well as during the drafting of the first draft, and also during the finalization phase of the draft strategy, consultative discussions were held with representatives of the tourism industry in contacts and visits, as a means of contributing to the establishment of the goals and objectives of the strategy, in the selection of marketing strategies, as well as in the organization of initiatives (example: Establishment of the DMO of the Pristina Municipality Region, etc.), proposed within the framework of the strategy.

The activities and actions are strategically designed to ensure that the region, initially, through the forecasts and recommendations from a feasibility study, is oriented towards investing in creating a solid base for tourism growth through brand development, product improvement and training for readiness towards the local, regional and international host market, including the diaspora. Once these essential elements are in place to ensure the positive provision of tourism services, the focus can shift entirely to marketing initiatives and promotional efforts. Overall time frames should be set for each action for the sake of effective implementation. Also, through the coordination of favorable policies with the sectors of the Government of Kosovo, it should be engaged in supporting investment activities, initially within the framework of the development base of agriculture, as a primary activity, and also in the construction and updating of tourist structures and contents, as well as infrastructure and public services, in accordance with the demands of visitors and guests from the source markets.

The vision that this strategy plans to achieve over the next five years:

“In 2029, the Pristina Capital Region will be promoted and experienced as an attractive destination for tourism in general and agritourism in particular, connecting people to the land through nature, agriculture and integrated rural development; through arts, culture, history and heritage; with each other and with themselves, through scenic experiences, sports and recreation, wellness and health.”

4. Methodology and Structure

In developing this Tourism Strategy and Action Plan, the main phases and actions that have been carried out include:

4.1. Main Phases of Strategy Development

Consulting professional references and basing on planning documentation at the municipal and central levels:

Pristina Municipal Development Plan 2012-2022.

- Draft Pristina Municipal Development Plan 2024-2028.
- Pristina Municipality, Directorate of Rural Development, Agriculture Sector, Lists of Farmers Beneficiary of Support, 2022; 2023; 2024.
- Strategy for Agriculture and Rural Development 2022 - 2028, Ministry of Agriculture, Forestry and Rural Development.
- National Program for National Local Development, Ministry of Local Government Administration.
- National Development Strategy 2030, Government of Kosovo, Office for Strategic Planning.
- Medium-Term Strategy for Agriculture and Rural Development for the Municipality of Pristina 2019-2023 (Draft).
- Urban Development Plan – Pristina 2012 – 2022.
- Municipal Development Plan of Pristina 2012-2022.
- Gollak region Master Plan 2024; Swiss contact PPSE.
- Professional proposal for the re-categorization of the Regional Natural Park “Gërmia” in the category of Protected Landscape, Ministry of Environment and Spatial Planning, Kosovo Environmental Protection Agency, Kosovo Institute for Nature Protection.
- City of Pristina.
- Green City Action Plan, Municipality of Pristina, August 2021.
- History of the city of Pristina and material culture, Qazim Namani.
- Nature Park “Gërmia”, Pride of the Capital, Ylber Sherifi, Kosovo Institute for Nature Protection.
- Feasibility Study: “Local Development Project – Peja Region”, Development of Tourism on Cultural Heritage; 2011 Council of Europe Office.
- Development of Responsible Tourism – Soft Tourism in Kosovo, in focus on Deçan Region, 2021 EUSR Office of the European Union Special Representative.
- Development of Sustainable Tourism in Kosovo, in focus on Brezovica and Sharr Mountains, 2022, EUSR Office of the European Union Special Representative.
- Opportunities for Rural Tourism Development in Kosovo (German Experiences), Guidelines for Private Landlords, GHH Consult GMBH, Dr. Hank-Haase & Co.
- Strategy for the Development of Sustainable Tourism until 2030. Croatian Parliament, Zagreb 2022.
- Investments through Public-Private Partnerships (PPP) in Kosovo and the Way Forward, GAP Institute 2024.
- The Food and Agriculture Organization (FAO) and various agroecological scholars: Several key principles that guide agroecological practices.
- Agroecology, GIZ.

Stakeholder engagement:

- Interviews and brainstorming with stakeholders regarding tourism potentials and resources at the national level and in the Pristina region, including natural, cultural-historical and human resources.
- Interviews and one-on-one discussions at the level of leaders of sectors of tourism relevance and integrated rural development, within the Municipality of Pristina.
- Workshop on the occasion of the presentation of the preliminary draft with representatives of the municipality and other stakeholders.
- Identification of primary tourism, natural, cultural-historical and human resources, especially resources for the development of agrotourism, at the level of Kosovo and the Pristina region.
- Presentation and discussion of the “Pristina Region Brand Guide: “Stay in Kosovo – Visit the Pristina Region”.

The goals of the combined activities, to understand and achieve:

- Assessment of the existing level of tourism within the Central Tourist Region of Prishtina, comparative analysis from one area to another and the differences between them.
- Perception of opportunities for the development of tourism, agrotourism in particular.
- Assessment of the gaps and deficiencies of the destination in the quality and content of the product and infrastructure, in relation to the demands of the tourist market segments, local, regional and international, including the diaspora.

4.2. Assessment of the state of Tourism in Kosovo and the Municipality of Pristina

Kosovo, although a relatively small country with an area of 10,905.25 km², has a rich and diversified natural heritage, as well as dynamic and unique aspects of Cultural-Historical Heritage. With a young population, educated and educated in the principles of traditional and professional hospitality, the country possesses extraordinary potential and resources for the development of the tourism and hospitality sector.

Despite being landlocked, Kosovo offers a rich range of values and resources for cultural, urban, mountain, recreational, sports and health tourism. Thanks to its natural and cultural-historical resources, outside of urban centers, Kosovo and the Municipality of Pristina have all the attributes and prerequisites for the development of local community tourism, including agritourism and rural tourism.

4.3. A brief summary of tourism development in Kosovo

Kosovo, as a tourist destination, has not yet been sufficiently explored. With hundreds of kilometers of mountain ranges, endless mountains and mountain trails, rushing rivers and calm lakes, hundreds of picturesque villages, countless customs and traditions, attractive traditional arts and crafts and traditional gastronomy, based on antiquity and pure natural products donated by the fertile land of Kosovo, the country warmly welcomes individual visitors, small groups and organized tourist groups. The nature, culture and traditions here are unparalleled and unique, but relatively untouched.

The development of tourism and hotel hospitality in Kosovo, based on historical time and circumstances, can be considered to have gone through three periods of cyclical and very contradictory movements: degradation and destruction during the second period, in the 1990s, as well as dramatic positive changes in the third period.

4.4. Achieved Level of Tourism Development in Kosovo

In the absence of strategic plans and appropriate development orientations at all levels, the tourism sector in the post-war period has marked a relatively unplanned and unoriented beginning of development, with the concentration of the largest number of accommodation capacities outside of attractions and urban centers.

Relatively good results in the tourism and hospitality industry were achieved by some private businesses thanks to their own initiatives, going through numerous challenges and without understanding or support from central institutions. Even in the education sector, there were efforts and experiments to improve vocational education, initially at the pre-university level and then at the university level. Finally, new curricula of dual vocational education, prepared and based on the best experiences from Germany, Switzerland and Austria, have started to be implemented in vocational schools in Kosovo and Pristina.

At the central institutional level, tourism and hospitality were initially added to the Ministry of Trade and Industry, initially as the Department of Tourism, but later reduced to the level of a division, with low budgetary interest and limited professional human resources.

In addition to the Ministry of Industry, Entrepreneurship and Trade, there are at least four other ministries responsible for tourism development that have an impact on tourism development: the Ministry of Culture, Youth and Sports; the Ministry of Environment, Spatial Planning and Infrastructure; the Ministry of Agriculture, Forestry and Rural Development; and the Ministry of Education, Science, Technology and Innovation. Although these ministries have the authority, financial resources and responsibility to work closely with the responsible ministry and their bodies, due to a lack of political will, knowledge and awareness, adequate inter-ministerial cooperation currently does not exist. Such cooperation is highly needed for joint tourism development programs, especially for sustainable tourism and local community-based tourism (eco, agro and rural tourism).

4.5. Factors hindering the development of tourism in Kosovo with a focus on Pristina

The unfavorable situation of tourism and hospitality businesses in Kosovo
<ul style="list-style-type: none">• Significantly expensive investments in hotel infrastructure and gastronomy,• Extreme lack of professional planning and coordination,• Extreme lack of professional management,• Marked lack of professional education and training,• Wrong and suffocating approach of institutions at all levels,• Unfavorable tourism policies at all levels,• Ignoring business demands and concerns by institutions,• Marked lack of support for infrastructure investments,• Sometimes, wrong and inconsistent orientations of donor support, due to unprofessional coordination of their activities, by Kosovo and municipal institutions,• Unfavorable policies and difficult access to favorable loans,• Lack of foreign investments, due to complicated procedures, heavy bureaucracy and cases of blackmailing of potential and interested investors.• Neglect of tourism as a sector, at the organizational, personnel and budgetary levels, both at the central and municipal levels.

4.6. The impact of crises on tourism and changes in tourist behavior and needs

- The last two decades have been marked by a series of global and regional crises and shocks of various types (climatic, geopolitical, financial, health, conflicts at the global level and impacts on the Kosovo region and beyond).
- The COVID-19 pandemic highlighted the risks and major damages to Kosovo tourism, with a drastic decline in all relevant parameters (number of arrivals, number of visitors, overnight stays, structure of tourism expenditure, revenues) during 2020 and 2021, with the impact continuing into the first half of 2022. This showed the need for proactive planning in order to increase the resilience of the destination in the event of new crisis situations.
- Crises cause changes at the level of the entire tourism demand and supply system, and the lack of an appropriate management model reduces the possibility of a successful response and adaptation to changes.
- There is also a significant change in the behavior of tourists, who show a growing interest in being in nature, especially in the midst of the local community, where they can engage in outdoor activities and the possibility of engaging in family activities. This, on the one hand, allows for the orientation of investments in this direction, but can also result in greater pressures on natural areas, especially in protected nature areas.

4.7. The importance of tourism development in Kosovo

Tourism Development in Kosovo should be at the top of Institutional priorities
<ul style="list-style-type: none">• Exploitation and economic use of rich natural resources.• Use of natural and cultural resources in a renewable way (enjoyment of landscapes, natural beauties, mountain rivers and calm lakes, flora and fauna, tours through cities and mountainous areas, as well as rural environments).• Local and international promotion of rich cultural heritage.• Promotion of foreign and domestic direct investments in the field of tourism and recreation.• Significant increase in employment, in general, and especially of women and youth.• Stimulation of private, individual and family economic initiative, through community-based tourism and family initiative, such as agrotourism, as an effective form of poverty alleviation and accelerated development of the household economy.• Strengthening the export sector and significantly improving the trade balance with foreign countries.• More balanced regional development at the national level.

Despite all the challenges and lack of understanding and institutional support, we need to widely declare and promote the economic impacts of the Tourism industry in Kosovo, along with the social and environmental impacts. Every year in Kosovo, the following beneficiaries benefit from the tourism sector.

Beneficiaries from Tourism and Hospitality in Kosovo and the Pristina Region	
<ul style="list-style-type: none"> • A large number of employees, as well as their families • Benefits of all other economic sectors from tourism: 	
- Trade in consumer goods	- Construction sector
- Trade in food and beverages	- Transportation
- Agriculture, livestock, beekeeping, fishing, etc.	- Traditional Arts and Crafts
- Food and beverage industry	- Crafts
- Trade in fuels	- Local community and their families
- Food industry	- Cultural community
- Kosovo budget, municipal taxes, etc.	- Religious community, etc.

4.8. Public and private partnership

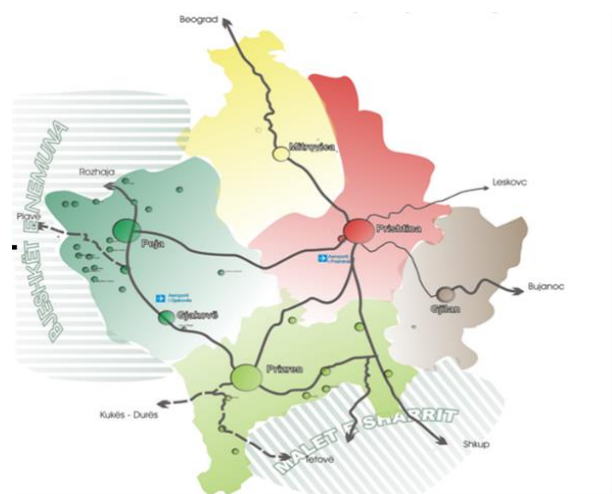
The goals, objectives and benefits of tourism for society can be realized if public sector institutions (government, administration, local administration) and private sector business entities (owners of hotels, transport and tourist agencies, craft establishments, residential buildings in rural and mountainous areas, etc.) coordinate their creative abilities and efforts to implement a common tourism strategy. In order to achieve this goal, existing public and private institutions should cooperate in the development of the tourism base and resources.

4.9. Tourist Regions of Kosovo

Taking into account geophysical, administrative, communication and regional expansion aspects, in 2006, the Ministry of Trade and Industry decided to divide Kosovo into five tourist regions:

1. Central Pristina Tourist Region;
2. Bjeshkeve to Nemuna Tourist Region;
3. Sharri Tourist Region;
4. Ana Morava Tourist Region;
5. Mitrovica Tourist Region.

Figure 1. Five tourist regions of Kosovo



4.10. Central tourist region of Pristina

In the tourist region of Pristina (municipalities: Pristina, Podujeva, Obiliq, Lipjan, Graçanica, Fushë Kosova and Drenas), there are qualitative potentials, which, however, differ greatly from those of Sharr and Bjeshket e Nemuna.

Pristina, the capital of Kosovo, is the main city in this tourist region. The Municipality of Pristina and the city of Pristina itself are the most visited region, in terms of the number of arrivals and nights of stay of international, regional and diaspora tourists. Pristina is a center of urban tourism, cultural tourism, gastronomy and local and regional business. Pristina, the surrounding area and the region of the Municipality of Pristina are rich in monuments of cultural-historical heritage. Also, the mountainous hilly areas of Gallap/Gollaku, but also others around Pristina, are very suitable places where in the future several types of tourism can be developed, such as outdoor activities, agrotourism, rural tourism, health tourism, etc.

The priority types of tourism products in the central region of Pristina are:

- Cultural tourism;
- Urban tourism;
- Mountain tourism and outdoor activities;
- Agrotourism;
- Rural tourism;
- Health tourism.

4.11. Some basic statistical data related to Tourism in Kosovo and the Pristina Region

Despite some recent improvements in tourism statistics, there are still gaps and doubts about real and substantiated data regarding accommodation capacities, tourist arrivals and "who" are real international tourists, which are not adequately based on the World Tourism Organization (UNWTO) Definition and Statistics. Of course, inadequate statistics are excluding the Kosovo Diaspora from the group of international tourists, wrongly considering them as ordinary Kosovar citizens, regardless of the fact that their permanent residence is in various European and overseas countries.

In fact, Diaspora visitors are also excluded in other statistics, such as accommodation, tourist spending in hotels/motels, restaurants, tourist transport, tourist shopping, domestic transport, large expenditures for family events and wedding parties, etc. According to some professional analyses and assessments, the inclusion of the Kosovo Diaspora and their direct contribution to the group of international tourists/visitors, in addition to remittances, will change the entire approach and real assessment of international tourist achievements and spending.

4.12. Tourist accommodation capacities in Kosovo and Pristina, by type of accommodation

Based on data from the Statistical Agency, Kosovo has over 11,800 beds for guest accommodation, with 7,551 rooms, which are distributed in 499 accommodation units. The largest number of accommodation units belongs to hotels, with 240 units, and 180 motels, while the rest include guesthouses and hostels.

Table 1. Number of accommodation units, rooms and beds by destinations or regional centers

Regional Centers	2022			2021			2020		
	Units	Rooms	Beds	Units	Rooms	Beds	Units	Rooms	Beds
Pristina	161	2 785	3 791	161	2 785	3 791	160	2 778	3 765
Kosovo	499	7 551	11 811	499	7 551	11 811	490	7 368	11 572

Source: ASK Hotel Statistics 2023

Table 2. Number of visitors by tourist regions or regional center destinations

Years	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Pristina	27 076	57 569	49 172	46 636	68 537	68 687	77 167	89 050	109 400	107 691	114 071	122 541	55 783	134 362	190 947
Kosovo	44 294	88 949	79 045	72 393	98 763	95 454	107 790	139 438	257 422	251 290	300 803	287 083	148 543	355 141	460 467

Source: ASK Hotel Statistics 2023

Table 3. Number of nights spent by tourist regions or destinations in regional centers

Years	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Pristina	50 198	92 245	83 694	80 620	102 846	102 323	114 489	130 269	169 237	162 954	183 843	213 700	101 582	220 661	322 446
Kosovo	69 512	130 918	121 517	110 341	142 976	138 750	157 340	202 041	400 068	397 469	476 446	490 401	261 420	580 203	818 832

Source: ASK Hotel Statistics 2023

Pristina is the region with the largest number of units, beds and rooms available for tourist accommodation. Pristina is followed by Prizren and Peja, with the available capacities for tourist accommodation. According to estimates, Kosovo has about 1 bed per 1 km² and 0.006 beds per capita.

4.13. General characteristics of the Tourist Destination of the Pristina Municipality region

Due to its geographical position and location around the Capital of Pristina, unlike in the past, when a considerable number worked in trade and large and medium-sized energy and industry companies, in public ownership, currently, the community in the Pristina Municipality Region is mostly oriented towards construction, fruit and vegetable growing, livestock and limited agricultural activities, as well as trade and gastronomy. The majority of land properties are hilly mountainous areas and good pastures. While in the flat regions and valleys, a large part of the formerly fertile land is now occupied by various constructions, losing interest and the possibility of continuing agricultural activities.

The community is relatively poor and employment opportunities are primarily oriented towards livestock and fruit growing, as well as other agricultural activities. The community in the destination and in the wider area of the hilly-mountainous Gallapi region, due to its geographical position, is an underdeveloped and economically passive area, dependent on its own agricultural products, mainly

on fruit and vegetable growing segments, and livestock and poultry farms, as well as supply from existing small commercial units. Due to economic reasons and insufficient employment opportunities, a large part of the local community has relocated to Pristina and other cities, as well as emigrated abroad, mainly to European countries. Moreover, a number of the local business community, engaged in agricultural activities, farms, plantations and vegetable gardens, due to small development opportunities, but also health and economic crises, have significantly reduced their capacities to a state of survival, awaiting opportunities and support from Kosovo and municipal institutions.

Living in difficult economic and social circumstances for many decades, neglected by all previous regimes, the population of this area was forced to constantly emigrate, whether to Pristina, within Kosovo or outside. Therefore, most families have at least one or more members working and living in countries outside Kosovo.

In these circumstances, the basic financing and sources of livelihood are the remittances of the diaspora and their modest rural and poor household activities. The long-term pressure of the regimes, to keep them underdeveloped (even by Kosovo standards), as well as the great destruction of the last war, have negatively affected the standard of living. However, after the end of the War in Kosovo, thanks to the large diaspora and their regular remittances, the region recovered relatively quickly, especially in terms of housing standards and its construction and renovation, being strongly emotionally attached to their homeland. Both members of the diaspora and locals, who live and work in various countries of the region and Europe, and their families in the region, are very keen to maintain ties with their homeland and their properties, aiming to develop economic activities in the years to come. Members of the diaspora are taking advantage of every opportunity and opportunity to visit and spend their vacations and free time in their homeland, thinking that in the relaxation phase of the Pandemic and the global economic crisis, they will focus on investments in the Homeland.

The presence and assistance of international donor organizations, helping the community with the support and proper development of small and medium-sized businesses, has provided important assistance, but there is a need for support for businesses with orientations and approaches with sustainability as a principal goal.

4.14. Competitive ratio of the Destination to centers in other tourist regions of Kosovo

The Pristina Municipality Region, as a destination, including Pristina the Capital, ranks among the most developed regions in terms of investments in tourism and hotel hospitality structures, as well as in quality gastronomy, thanks exclusively to individual private investments and those from the diaspora. There has been a significant lack of institutional, local and municipal support for the planning, valorization and development of the tourism industry, both in Pristina and in the Pristina Municipality Region, including tourism and travel, hotel hospitality and gastronomy, as well as in forms of local community tourism, including agrotourism.

This preliminary assessment is evidenced by the extent to which this sector was present in the development plans of Pristina, where very little was mentioned and included, even there, episodically, the evaluative aspects of the tourism potential and resources of the Municipality Region. Regarding the development of tourism based on the local community, especially agrotourism, the problem, perhaps, lies in the economic development stagnation, especially in the now comprehensive private sector, in the agriculture and agrotourism sector, compared to other regions and centers of Kosovo. The main reason is the lack of private investment initiatives and activities and those in public-private partnerships. This is perhaps also due to the tradition from the past, where Pristina is distinguished by a high level of industrial development, and where the majority of the active population is oriented

towards the public industrial and energy sectors, as well as public services within the institutions of the Capital.

As we have seen and assessed from the previous planning and development documents of the Municipality of Pristina, the tourism sector has not been given the attention and priority it deserves, taking into account and evaluating its extraordinary potential and resources. Even within the framework of the Municipal Development Plan 2012 – 2022, tourism has been mentioned in passing, just to say the least! While in other planning documents, the assessment of development potentials and opportunities is also lacking. However, in the last 2-3 years, significant and deserved attention from the Municipality of Pristina has been given to the development of cultural tourism and cultural and sports events.

Therefore, the decision and contracting of the drafting of the "Agritourism Strategy and Capacity Building" is an important step in the development of the agritourism segment, within the Directorate of Agriculture and Rural Development, with the importance of integrated rural development, having as its objective the valorization of the extraordinary potential and resources in the hilly mountainous areas of Gallup/Gollak and other relevant areas of the Pristina Municipality Region.

4.15. Dynamic historical developments over the centuries to the present day in the Pristina region

The territory of the Municipality of Pristina has changed several times in the last three decades. Until the end of the War, in fact until the early 2000s, the territory and areas of Gračanica, Obiliq and Fushë Kosovo belonged to the Municipality of Pristina. These three local government units, or new municipalities, were established within the framework of constitutional changes, in the name of the process of decentralization of local government and the creation of new municipalities. All three municipalities were absorbed in the years and in the second decade of this century.

The municipality of Pristina previously had a much larger population and area. This makes historical comparison of statistical data difficult. Population data from previous decades do not refer to the same areas, as is the case, for example, with current data.

4.16. Pristina Capital of Kosovo, among the largest cities in the region

The capital city of Pristina has an area of about 572 km² and, based on ASK data from the 2024 census, is the municipality with the largest number of inhabitants in Kosovo, with 227,154 inhabitants. The Central Tourist Region of Pristina, from the 2024 census, reaches the figure of 507,443 inhabitants. Pristina, in addition to being the capital, is also the largest city in the Republic of Kosovo, and is located in the north-eastern part of Kosovo, near the Gallup/Gollak mountains, where the distance between Skopje and Pristina is 90 km, with Tirana it is 250 km, and with Podgorica it is 300 km.

The capital is rich in cultural and historical heritage. Meanwhile, agritourism has a great potential for economic development and is recognized as a new form and development opportunity of local community tourism and as an important segment of integrated rural development. In the capital, in addition to the urban part, where cultural and historical heritage is found, there is also significant potential and abundant resources in its villages for the development of agritourism, rural tourism, mountain tourism and ecotourism. Over time, the capital has recognized and prioritized the development potential of agritourism as a way to boost the local economy. Farm stays and farm-to-table experiences have become popular since the capital Pristina is the most sought-after destination by domestic and international tourists.

The dynamic spirit that Pristina offers, as well as the natural peculiarities in the surrounding villages, make it one of the main tourism destinations at the national level and with a great potential for economic development. Agrotourism is still in the early stages of development, while this strategy aims to give adequate direction to its development. Pristina is the most important transport hub in Kosovo, by air, rail and road. The city's international airport is the largest airport in the country and among the largest in the region. A series of highways, such as the R 6 and R 7, gravitate towards the city and connect it with Albania and North Macedonia.

4.17. History of Pristina and the Municipal Region

The territory of the city of Pristina was inhabited 7000 years ago. During the excavations in the city, traces of civilization from the Old Neolithic culture were found: the Pristina Hospital Complex, Glladnica and Gračanica. The New Neolithic culture: at the spinning mill, Bernice, Matiqani.

During the Paleolithic era, what is today the Pristina area was included by the Vinca culture. The first traces of habitation in the territory of Pristina date back to the Neolithic period, about 6 thousand years ago, while archaeological research (Matican, Gračanica, Tjerrtorja, Ulpiana) proves that life in these territories has never been interrupted until today. In classical antiquity it was the seat or home of the Illyrian tribe of the Dardanians. King Bardhyli united various tribes in the Pristina area in the 4th century BC, establishing the Dardanian Kingdom. The legacy of the classical era is still visible in the city, especially represented by the ancient city of Ulpiana, which was considered one of the most important Roman cities in the Balkan Peninsula.

Traces of material culture of the Bronze Age: Badoc Plain, Bernice e Poshtme, Kolovica, Grashtica, Keqekolla. Iron Age: Badoc, Matican, Tauk-Bahçe, Normal School. Roman Age: Ulpiana, Grashtica, Siqeva, Keqekolla, Byzantine Age- Early Middle Ages: Matiqani.

During Roman rule, the famous city of Ulpiana (Urbus splendissima) was built near Pristina, which was known as the center of Illyrian Dardania. After the fall and abandonment of Ulpiana, Pristina was built and developed to its northwest. It is first mentioned as an unfortified village by the Byzantine Emperor, John the Accuser, in 1342. The development of trade and mining influenced the progress and expansion of the city. Pristina, as an economic center also had its own market, while it is also mentioned as a center for organizing knightly games. During the 13th-14th centuries, Pristina took on urban features, when it became an important mining and trade center on the Dubrovnik-Istanbul route.

Many important roads have passed through the city of Pristina, roads coming from Bosnia, the Naissus-Lissus road, from Scupi, etc.

According to the Tabula Peutingeriana, the Viciano road station of the Naissus-Lissus road was between the villages of Uglar and Çağllavića near Pristina.

Somewhere about 7 km southeast of Pristina is the large ancient city of Ulpiana. The Roman emperor Trajan (Marcus Ulpius Traianus), known for an extensive building program, among which the famous Dardanian Ulpiana was born!

Ulpiana is one of the four most famous cities of Dardania. Its ruins were found 1.5 km west of the town of Gračanica. The city is located on the main road from the Danube to the Via Egnatia, as well as on the Niš-Lezha, Niš-Stobi roads. Excavations carried out here since the 1950s have revealed an extensive Bronze Age settlement, a period that marks the first ethnic differentiations in Southeastern Europe. Furthermore, the city's proximity to important mining areas made it popular throughout the Roman Empire. Ulpiana became known as an ecclesiastical center by the beginning of the 4th century AD. The city was probably one of the most destroyed centers by the Gothic army led by Theodoric (479 AD), as well as by the catastrophic earthquake of 518. In the relevant sources of the time, Ulpiana is also

mentioned among the destroyed centers, which will be completely rebuilt by Justinian I (527-565), a Byzantine emperor of Dardanian origin from this territory. Since then, the city has been called JUSTINIANA SECUNDA, from whose ruins, in recent years, important information has been discovered. Among them, a cult monument (cathedral) of very large dimensions should be mentioned and in it, a mosaic that also preserves the inscription DARDANIAE!

Ulpiana, apparently ruined and plundered in the early Middle Ages, lost its importance to Pristina as a locality in its vicinity. The fertile lands of the Kosovo Plain and the mining areas in the Gallapi highlands influenced the progress and development of this settlement.

Pristina became an important seat during the Middle Ages. Before the Battle of Kosovo, Pristina had become the capital of the province and remained as such long after this battle.

In addition to the constructions in Pristina, nearby, on the foundations of an earlier Paleo-Christian church, the Gračanica monastery was built, as a cultural monument of special importance.

During the Ottoman occupation, the seat of the sandjak was established in Pristina, while in 1530 it was noted as a town and an important station on the Thessaloniki-Sarajevo Road. During the 17th-18th centuries, Pristina had a slow development, due to wars and fires, which burned it several times, while in the 19th century its recovery began. It took on important functions as a trade center, but also as a political and administrative center. In 1877, Pristina became the center of the Kosovo vilayet. During this century, several consulates of European countries were opened, such as those of France, England, Austria, etc. However, with the departure of the vilayet center to Skopje in 1888, Pristina lost the administrative and political role it had.

During the late Middle Ages, many well-known personalities of the time stayed and wrote in Pristina, such as; Johan Kontaguseni, the Hungarian king Vladislav II, Peter Bogdani, Haxhi Kallfa, Evlia Çelebi, etc. Peter Bogdani, of Albanian origin, archbishop of Skopje and Sofia, reported to the Vatican that Pristina had 3,000 houses. Evlia Çelebi wrote at that time about 2,600 large and beautiful houses, highlighting the palace of Allaj Beg and the courthouse, the two large hammams, the hospitality and the civic culture. There were 11 inns in Pristina, among which the most famous at that time was the inn of Haxhi Beg.

Pristina also had an old covered bazaar. Among the public monuments in Pristina, the building where the Kosovo Museum is now located, the building where the Kosovo Academy of Sciences and Arts is located, the Great Hamam, the Clock Tower, the Emin Gjiku Complex, etc. Among the sacred buildings, the Bazaar Mosque, the Great Mosque, the Jashar Pasha Mosque, etc. are distinguished. In Pristina, there is the Pristina Tekke and the Evangelical Church. On the outskirts of Pristina, in the village of Shkabaj, there is a small mosque and in the village of Mazgit is the mosque of Sultan Murat. Pristina was heavily destroyed during the Balkan War, when Serbian forces entered the city.

The Bazaar Mosque (Gurit) in Pristina was built in the late 14th and early 15th centuries. This mosque was built by Sultan Bayezid as a sign of the victory of the Ottoman forces against the Balkan coalition in 1389. This building is one of the oldest cultural monuments. The mosque was located above the old covered bazaar of Pristina, hence the name "Bazaar Mosque".

After the end of World War II, Pristina became the administrative center of Kosovo in 1947, and developed rapidly, without preserving the traditional buildings of the Ottoman period. Today, Pristina as an urban city of this period has completely changed, with the exception of a few narrow streets, where a few rare buildings of architectural value from the Ottoman period remain.

After World War II, Pristina acquired the function of an important economic and administrative-political city, which created a solid material base. The size of the city was measured by the level of integration, the number of cadres, specialists, scientists, politicians and intellectual liberal professions.

After the dark period of chauvinism of the Serbian government in the years after World War II, changes, especially during the time of Ranković, after the Brioni Meeting and his departure, relatively positive changes are made, seen in the time distance, where in 1968 the University of Pristina is founded. With the Constitutional changes in 1973, Kosovo gains the status of the Autonomous Socialist Province, experiencing an increase in the content of power, compared to the previous period, while in the economic aspect, quite dynamic developments were made in the creation of new capacities in all economic sectors. In this period, Pristina the Capital experienced an economic and social boom, although much lower than other centers of the ISH-YU. The economic boom of Pristina was also accompanied by successful cultural development.

However, after the decade of the 80s, and the very destructive behavior of the Serbian government towards all the republics of the former Yugoslavia, in particular towards the Province of Kosovo, especially with the Abrogation of Autonomy and the establishment of the Serbian occupying power in Kosovo, Kosovo suffered in all political, economic, social and human aspects, experiencing the horrors orchestrated by the Serbian fascist occupying power.

The situation continued into the 1990s, when Kosovo's autonomy was de facto limited. Numerous investment projects were suspended, which tried to bring the economically weak Kosovo metropolis to a level with other republics. Yugoslavia. Instead, direct administration by Serbian authorities was implemented.

After an extremely oppressive period, and all-people's efforts to survive, in the late 90s, namely in 1997, large student demonstrations took place in Pristina, and all-people self-defense began, which as a result brought about the establishment of the first units of the Kosovo Liberation Army, which, with the help of the population, tried to stand up to Serbian forces in all regions of Kosovo.

Seeing the attitude and response of the entire people of Kosovo, the organized forces of the enemy organized an unprecedented exodus, chasing the population from their lands, from all regions of Kosovo, including the population of the Capital and rural areas, where during these cleansing actions they killed and burned, looted and burned everything in front of them.

In order to stop the massacres and ethnic cleansing of the population of Kosovo, NATO forces undertook military actions against Serbian forces in Kosovo, but also within the territory of Serbia, from March 24 to June 12, 1999, which resulted in the defeat and withdrawal of Serbian forces from Kosovo, as a result of the Kumanovo Agreement.

After the entry of NATO forces, according to the Security Council agreement, known as Resolution 1244, the United Nations Interim Administration was established in Kosovo.

In the first months and years after the liberation of Kosovo, the reconstruction of infrastructure and residential buildings throughout Kosovo, which had been destroyed to such an extent that they slowed down the return of the expelled population, was mainly contributed by remittances from the Diaspora/Emigration of Kosovo and donations from international organizations from many friendly countries of Kosovo.

The Declaration of Independence of Kosovo was made on February 17, 2008, at the Assembly of the Republic of Kosovo in Pristina. In an extraordinary meeting attended by 109 out of a total of 120 deputies, the Assembly of Kosovo unanimously declared Kosovo an independent, sovereign and democratic state.

4.18.Values and traces of Pristina’s urban tradition

In the civic tradition for the values of art, and the interior decorations in civic houses, but also in villages of the municipality of Pristina, Albanian craftsmen were known, who left precious works of our folk tradition. In wood carvings, as well as in stone and fabric, Albanian folk craftsmen managed to create works perfect for the time. In carvings, we encounter astral symbols, which were used by ancient peoples since the early periods of history. Usually, a six-pointed star is carved, then an eight-pointed star, the moon, the sun, the snake and decorations with plant motifs.

4.19.Geographical Position of the Municipality of Pristina Region, the Capital and Surrounding Villages

Pristina lies on an alluvial plain in the Llap and Kosova regions along the Gollak hills in central and eastern Kosovo. Water bodies in the Municipality of Pristina include the Badoc and Batllava lakes as well as the Llap, Prishtevka and Vellusha rivers. The Gërmia Park lies to the east of Pristina and extends north of the villages of Llukar and Kolovica south to Badoc.

Pristina lies between small streams, the Pristina, Vellusha and Matiqani, which flow from the mining hills on the western side of the Gallup highlands. On the south and west sides Pristina is bordered by the fertile lands of the Kosovo plain. The elevation above sea level ranges from 585m, 640, 670 and about 700 m in some neighborhoods of the city.

4.20.Climatic conditions of the municipality of Prishtina

The altitude of the municipality of Pristina is 535-580 m, characterized by a variable continental climate with a small influence of the middle climate, with continental and subalpine characteristics. Average annual temperatures, according to multi-year meteorological data (2002-2016), range from 10.4 to 11.9 °C. The lowest average temperatures are during the period December-January and the highest in July. Precipitation does not occur uniformly throughout the year. The amount of rainfall varies considerably from year to year from the lowest level of 33.9 mm to the highest 74.7 mm. Usually the highest precipitation is in October, November, December and the lowest in July-August. This element is particularly important for planning intensive horticultural production, especially for vegetables, potatoes, and corn and industrial plants such as tobacco, sunflower and soybean.

4.21.Water resources of the municipality of Pristina

Pristina is one of the most water-scarce urban areas in Kosovo. Its population has to deal with daily water shortages due to lack of rain and snowfall, which has left Pristina's water supply in a dire state. The water supply comes from two main reservoirs of Batllava and Badoc. However, there are many problems with the water supply coming from these two reservoirs which supply 92% of Pristina's population. As such, the authorities have increased their efforts to rectify the situation and ensure that such crises do not hit the city again.

Rivers in the municipality of Pristina are mainly filled by rainfall and snowmelt. Therefore, the amount of water in the rivers depends on the amount of running water and the water surface. For this reason, the highest level of river flow (about 70%) occurs in the non-vegetative period (October-April), while the remaining part (30%) flows during the vegetative period. This further reinforces the fact that the distribution of precipitation throughout the year is unfavorable. During the summer months, when the needs of plants for irrigation increase, many streams and rivers dry up completely, while the water level in large rivers drops to a minimum level. Such an unfavorable situation causes a lack of water for intensive agricultural production during the summer and early autumn months. This lack of water

constitutes the main limitation for the development of agricultural production in the municipality of Pristina, as well as for the expansion of the irrigation area. Based on the statistics presented by the MAFRD, it shows that from the total area of agricultural production in the municipality of Pristina, 231 ha are irrigated through the Iber-Lepenc water source, mainly crops such as potatoes and corn. Part of the land in the Pristina region is irrigated by the Llapi River through free fall, while another part has the potential to be irrigated by the Iber hydro-system. However, in many villages in this region there is no irrigation.

For drinking, hygiene and essential water needs of the inhabitants of Pristina and its surroundings, water sources are from dams, in Badoc with a volume of 31.6×10^6 m³, Batllava with a volume of 35×10^6 m³, Gazivoda on the Iber River bed, etc. However, to address the water needs in the region of the Municipality of Pristina for all purposes (drinking, agriculture, industry, fishing, etc.), it is necessary to ensure supply from other sources of water accumulation.

4.22. Forests in the mountainous areas of the municipality of Pristina

Forests cover 481,000 ha or 45% of the total land area in Kosovo (Green Report, 2017). The territory of the municipality of Pristina is surrounded by massive forests that possess a pronounced hydrography, mainly with broad-leaved plants, and a part of them is used for burning 1,057 m³ (Green Report, 2017). The villages of this region are characterized by low and medium mountains that are encountered in the eastern part. Forest areas are natural resources and it is the responsibility of all relevant parties in the municipality of Pristina to engage in the sustainable and efficient use of these resources. It is important to initially stop illegal logging, while respecting the country's administrative structures for the efficient use of forests and to raise awareness about the importance of forests and the forest industry. Due to the demand for fuel and construction materials, the forests of the Pristina region have been severely destroyed and this destruction is still ongoing, while large areas of forests have been degraded and some are at risk from fires. There is an urgent need for afforestation of new areas. For this reason, during 2016, around 18 ha of land was afforested in the Municipality of Pristina (Green Report, 2017).

4.23. Population of the municipality of Pristina (2024 census)

Based on ASK data from the 2024 census, the most populous municipality in Kosovo is Pristina, with 227,154 inhabitants. The region of the Municipality of Pristina, from the 2024 census, reaches 507,443 inhabitants: Pristina has 227,154 inhabitants.

In some villages, especially in those belonging to the mountainous areas of Gallup/Gollak, a large movement of the population (especially young people) towards urban areas is observed. As a result of this movement, there has been a reduction in the labor force in the mountainous villages of Gallup. Therefore, some villages (Nisheci, Radashec, Kukaj, Hajkobilë, Gllgovicë, etc.) have a significantly smaller number of inhabitants, which is one of the main problems in rural areas.

Unemployment is one of the major problems in rural areas (as well as in the whole of Kosovo). Employment opportunities in these villages are limited. The lack of processing capacities and the lack of investment in the development of modern agriculture have caused stagnation in some regions (especially in mountainous ones), leading to a stagnation in agriculture and migration to urban areas or even abroad.

5. The level of agricultural development in Kosovo and the region of the municipality of Pristina

Table 4. Number of agricultural farms by region

	Number	Percent (%)
Pristina	31966.0	24.7

5.1. Cereal cultivation in the region of the Municipality of Pristina

In the region of the Municipality of Pristina, the main crops cultivated are cereals (3,612.36 ha), where the main crop is wheat and corn, where from the total area of arable agricultural land 2,470 households sow cereals (ASK, Field crops in the Republic of Kosovo 2014). In order to develop organic agriculture, it is necessary to cultivate fodder plants for animal feed. The largest area of fodder crops in Pristina is planted with alfalfa and clover. Improving the nutritional base of animals is essential for the recovery of animals, including meat animals, dairy cows, sheep, poultry, etc. Therefore, fodder crops constitute a good potential in organic agriculture, but the areas planted with these crops need to be increased.

Wheat is cultivated to serve as the main source of food supply for families, while corn, mainly for animal feed. Similarly, a portion of wheat also turns into animal feed after being converted into bran (KAS, 2015).

5.2. Vegetable cultivation in the region of the Municipality of Pristina

In 2014, 135.91 ha or 1.2% of the arable land was cultivated with vegetables, distributed in 1,347 agricultural farms. Vegetable and potato cultivation in the villages of the Municipality of Pristina is quite variable. In the villages of the western and southwestern part, vegetable and potato production is more advanced and there is a relatively good tradition. The most cultivated vegetables are cabbage, tomatoes, peppers, etc., while less green salads, cucumbers, parsnips, cauliflowers, etc., which are in great demand in the Pristina market. Potatoes are produced and consumed in large quantities. Potatoes are the only one with a significant export flow that exceeds imports in terms of volume. However, the value of exported potatoes is much lower compared to those that are imported. Potatoes are mainly exported as raw potatoes, while most of those that are imported are value-added potatoes. The average size of potato farmers is small, while larger potato farmers (usually with more than 3 ha of potatoes) are more likely to be connected to organized supply chains. In some rural areas of the Municipality of Pristina (Gallapi) there are very favorable conditions for potato seed multiplication. In local markets the main reference for daily price negotiation is the wholesale market in Pristina. The quality of the produce is a prerequisite for potato farmers, especially in terms of access to export markets.

The most subsidized vegetables were peppers, watermelons and potatoes. The average yield for potatoes in 2016 was recorded at 25.97 t/ha.

Pepper production is dominated by small farms that account for about 2/3 of all farms engaged in pepper cultivation, followed by semi-commercial farms with 30% and commercial farms with more than 2 hectares account for only 6% of farms in general.

However, recently, farmers' interest in this production is increasing due to economic reasons, local market needs for fresh vegetables, market closures, etc., therefore support and assistance for the continuous development of vegetable production should be one of the main activities of the agricultural sector in the Municipality of Pristina.

5.3. Cultivation of trees in the region of the Municipality of Prishtina

In 2014, Kosovo had a total area of 5,668 ha of fruit trees, of which 240.17 ha were cultivated in the municipality of Prishtina, distributed in 548 agricultural farms. The majority of fruit plantations were planted with apples. The self-sufficiency rate in 2016 at the national level covers about 70% of the needs. The average price of an apple for the period 2008-2016 was 0.49 EUR, while the trade balance of apples at the national level continues to be negative. For plum culture, the self-sufficiency rate at the national level in 2016 was 97%, while the production value was 5.6 million Euros.

The small fruit sector in the municipality of Prishtina has had a better path than the vegetable sector in terms of investments in new plantations and processing activities. Investments in fruit processing are encouraged by the development and increasing production of raspberries and strawberries in particular. The agro-ecological conditions in the municipality of Prishtina for the development of this sector in rural areas are quite favorable and the market demands for these products are high.

5.4. Forage crops and green cereals

A large part of the agricultural area is allocated to fodder crops such as green corn, hay, grass, alfalfa, clover and other green fodder crops. Forage crops represent the second most important group of crops on arable land. This area does not include hay meadows, as was the case in previous years. There are a total of 33,915 agricultural holdings, which have sown fodder crops and green cereals. The sown area in the municipality of Prishtina accounts for 21%.

Table 5. Distribution of area of forage crops and agricultural holdings by region

	Kosovo	Prishtina
Agricultural holdings	33,915	7,890
Forage crops	26,554	5,696
Percentage (%)	100	21

Source: KAS -Agricultural Census 2014

5.5. Medical plants and mountain fruits in the region of the municipality of Prishtina

The municipality of Prishtina is defined as forested mainly with broadleaf plants and covers an area of 28,284 ha. Forest areas represent natural resources; therefore, their conservation and sustainable use is an obligation of all institutions.

Forest areas are very important as they contain a considerable number of medicinal plants, mushrooms and mountain fruits, which can easily be certified as organic products. At the moment, most of the population living in rural areas of the municipality of Prishtina collects medicinal and aromatic plants and some of them have started cultivating medicinal and aromatic plants. Collectors and cultivators of these types of plants mainly live-in rural areas with potential for these plant species, including all family members. Collectors, depending on demand and price, collect different types of plants during the day and in the evening sell their products. However, most of them sell their products directly to large companies that collect medicinal and aromatic plants, but in some areas collection centers for the collection of medicinal and aromatic plants have begun to be established. Most of the collected products are mainly sold as fresh, as collectors do not own plant dryers or post-collection treatment, such as cleaning, classification, as they lack the means to carry out these activities. It is quite characteristic to mention that this sector is also quite interesting for the female gender, so a considerable number of women are involved in this sector. Therefore, in the future, special attention should be paid to the involvement of the female gender in this sector, as it is profitable and important for economic development in the Municipality of Prishtina.

5.6. Development of the Livestock Fund in the Pristina Municipality Region

Livestock constitutes one of the most important sub-sectors of agriculture in Kosovo. During the post-war years, the number of livestock reached a level similar to the pre-war level. In 2014, there were 52,475 cattle in Kosovo distributed in 15,147 households. In 2014, the number of cattle in Kosovo was 261,689. In the Municipality of Pristina, the total cattle fund was 7,266 cattle distributed in 1359 agricultural households (Table 10).

Table 6. Number of animals by species by year and Livestock Fund

	Cattle	Sheep	Goats	Pigs	Equidae	Poultry	Beehives
Year 2022	250899	204110	29378	45420	1469	2614438	196122

Last update: 20230927 00:00

Source: Kosovo Agency of Statistics KAS

Table 7. Number of agricultural farms and number of cows in Pristina, 2014

	Kosovo	Pristina
Agricultural farms	66,589	1,359
Find	261,689	7,266

Source: KAS - Agricultural Census, 2014

In 2014, there were a total of 111 agricultural economies in Pristina raising sheep and goats. The number of sheep has decreased by 5%, while on the other hand the number of goats has increased. One of the factors that may have influenced this is the greater profitability of goats compared to sheep. The continuous increase in direct subsidies per head of sheep and goats may be an important factor encouraging farmers to increase their numbers.

Table 8. Number of agricultural farms and number of sheep in Pristina, 2014

	Kosova	Pristina
Agricultural economics	2,466	59
Sheep	183,584	5,733

Source: ASK - Regjistrimi i Bujqësisë, 2014

Table 9. Number of agricultural farms and number of goats in Pristina, 2014

	Kosovo	Pristina
Agricultural economics	2,221	52
Goat	28,430	1,275

Source: KAS - Agricultural Census, 2014

Agricultural activities (farms) that deal with sheep and goats are predominantly located and develop their activities in remote rural areas. These farms produce two main products, meat and cheese, while milk constitutes only a small part of the source of income, since most of the milk goes to cheese production and family consumption.

Livestock occupies an important place in the Municipality of Pristina, so the priorities of livestock farming lie in providing livestock products necessary for the nutrition of the population of this region, as the number of animals has been reduced in recent years. Therefore, farmers in these rural areas should orient their livestock activity towards increasing the number of animals and ensuring normal reproduction, by building modern facilities for housing animals, producing animal feed and especially

ensuring the necessary quantities of food for winter feeding of livestock and creating conditions for appropriate health protection.

Considering that the Municipality of Prishtina possesses about 7,434.22 ha of pastures, especially these meadows and pastures extend to rural areas, the opportunities for organic farming are good and farmers should focus on providing sufficient animal feed for the winter and creating appropriate conditions for protecting their health.

To complete the cycle in organic farming, it is necessary to cultivate fodder crops for animal feed. The largest area of fodder crops is planted with alfalfa, clover, peas, etc.

In the Gallap (Gollak) highlands, meadows and pastures dominate, 80% of these areas are natural meadows and pastures, and almost 20% of these areas are meadows and pastures. Meadows and pastures are used very little, through mowing and free grazing of livestock. The best functioning and training of existing farms should be oriented towards the production of organic milk and dairy products as basic products as well as organic meat. However, rural areas have good conditions for successful cultivation of other livestock (sheep, goats and poultry). So, even from these animals and poultry, with adequate work, farmers can achieve positive financial results in the future.

5.7. Adaptive or adapted agriculture

Adaptive agriculture refers to agricultural practices that are designed to adapt to and respond to changing environmental conditions, such as climate change, land degradation, and water scarcity. This approach emphasizes flexibility, resilience, and sustainability in agricultural systems. By focusing on these strategies, adaptive agriculture aims to create agricultural systems that are sustainable, resilient, and able to cope with the uncertainties of a changing environment.

Table 10. Some key aspects of adaptive agriculture or agriculture adapted to environmental changes

No.	Agricultural Systems	Praktikat adaptive bujqësore sipas kushteve mjedisore në ndryshim
1.	Climate Resilience	<ul style="list-style-type: none"> Adaptive agriculture involves selecting crops and farming techniques that are resilient to extreme weather events, such as droughts, floods, or heat waves. This may include planting drought-tolerant crop varieties or diversifying crops to reduce the risk of total crop failure.
2.	Water Management	<ul style="list-style-type: none"> Efficient water use is essential in adaptive agriculture. Techniques such as drip irrigation, rainwater harvesting, and the use of cover crops help conserve water and maintain soil moisture.
3.	Soil Health	<ul style="list-style-type: none"> Maintaining healthy soil is a cornerstone of adaptive agriculture. Practices such as crop rotation, cover cropping, reduced tillage, and the use of organic fertilizers help improve soil structure, fertility, and microbial activity, making the soil more resilient to changing conditions.
4.	Agroforestry	<ul style="list-style-type: none"> Integrating trees and shrubs into agricultural systems can provide numerous benefits, including improved soil fertility, increased biodiversity, carbon sequestration, and protection from wind and soil erosion.
5	Integrated Pest Management (IPM)	<ul style="list-style-type: none"> Instead of relying heavily on chemical pesticides, adaptive agriculture promotes the use of biological control agents, crop rotation, and habitat management to control pests, reducing the risk of pest outbreaks.
6.	Diversification	<ul style="list-style-type: none"> Diversifying crops, livestock, and agricultural practices helps spread risk and improve sustainability. For example, mixed farming

		systems that combine crops and livestock can make better use of resources and reduce the impact of market or environmental fluctuations.
7.	Technology and Innovation	<ul style="list-style-type: none"> • The use of modern technology, such as precision agriculture, remote sensing, and data analytics, enables farmers to monitor conditions in real time and make informed decisions that improve efficiency and productivity.
8.	Community and Knowledge Sharing	<ul style="list-style-type: none"> • Adaptive agriculture often involves collaboration between farmers, researchers, and policymakers to share knowledge, experiences, and innovations that can help the entire community adapt to change.
9.	Policy Support	<ul style="list-style-type: none"> • Government policies that support adaptive agriculture through subsidies, research, and extension services are essential. These policies can help farmers access the resources and knowledge they need to implement adaptive practices.

5.8. Agroecology a new concept and practice of integrative advancement in agricultural systems

Agroecology is an integrative approach that applies ecological principles to agricultural systems, focusing on the interactions between plants, animals, people and the environment within agricultural systems. The Food and Agriculture Organization (FAO) and various agroecological scholars have outlined several key principles that guide agroecological practices. These principles guide the development of sustainable, resilient and socially just food systems that are consistent with ecological and cultural contexts.

Below are: *13 widely recognized principles of agroecology:*

1. **Diversity:** Promoting biodiversity within agricultural systems. This includes genetic, species and ecosystem diversity, which increases resilience and productivity.
2. **Knowledge co-creation:** Combining traditional, indigenous and scientific knowledge to innovate and adapt agroecological practices to local contexts.
3. **Synergy:** Creating synergy between different elements of the agroecosystem, such as crops, animals and soil organisms, to optimize the overall performance of the system.
4. **Efficiency:** Optimizing the use of resources (e.g., water, energy, nutrients) and reducing reliance on external inputs, minimizing waste and environmental impact.
5. **Recycling:** Closing nutrient and energy cycles, recycling organic matter and nutrients within the farm, to reduce dependence on external inputs and improve soil fertility.
6. **Resilience:** Building the capacity of agricultural systems to withstand and recover from stresses (e.g., climate change, pests, diseases), through diversity and adaptive management.
7. **Human and Social Values:** Prioritizing human and social values, ensuring equity, justice and participation in decision-making processes and empowering communities, especially marginalized groups.
8. **Food Culture and Traditions:** Respecting and enhancing local cultures and food traditions, which are integral to the identity and sustainability of communities.
9. **Responsible Governance:** Promoting inclusive and transparent systems of governance that ensure access to resources, fairness and participation for all stakeholders.
10. **Circular and solidarity economy:** Supporting local economies that are circular, reducing waste and promoting sharing, cooperation and fair trade.
11. **Connection with nature:** Fostering deep connections with nature, recognizing the interdependence of human well-being and healthy ecosystems.

12. **Precautionary principle:** Applying precautionary measures in decision-making, especially in the face of uncertainty, to avoid harm to people and the environment.
13. **Innovative governance:** Encouraging governance frameworks that are adaptive, participatory and aligned with agroecological principles to support sustainable transitions.

5.9. Integrated rural development in the rural areas of the municipality of Pristina

Integrated rural development is an approach that aims to improve the quality of life and economic well-being of people living in rural areas. It involves a coordinated effort to address various aspects of rural life, including agriculture, infrastructure, education, health and social services. The aim is to create sustainable improvement in rural communities.

1. **Agricultural Development:** Improving agricultural productivity and sustainability through better agricultural techniques, market access to quality seeds and fertilizers, and support for livestock and fisheries.
2. **Infrastructure Development:** Building and maintaining infrastructure such as roads, bridges, water supply systems, and sanitation facilities to improve connectivity and living conditions.
3. **Education and Vocational Training:** Ensuring access to quality education and vocational training to improve literacy rates and skill levels among the rural population.
4. **Health Care:** Ensuring access to health care services, including primary health care such as ambulatory care, as well as hospitals, clinics, and preventive health programs, to improve overall health and reduce the spread of diseases.
5. **Economic Diversification:** Promoting non-agricultural economic activities such as small-scale industries, handicrafts and tourism to reduce dependence on agriculture alone, and to create additional sources of income in coordinated interaction between agriculture and services such as Agrotourism.
6. **Community Participation:** Involving local communities in the planning, implementation and monitoring of development projects to ensure that they meet the current needs and priorities of the people.
7. **Environmental Sustainability:** Promoting environmentally sustainable practices to conserve natural resources and ensure the long-term sustainability of rural livelihoods.
8. **Social Inclusion:** Addressing issues of social inequality and ensuring that marginalized groups, including women, children and ethnic minorities, have equal access to resources and opportunities.
9. **Governance and Institutional Support:** Strengthening local government institutions, improving transparency and accountability, and ensuring effective implementation of policies and programs.
10. **Access to Finance:** Providing financial services such as loans, savings, and insurance to the rural population to support agricultural and agrotourism activities, as well as small businesses.

5.10. Supporting integrated development in rural areas of the municipality of Pristina

Supporting rural areas is essential for promoting sustainable development, improving livelihoods and reducing disparities between urban and rural areas. Here is a comprehensive approach to supporting rural areas, focusing on different aspects that can foster growth and improve the quality of life for rural populations. By focusing on these areas and forms, support for rural areas can lead to improved living standards, economic growth and sustainable development. This holistic approach ensures that rural areas are not left behind in the broader national and global development agenda.

5.11. Development of agriculture in rural areas of the Municipality of Pristina

Agricultural development refers to the process of improving the efficiency, productivity and sustainability of agriculture and related activities. Agricultural development is essential for food security, economic growth and poverty reduction, especially in developing countries, where a large proportion of the population depends on agriculture for their livelihoods.

These processes may include:

1. **Technological Advances:** Introducing modern tools, machinery, and techniques to improve crop yields, reduce labor, and increase efficiency.
2. **Improved Crop Varieties:** Developing and planting high-yielding, disease-resistant, and drought-tolerant plant varieties to increase productivity.
3. **Irrigation and Water Management:** Implementing efficient irrigation systems and water management practices to ensure that crops receive sufficient water, especially in dry regions.
4. **Soil Health and Fertility:** Enhancing soil quality through the use of organic and inorganic fertilizers, crop rotation, and other practices to maintain soil fertility.
5. **Sustainable Practices:** Promoting practices that minimize environmental impact, such as soil cultivation, integrated pest management and Agro-forestry (planting and cultivating or caring for trees).
6. **Market Access:** Developing infrastructure and policies that improve farmers' access to local, national and international markets, enabling them to sell their products more effectively.
7. **Financial Services:** Providing farmers with favorable credit, insurance and other financial services to help them invest in their farms and manage risks.
8. **Education and Training:** Providing education and training to farmers on modern agricultural practices, business management and sustainable farming techniques.
9. **Policy and Institutional Support:** Creating and integrating central and municipal support policies and institutions that encourage agricultural growth, such as subsidies and grants, research and development, and rural development programs.

6. Infrastructure Development as a key Component of Integrated Rural Development

One of the key components of IRD is Infrastructure Development, which plays a critical role in enhancing the quality of life and economic opportunities for rural populations. Effective infrastructure development within the context of Integrated Rural Development is essential for transforming rural areas into vibrant and self-sustainable communities.

No.	Effective infrastructure development within the context of Integrated Rural Development in rural areas of the municipality of Pristina	
	Types of Infrastructure	Development forms of infrastructure
L1.	Transport Infrastructure	<ul style="list-style-type: none"> ✚ Roads and Bridges: The development of all-weather roads and bridges is essential for connecting rural areas to markets, schools, and health care facilities. Improved transportation reduces isolation, facilitates trade, and increases access to services. ✚ Public Transportation: Establishing reliable public transportation systems, such as buses or community vehicles, can help rural populations access remote services and employment opportunities.
L2.	Water Supply and Sanitation	<ul style="list-style-type: none"> ✚ Access to Clean Water: Building infrastructure for a reliable, clean water supply is essential for improving public health and supporting agriculture. ✚ Sanitation Facilities: Developing adequate sanitation systems, including toilets and waste management, is critical for reducing disease and improving overall hygiene in rural communities.
L3.	Energy Infrastructure	<ul style="list-style-type: none"> ✚ Electrification: Expanding access to electricity through grid expansion or renewable energy sources (solar, wind, mini-grids) empowers rural communities, enabling education, healthcare, and better business opportunities. ✚ Cooking appliances: Promoting cleaner cooking technologies, such as LPG or biogas stoves and ovens, reduces the health risks associated with traditional biomass fuels.
L4.	Communication Infrastructure	<ul style="list-style-type: none"> ✚ Telecommunications: Developing mobile and internet infrastructure is vital for connecting rural populations to the wider world, providing access to information, education and e-government services. ✚ Broadcasting services: Establishing community radio and other broadcasting services helps disseminate important information on agriculture, health and other relevant issues.
L5.	Educational Infrastructure	<ul style="list-style-type: none"> ✚ Schools: Building and upgrading schools in rural areas provides better access to education, reducing dropout rates and improving literacy levels. ✚ Training centres: Establishing vocational training centres equips rural populations with the skills needed for employment in various sectors, including agriculture, handicrafts and small-scale industries.
L6.	Healthcare Infrastructure	<ul style="list-style-type: none"> ✚ Clinics and hospitals: The development of health care facilities ensures that rural populations have access to essential medical services, reducing mortality rates and improving overall well-being. ✚ Mobile health units: For remote areas, mobile health units can provide essential health care services, including vaccinations, maternal care, and health education.

L7.	Housing and Shelter	<ul style="list-style-type: none"> ✚ Affordable Housing: Developing affordable and sustainable housing and shelter solutions improves living conditions and reduces vulnerability to environmental hazards such as floods or storms. ✚ Community Centers: Building community centers provides a space for social gatherings, education, and cultural activities, fostering community cohesion.
L8.	Agricultural Infrastructure	<ul style="list-style-type: none"> ✚ Irrigation Systems: The development of irrigation infrastructure supports agriculture, increased productivity, and food security. ✚ Storage Facilities: The construction of storage facilities helps reduce post-harvest losses, allowing farmers to preserve their produce and sell it when prices are favorable.
L9.	Market and Economic Infrastructure	<ul style="list-style-type: none"> ✚ Local Markets: The creation or improvement of local markets facilitates trade, helping rural producers sell their goods more effectively. ✚ Cooperatives and Enterprises: Supporting the development of cooperatives and small enterprises enables collective bargaining, better access to resources, and improved incomes for rural populations.
L10	Environmental Infrastructure	<ul style="list-style-type: none"> ✚ Waste Management: Developing waste management and recycling systems helps maintain a clean environment and promotes sustainable development. ✚ Erosion Control: Building soil conservation and erosion control infrastructure is essential for protecting agricultural land and preventing land degradation.
L11	Disaster Resilience and Preparedness	<ul style="list-style-type: none"> ✚ Flood Control: Building dams, levees, and drainage systems helps protect rural areas from flooding. ✚ Emergency Shelter: Creating emergency shelters and disaster response infrastructure improves resilience to natural disasters.
<i>The Importance of Infrastructure in IRD:</i>		<ul style="list-style-type: none"> ✚ Economic Growth: Improved infrastructure attracts investment, creates jobs, and stimulates local economies. ✚ Social Inclusion: By connecting rural populations to essential services, infrastructure development reduces inequality and social exclusion. ✚ Sustainability: Sustainable infrastructure development ensures that rural areas grow without compromising environmental health or depleting resources.
<i>Challenges of Effective Infrastructure Development within the Context of Integrated Rural Development in Rural Areas</i>		<ul style="list-style-type: none"> ✚ Financing: Securing sufficient funding for large-scale infrastructure projects can be challenging, especially in low-income regions. ✚ Maintenance: Ensuring that infrastructure is maintained over time is critical to its long-term sustainability. ✚ Community involvement: Involving local communities in the planning and implementation of infrastructure projects ensures that solutions meet their specific needs and are more likely to be sustainable.

6.1. Development of Agrotourism in Rural Areas of the Municipality of Pristina

The development of agritourism is an effective strategy for economic diversification in rural areas of a country or region, and therefore also of the municipality of Prishtina. Agritourism combines agricultural activities with tourism, offering visitors an educational and recreational experience on farms and rural settings. This not only generates additional income for farmers, but also promotes rural culture and traditions.

Concepts and essence of Agrotourism

Agritourism is a form of rural tourism that offers an authentic and peaceful experience by integrating agricultural activities into tourist attractions, showcasing rural culture as the main attraction, but also natural landscapes. Agritourism is an important form of rural community tourism, which is growing in line with the ideal development of rural tourism, offering an authentic touch in a peaceful atmosphere. Perhaps, agritourism is a style of travel, which promotes rural culture as a tourist attraction. It is comparable to ecotourism, but the main attraction in agritourism is the rural landscape or cultural content and not the natural one.

Scope of agritourism

In many countries around the world, including Europe, and in neighboring countries like Kosovo, agritourism has become an important component of local rural community tourism, providing significant economic benefits and serving as an affordable entry point to expand the range of the tourism and travel industry.

Compared to other types of tourism, the costs of accommodation, food, living, and travel are significantly lower, making costs and expenses among the primary factors that enable the expansion and spread of agritourism. Furthermore, agritourism provides opportunities and venues for local rural residents to showcase their goods, whether artisanal, organically grown, or otherwise, to local, regional, and international visitors, including those from the diaspora. Agritourism serves as an effective educational tool, raising awareness of rural life and agricultural science among children in urban schools, providing a unique and enjoyable learning experience, while also being a cost-effective form of tourism that promotes, enables, and expands the sales and outreach of rural economy products.

Sustainable agritourism

Agritourism promotes sustainable rural development, benefiting rural communities, increasing incomes for agricultural workers, and promoting economic, social, and environmental sustainability.

A country can grow through agritourism in a sustainable way, providing farmers with additional income at a low investment cost, which helps their financial situation. Furthermore, agritourism offers the farmer an opportunity to gain recognition for his line of work. Agritourism promotes sustainable tourism, attracting domestic and international visitors, including the diaspora, to appreciate nature and greenery, offering environmentally friendly activities, providing additional income and recognition for farmers, and contributing to the sustainable growth of rural areas.

Challenges related to the insufficient level of agritourism development

Agritourism faces challenges due to insufficient institutional support, in planning, development and adequate financing, due to the lack of functional resource centers and shortcomings in development and marketing plans. Difficulties in managing promotional activities, attracting customers, raising funds and addressing workforce issues, greatly hinder the development of agritourism and understanding customer needs.

Implications for the establishment and growth of agritourism

To promote the growth of agritourism, the support of municipal and central institutions, Public-Private Partnerships, financial assistance, the engagement of professional consultancy and the guidance of local and international experts, regarding the planning and project initiatives, are essential for defining a visionary approach and achieving the objectives of agritourism. Local and national institutions should support and recognize tourism and agritourism.

The Government of Kosovo should support the development of the strategic public-private partnership model. The municipal government, with the help of donors, should provide immediate financial assistance and advisory services to the project "Feasibility Study of Local Community Tourism Development", with a focus on Agrotourism, at the level of the Municipality of Prishtina. Farm owners, in addition to supporting and strengthening their agricultural businesses, should be attracted and advised, in creating an adequate approach to the futuristic beginnings of agritourism, by defining the vision and objective of the company. They should be supported with guidance and advice from local experts, both agricultural and tourism experts, with experience in agritourism. The government focuses on tourism-themed products in the market.

Through grants and institutional finance, the government should make every effort to provide agritourism operations in the Prishtina Municipality Region with the greatest possible financial support.

The establishment and functioning of the Agrotourism Destination Management Organization for the Prishtina Municipality Region, as a hub for agritourism service providers, as well as all relevant stakeholders, is essential for farmers, as it would provide support for the Prishtina agritourism network.

Conclusion

Agritourism is a future boom in the agricultural sector and a current trend in the tourism industry. It serves as an opportunity for farmers to use their farm to generate income. It also provides opportunities for urban people to enjoy rural life and activities. Both farmers and tourists benefit from it, making it a win-win situation. Farmers can increase their income by utilizing the available resources, while tourists can experience village life at a reasonable cost. Rural landscape can be preserved by the development of agritourism. The enterprise faces many issues that require creative strategies and policy implications for improvement.

In this regard, the industry needs proper recognition, government-supported policies, subsidies, proper training and guidance for farmers, etc.

A factor of great importance would be the creation of a Strategic Public-Private Partnership Model, with the aim of establishing and growing the agritourism sector in the region of the municipality of Prishtina, but also at the national level.

6.2. Steps and strategies for the development of agritourism

Table 11. Steps and Strategies for the Development of Agritourism in the Region of Pristina Municipality

No.	Steps	Strategies
H1.	Potential assessment and planning	<ul style="list-style-type: none"> ➤ Feasibility Study: Drafting a feasibility study to assess the potential for agritourism in rural areas, including market demand, local attractions, and available resources. ➤ Operational Planning: Developing a comprehensive plan that outlines the goals, target audience, activities, infrastructure needs, and marketing strategies for agritourism.
H2	Identification of attractions and activities Promoting experiences, attractions and developing activities	<ul style="list-style-type: none"> ➤ Natural Resource Inventory: ➤ Agricultural Resource Inventory: ➤ Cultural and Historical Resources: ➤ Recreational Activities: ➤ Accommodation and Infrastructure: ➤ Educational and Interpretive Resources: ➤ Marketing and Promotion: ➤ Sustainability and Ecotourism Efforts: <ul style="list-style-type: none"> ➤ Farm and Agricultural Activities ➤ Cooking Classes and Culinary Experiences ➤ Outdoor and Adventure Activities ➤ Cultural and Historical Experiences ➤ Family-Friendly Children’s Visiting Activities ➤ Seasonal and Thematic Cultural Activities ➤ Educational and Educational Tours for Agritourism and Eco-Tourism.
H3.	Infrastructure Improvement Investments in agrotourism structures	<ul style="list-style-type: none"> ➤ Facilities: Construction and maintenance of necessary facilities, such as visitor centers, restrooms, parking areas, picnic and camping sites. ➤ Safety and accessibility: Ensuring that all facilities and activities are safe and accessible to a wide range of visitors, including families with children and individuals with disabilities. ➤ Signage and information: Installation of clear signage and provision of information materials about the farm, its history and the activities offered. <ul style="list-style-type: none"> ➤ Accommodation and facilities: Providing opportunities for farm stays, bed and breakfasts or camping to accommodate tourists. Ensuring that there is clean sanitation, water supply and safety features. ➤ Public-private partnership in building accommodation capacities. ➤ Subsidizing the adaptation and adjustment of accommodation capacities within farmers' facilities.

		<ul style="list-style-type: none"> ➤ Subsidizing the building of agro-tourism gastronomy capacities and equipment.
H4.	Staff Training and Capacity Building	<ul style="list-style-type: none"> ➤ Staff Training: Training farm staff. Regarding hospitality, customer service and safety protocols to provide a positive visitor experience. ➤ Business Management: Providing training in business management, marketing and financial planning to farmers and operators, to help them effectively run agritourism ventures.
H5.	Promotion, Marketing, Networking and Partnerships in Agritourism	<ul style="list-style-type: none"> ➤ Online Presence: Creating a website and using social media platforms to promote agritourism activities and attract visitors. ➤ Collaborations: Partnering with local tourist boards, travel agencies and tour operators to reach a wider audience. ➤ Local and Regional Marketing: Advertising in local and regional media and participating in travel fairs and exhibitions to raise awareness of agritourism offerings. ➤ Community engagement: Involving the local community in the development and operation of agritourism activities, to ensure community support and benefit sharing. ➤ Agritourism networks: Uniting or creating networks, agritourism cooperatives, and associations of agritourism operators to share knowledge, resources, and best practices. ➤ DMO Destination Management Organization for Agritourism.
H6.	Sustainability, Assessment and Improvement of Environmental Practices	<ul style="list-style-type: none"> ➤ Sustainable practices: Implementing sustainable agricultural and tourism practices to minimize environmental impact and promote eco-friendly tourism. ➤ Educational programs: Educating visitors about sustainable agriculture, conservation, and the importance of supporting local farms. ➤ Feedback mechanism: Gathering feedback from visitors to understand their experiences and identify areas for improvement. ➤ Continuous Improvement: Regularly reviewing and updating agritourism offerings, facilities, and marketing strategies, based on feedback and changing market trends.
<p>If the relevant institutions of the municipality of Pristina, with the understanding and support of central institutions, follow these steps and strategies, rural areas can successfully develop agritourism, offering visitors unique experiences, boosting the local economy, and preserving rural heritage.</p>		

7. Natural Heritage and Tourism Resources of the Region of the Municipality of Pristina

7.1. Hilly and mountainous areas of the Gallup of Gollak Highlands

Gollaku (or **Gallapi**), is a mountainous region north and mainly east of Pristina, lying between the Batllava and Krivareka rivers and extending to Southern Serbia, including Medvegja and its surroundings. It also includes villages in the Municipality of Podujevo, Kamenica, Artana (formerly Novo Brdo) in the Municipality of Gračanica, several villages in the Municipality of Gjilan and the vast majority of the city of Pristina. The population of this area also calls this region the *Gallapit Mountains*.

7.2. Gallup Geography

The Gallapi/Gollakut Highlands lie in eastern Kosovo, and are a little more than 15% of the territory of our country. Gallapi/Gollakut as a geographical region of Kosovo, has more than 120 villages, while outside it there are over 30 villages. The map of Kosovo has four corners. To the north is Kopaonik; to the west are the Bjeshkët e Namuna; to the south is Sharri, and to the east is Gallapi. The Gallapi Highlands were previously characterized by a quiet, idyllic life. Gallapi as a region of Kosovo borders Llapi, the Kosovo Plain, Anamorava, and Karadak.

The lack of economic development, and especially the lack of infrastructure, has caused many villages to be abandoned by their inhabitants, and now a situation has been created with several empty villages. A large number of villages are left with two or three houses. Usually, the population of this area moves to the city of Prishtina, before that also to Dardana and to a lesser extent to Gjilan. Entire neighborhoods of cities are populated by this region: in Prishtina (Kodra e Trimave, Kolovica, Vreshtat, Kolovica e Re, Matiqani, Sofalia, Lagja e Spitalit, Taslixhe I and Taslixhe II, etc.), and also in Dardana; many families have now emigrated to Western countries. The largest village in Kosovo is Marevci, and it is part of this highland. The highest peak is in Koznica with Mali i Madh with 1260 m above sea level. The Gallapit highland is mainly agrarian, with forestry and livestock as its main branches, and to a lesser extent, livestock farming. Part of this highland gravitates towards Prishtina, while the other part, which is closer to Dardana (Kamenica), leans towards this center, or towards other large villages, and even towards Gjilan.

7.3. Biodiversity of the Gollak Highlands

Biodiversity means the totality of species and ecosystems in the Gollak Highlands region, which, thanks to geophysical, pedological, climatic and humidity conditions, presents an extraordinary diversity of both flora and fauna.



Figure 2. Collage of biodiversity photos from the Gollaku Highlands

Gërmia, which is the most beautiful part of the city of Pristina and is known as the lung of Pristina, now a national park, falls in the Gollaku Highlands region, it is widely said that the capital of Kosovo, Pristina, has this highland as its own backyard. The trees that are cut from these areas are sold not only in Pristina and throughout Kosovo, but also in Albania, Serbia and Macedonia, and are causing the Gollaku Highlands to be destroyed and degraded in a brutal way. One day, it may happen that the courtyard of the capital of Kosovo will remain bare.

Among the attractions and primary natural resources are also the **Great Park of Pristina** and the **Tauk Bahçe Park** in Pristina.

It is precisely from this highland that the Prishtevka River, from Stallova, and the other Vellusha River flowing from Gërmia once flowed in Pristina, which were buried many years ago. Pristina without this part of this highland would certainly be a ghost town, as clean air, freshness, and environmental health in Pristina come only from the direction of the Gallapit Highlands.

7.4. Primary Resources of Cultural and Historical Heritage of the Municipality of Pristina

7.4.1. Heritage Values: Kosovar, European and World Relevance

Kosovo, a territory suitable for life since early prehistory, is a rich space with a cultural tradition, both material and spiritual. Its heritage was stratified since the first agricultural cultures 8000 years ago, perhaps even earlier. This culture, born from the Neolithic substrate, was intertwined with Indo-European Eneolithic elements and created the Illyrian adstratum, which in the Middle Ages was known as Arbëror/Albanian. Kosovo, as a central Dardanian territory, created a political identity with the creation of the state of Dardania (IV-I BC).

On this hereditary basis, the cultures of other peoples (Hellenic, Roman, Slavic-Serbian, Ottoman) also influenced or became part of the stratifications. It is worth noting that the identity created within the Dardanian state and the continuous resistance to the Romans led to the creation in 279 of a special Roman administrative-political unit, the Province of Dardania. In late antiquity and the Middle Ages, Dardania found itself under the rule of the powerful Byzantine Empire.

At the end of the first millennium, it was dominated by the Bulgarian state of Samuil, in the 12th century it was dominated by the medieval Serbian state, from the 15th century by the Ottoman Empire, within which the Vilayet of Kosovo was created, while at the beginning of the 20th century it was given to the Kingdom of Serbia, Croatia and Slovenia, to follow with other historical trends, now more well-known. As a result of such a history, there were also various cultural influences and stratifications. Such stratifications, in Kosovo and everywhere, also raise the issue of ethnic affiliation. As a result, claims for their appropriation appear, leading to absurd situations. Cultural monuments in Pristina. Cultural monuments in Pristina are important symbols that show the material, spiritual values and cultural development of this part of Kosovo over the centuries and years. Cultural monuments in general have had and continue to have special attention.

"Queen of Dardania" or Goddess on the Throne is a terracotta artifact or figurine, found during excavations at the site of the Tjerrtores rotary mill in Pristina, Kosovo in 1956. It dates from 5700–4500 BC, from the Neolithic Era. The seated goddess, with her hands on her hips, is a well-preserved specimen made of baked clay, measuring 18.5 cm (7.3 in) high and can be seen in the Kosovo Museum in Pristina.

Figure 3. Queen of Dardania – Goddess on the Throne



Pristina, as the capital of Kosovo, is the cultural and artistic center of development for all Albanians living in Kosovo. The Department of Cultural Affairs is just one of the segments that organizes cultural events, which make Pristina one of the cities with the most pronounced cultural and artistic traditions.

Prehistoric, Neolithic and Multi-layered Sites in the Pristina Region

- Tjerrtorja-Neolithic site (Discovery site of the Goddess on the Throne)
- Archaeological sites in Plandishtë and Shevarikë
- Archaeological site - Quka e Drazhnës
- Archaeological site Çuka in Barilevë
- Archaeological site Kalaja in Kulinë
- Archaeological site Kulina in Slivovë
- Neolithic archaeological site in Bardhosh
- Neolithic archaeological site in Barilevë
- Multilayer archaeological site in Gërmia
- Prehistoric site in Grashticë
- Prehistoric site in Keqekolla

Ancient fortresses in the region of the municipality of Pristina

- Ancient fortress in Butoc
- Late antique fortress in Koliq
- Late antique fortress in Kolovicë
- Late antique fortress in Sharban
- Keqekolla Fortress
- Late antique fortification Gjyteti i Grashtica
- Gradina e Sofaliëse fortification

Other cultural monuments of the Prishtina municipality region

- Mother Teresa Cathedral in Prishtina
- Ethnoteatro residential complex
- Milevc residential complex (Selim Ismaili)
- Old Bazaar Complex
- Metropolitan Complex
- Clock Tower in Prishtina

Museums in the Municipality of Pristina

- National Historical Museum - With an Austro-Hungarian style, it contains over 50,000 objects in different pavilions.
- Ethnological Museum "Emin Gjiku" - Has cultural monuments from the 18th century. Ancient clothing, utensils, furniture, and old weapons.

Libraries

▪ **National and University Library of Kosovo**

The National and University Library of Kosovo was established in July 1944. It is the highest institution of its kind in Kosovo. With a collection of thousands of books, it is one of the largest libraries in the region. Every year more than 40,000 copies are added to the library's archive. Included in this library are several sub-libraries such as:

- European Library,
- NATO Library,
- Contemporary Art Library,
- Musical Art Library.

The National and University Library of Kosovo is located on the University of Pristina Campus, opposite the National Gallery of Kosovo.

- Hivzi Sylejmani Library

Theatre

- National Theatre of Kosovo in Pristina

Music

- Kosovo Philharmonic Orchestra

Art

- Art Gallery of Kosovo

Museums

- *National Museum of Kosovo* has a collection of more than 50 thousand exhibits of various profiles, from archeology, technology, history, nature, ethnocultural, folklore, heritage and almost everything that tells the history of Kosovo at different times, from the Neolithic era. thousands of years BC, to the present day. The Museum of Kosovo has an extensive collection of archaeological and ethnological objects, including the Neolithic goddess in terracotta throne, found near Pristina in 1956 and depicted on the city's emblem. A large number of objects from antiquity are still in Belgrade and the museum was looted in 1999.
- However, the construction of the museum was done in 1889 and was designed based on the Austro-Hungarian building style and the real purpose was to house the high military command of that time. The museum is working on the return of 1200 objects/artefacts that are important for the cultural heritage of Kosovo, taken from Serbia in 1998. The museum is located in "Adem Jashari" Square".
- *The Emin Gjiku Ethnological Museum* is an integral part of the National Museum of Kosovo in Pristina, located in the old residential complex, consisting of four buildings, two of which date from the eighteenth century and two others from the nineteenth century. The concept of the Ethnological Museum is based on four themes representing the cycle of life including birth, life, death and spiritual heritage. The Stone House is also part of the museum which today serves as a center for contemporary art.

Palace of Youth and Sports

Cathedral of Blesses Mother Teresa

Traditional Clothing in Kosovo

Traditional clothing in Kosovo has a special place in the Cultural Heritage of Kosovo. They are clothes made at home or by various specialists in that field. There are over 200 types of clothing and styles of clothing that depend on where you come from, the history of your tribe, and many others. The first is a woolen, cone-shaped plies, while for women it is a kokore, usually red in color.

Traditional food in Kosovo and the Pristina Region

The most popular among the Albanian people is flija, most preferred in summer. Cooked with "saç" it is a specialty of Albanian cuisine, which is most often prepared in the mountainous regions. Tëspishta is a traditional Albanian dessert, as well as Baklava, which is well-known but has Turkish origins. Albanian cuisine has been influenced by Turkish, Serbian, Croatian, Greek, and Italian cuisines. In urban areas, such as Prizren and Gjakova, Uchime në Tavat are popular, extremely tasty and healthy. Also, various pies, and cheese pie are popular.

Islamic Urban Heritage of the Pristina Municipality Region

- **King's Mosque** - This mosque was built in 1460-1461 by Sultan Mehmet II al-Fatih (as evidenced by the wall carving above the main door of the mosque), just eight years after the fall of Constantinople. It is located in the heart of the old city center, and is the largest and most prominent mosque in Prishtina.
- **Bazaar Mosque** - The Bazaar Mosque is a building in old Prishtina, built in the 15th century by Sultan Bayezid to commemorate the Ottoman victory in 1389. This mosque is also called the 'Tash Mosque', which in translation means 'Stone Mosque'. This mosque is now located opposite the Kosovo Museum.
- **Jashar Pasha Mosque**
- **Pirinazit Mosque**
- **Llapi Mosque**

Clock Tower

- This Clock Tower was built in the 19th century.

Remains of the foundations of the old Hamam

The Great Hamam of Pristina

Kosovo Institute for the Protection of Cultural Monuments

- About 150 m southeast of the Clock Tower, this reconstructed house that once belonged to the Koçadishi family represents the home of a typical Ottoman merchant during the 19th century.

The building of the Academy of Arts and Sciences of Kosovo

- On the right side of the Clock Tower is one of the only remaining houses in the style of 19th-century townhouses. After World War II, this house was nationalized and given to the Secretariat for Culture (the counterpart of today's Ministry of Culture). The Academy of Arts and Sciences has been located in this building since its founding in 1975.

The iconostasis in the Church of St. Nicholas, and two houses of the archbishopric

- **The Church of St. Nicholas** - In recent years, the Church of St. Nicholas has been the only Orthodox church in Prishtina. It was built in the 19th century, apparently by stonemasons from western Macedonia. The buildings near the church are the property of the Museum of Kosovo, while today it houses the Ministry of Environment and Spatial Planning.

7.4.2. Cultural and sports events organized by the Municipality of Prishtina

1. Pristina Jazz Festival, Prishtina, 3 - 8 May
2. Pristina Music Week, Prishtina, 4-9 NOV
3. Sunny Hill Festival, July 25 - 28
4. Etno Fest 10 - 18 August, Kukaj village
5. New Born Festival, 9 August
6. Pri Filmfest, 14 June
7. Prishtina Book Fair
8. Beerfest, Prishtina.

8. Vision and Objectives of Agrotourism Development in the Region of the Municipality of Pristina

The vision that this Strategy plans to achieve over the next five years:

In 2029, the Pristina Capital Region will be promoted and experienced as an attractive destination for tourism in general and Agrotourism in particular, which connects people to the land, through nature, agriculture and integrated rural development, through arts, culture, history and heritage; to each other and to themselves, through scenic experiences, sports and recreation, wellness and health.

8.1. Setting clear objectives for the development of agrotourism in the Pristina municipality region

Setting specific, measurable, achievable, relevant and time-bound (SMART) objectives for tourism development. These could include increasing the number of tourist arrivals, average length of stay or increasing revenues.

- **Promoting and supporting investments in the development of local community tourism** (Agrotourism, Ecotourism and Rural Tourism) and public interest, through domestic or foreign direct investment).
- **Supporting tourism sector activities** and creating favorable economic and structural conditions for their development.
- **Committing to the development and support** of inbound tourism.
- **Supporting and cooperating with stakeholders** in the process of market research, related to tourism resources and products, their development in accordance with the demands of the tourism market and competition in priority areas for tourism development.
- **Supporting, protecting and valorizing or developing tourism resources**, developing and promoting tourism products, in accordance with the principles of sustainable tourism development and in cooperation with stakeholders.
- **Committing to the well-being, protection and promotion of employment in the tourism industry**, giving priority to the employment of young people and women;
- **Encouraging, supporting and promoting professional education and training**, as well as professional and continuous tourism training, through accredited institutions and programs, according to the legislation in force, in cooperation with the responsible ministries covering the relevant field;
- **Encouraging, supporting and cooperating with public and private** institutions in the collection, processing and administration of data in the field of tourism of the municipality of Prishtina.
- **Coordination of activities for the implementation of legal provisions**, including international conventions and agreements in the field of tourism.
- **Cooperation with international organizations** operating in the field of tourism for the assistance programs they offer.
- **Cooperation with competent authorities** to guarantee the safety and protection of domestic or international visitors.
- **Determination of criteria for the functioning of tourist information offices.**
- **Coordination of activities and work with institutions responsible** for equipping road and engineering infrastructure with tourist signage, integrated environmental protection, protection from illegal interference and damage in tourist areas.
- **Administration of complaints from visitors and guests**, domestic or international, including our diaspora, against hoteliers, owners of tourist resorts, tourist guides, travel agencies, tour

operators and other tourist enterprises for the services provided, and forwards them for review to the inspectorate covering the field of tourism.

- **Support, encouragement and awareness of tourist enterprises that carry out tourist**, tourism and travel activities, accommodation structures in hotel hospitality, gastronomy activities, regarding the efficient use of natural resources.

8.2. Guidelines and development orientations of agrotourism in the Pristina Region

Developing agrotourism can be a rewarding initiative, benefiting both the farming communities of rural Prishtina, as well as tourists seeking authentic rural experiences. However, it requires careful planning, regulations, and sustainability practices to ensure its success. By following these guidelines, agrotourism can provide sustainable growth opportunities for rural Prishtina, while providing meaningful and educational experiences for visitors.

Main Guidelines and Orientations for the Development of Agrotourism in the Region of the Municipality of Pristina

Code	Guidelines	Impact on tourism demand and understanding of factors
U1.	Feasibility Study and Assessment of Local Interest Related to Agritourism	<ul style="list-style-type: none"> • Surveying Farmers and Local Landowners: Assessing their interest in agritourism, as it directly involves their farms or properties. • Market Research: Identifying demographics, potential tourist interests, and preferences to ensure there is demand for agritourism in the region. • Infrastructure Availability: Ensuring basic infrastructure (e.g., roads, utilities, communication) can support tourist flows.
U2.	Development of a Unique Agritourism Product	<ul style="list-style-type: none"> • Highlighting Local Agricultural Practices: Showcasing traditional farming methods, organic agriculture, crop variety, livestock farming, etc. • Cultural Experiences: Incorporating local customs and traditions, gastronomy/food, festivals, and crafts to enrich visitor experiences. • Hands-On Activities: Offering interactive activities such as fruit/vegetable picking, farm tours, wine production, cooking classes, and animal feeding. • Seasonal Offers: Promoting seasonal events such as harvest festivals, planting workshops, or autumn leaf tours.
U3.	Sustainable Development Plan	<ul style="list-style-type: none"> • Environmental Sustainability: Ensuring tourism activities do not harm the natural environment or farmland, adopting eco-friendly practices such as waste management and energy conservation. • Preservation of Cultural Resources and Events: Safeguarding local traditions and the authenticity of rural life, avoiding commercialization that could harm the cultural integrity of the area. • Farm Sustainability: Ensuring that agritourism supports farm productivity rather than distracting from agricultural activities.
U4.	Legal and Regulatory Compliance	<ul style="list-style-type: none"> • Zoning and Land Use Regulations: Reviewing local zoning laws and obtaining necessary permits for tourism activities on farmland. • Health and Safety Regulations: Ensuring accommodations, food services, and farm facilities meet health and food safety codes. • Insurance: Farmers and landowners should obtain adequate liability insurance to cover visitors in case of accidents or property damage. • Taxes and Financial Planning: Consulting tax professionals on the implications of adding a tourism component to a farming business.

U5.	Creation of Comfortable and Suitable Infrastructure	<ul style="list-style-type: none"> • Accommodation and Facilities: Providing options like on-farm stays, bed-and-breakfasts, or camping for tourists, ensuring clean sanitation, water supply, and safety features. • Transportation: Ensuring access to the farm via road networks and adequate signage, organizing transportation options for visitors if the farm is in a remote area. • Visitor Centers: Establishing small visitor centers or kiosks where tourists can get information, purchase tickets, or buy farm products.
U6.	Development of Marketing and Promotion Strategies	<ul style="list-style-type: none"> • Branding: Developing a strong and unique brand identity emphasizing the farm's values, rural experience, and authenticity of visitor offerings. • Partnerships: Collaborating with local tourism boards, hotels, and travel agencies to promote agritourism experiences. • Cooperatives or Partnerships: Partnering with local food producers, artisans, or cultural organizations to diversify tourism experiences. • Digital Presence: Creating a website and leveraging social media to promote agritourism products and services, using online booking platforms to reach a wider audience.
U7.	Enhancement of Visitor Experiences	<ul style="list-style-type: none"> • Education and Interpretation: Organizing guided tours, educational programs, and workshops to teach visitors about agriculture, sustainability, and local culture. • Visitor Engagement: Encouraging participation in farming activities or workshops like cheese-making, beekeeping, or flower arranging to make their experience memorable. • Local Food and Cuisine: Offering meals made from locally sourced produce or farm-to-table dining experiences to connect visitors with regional agricultural products.
U8.	Training and Capacity Building	<ul style="list-style-type: none"> • Staff Training: Training farm staff in hospitality management, customer service, and tourism-related activities. • Local Involvement: Engaging the local community by providing employment or business opportunities, such as running restaurants, craft shops, or guided tours. • Visitor Management: Establishing policies to manage tourist behavior, ensuring respect for farming activities and the natural environment.
U9.	Monitoring and Evaluation	<ul style="list-style-type: none"> • Feedback Mechanisms: Collecting visitor feedback to continuously improve the tourism experience and address concerns. • Financial Sustainability Assessment: Monitoring revenues generated from agritourism to ensure positive contributions to the farm's overall profitability. • Impact Assessment: Regularly evaluating the impact of tourism on the farm, environment, and local community to ensure sustainable development.
U10.	Diversification and Adaptation	<ul style="list-style-type: none"> • Expanding Offerings: As the agritourism business grows, consider diversifying experiences offered, such as seasonal activities or partnerships with nearby farms and attractions. • Adapting to Trends: Keeping up with emerging trends in agritourism, such as wellness tourism, eco-tourism, or gastronomy tourism, and tailoring offerings accordingly. • Ensuring Clean Environment and Sustainable Use of Natural Resources: Maintaining a clean environment and promoting sustainable use of natural resources in all agritourism activities.

8.3. Development of the Tourism Product in the Region of Pristina Municipality

The development of tourism products and offers are key elements in the tourism industry. A tourism product represents everything that tourists can experience and use during their trip and stay at the destination, while the tourism offer includes all products, services, and activities that the destination provides for tourists. The first step in developing the tourism product is analyzing the current state of tourism in the region of Pristina Municipality as a tourism destination. This involves identifying existing tourist attractions, infrastructure, competition, and tourist flows.

The development of agritourism products involves designing and offering experiences that combine agriculture with tourism, providing visitors with the opportunity to engage in rural life, agricultural activities, and the natural environment. Developing a successful agritourism product requires strategic planning to ensure it meets the needs of both tourists and the local community. Below is an overview of the key steps and considerations for developing agritourism products:

Key Steps and Considerations for Developing Agritourism Products and Tourism Offers

No.	Steps	Considerations
S1.	Identification of the main product	<ul style="list-style-type: none"> • Farm Experiences: Focus on activities such as grain harvesting, feeding animals, beekeeping, or learning about organic farming. Hands-on activities can provide authentic rural experiences. • Culinary Tourism: Include farm-to-table gastronomy experiences, cooking classes, or tastings featuring local and homemade products such as cheese, yogurt, honey, wine, and rakia. • Education and Seminars: Offer workshops on relevant topics like sustainable farming, traditional crafts, or organic gardening. • Nature-Based Experiences: Utilize the natural beauty of the farm or rural area by offering hiking, wildlife observation, camping, or eco-friendly accommodations.
S2.	Differentiation of the product	<ul style="list-style-type: none"> • Development of Unique Themes: Create products based on the farm's specific features, history, or local culture. Examples include: <ul style="list-style-type: none"> ➤ A dairy farm focusing on cheese and dairy product workshops. ➤ A vineyard offering wine and rakia tasting experiences. ➤ A flower farm hosting bouquet-making session. • Seasonal Activities: Adapt offerings to different seasons, such as pumpkin picking in autumn or fruit harvesting in summer.
S3.	Identification of the target market	<ul style="list-style-type: none"> • Target Market Identification: Identify potential customers such as: <ul style="list-style-type: none"> ➤ Families seeking farm-based experiences and vacations. ➤ Families looking for educational experiences. ➤ Gastronomy tourists seeking authentic culinary adventures. ➤ Environmentally conscious travelers interested in sustainable practices. ➤ Schools and groups organizing educational field trips..
S4.	Infrastructure and facilities	<ul style="list-style-type: none"> • Accommodation: Build capacity for on-farm stays (e.g., cabins, villas, or lodges) to extend visitor experiences.

		<ul style="list-style-type: none"> • Dining Areas: Provide spaces for farm-to-table dining or picnic areas. • Visitor Centers: Include facilities offering information about the farm, guided tours, and sales of farm products or local souvenirs. • Restrooms and Parking: Ensure proper amenities for visitors' comfort.
S5.	Marketing and Promotion	<ul style="list-style-type: none"> • Storytelling and Legends: Share the farm's history, heritage, and commitment to sustainability through engaging narratives. • Digital Presence: Use social media, a dedicated website, and platforms like TripAdvisor or Airbnb to promote developed and designed products. • Partnerships: Collaborate with local tourism boards, nearby attractions, and hospitality businesses to reach a broader audience.
S6.	Sustainability and community engagement	<ul style="list-style-type: none"> • Sustainability: Ensure agritourism activities are sustainable, do not harm the environment, and do not disrupt farming operations. • Community Engagement: Collaborate with local communities to offer shared products, such as tours with local artisans or cultural performances.
S7.	Designing experiences and customer satisfaction	<ul style="list-style-type: none"> • Unforgettable Experiences: Train staff to provide knowledgeable, engaging, and informative tours or workshops. • Customer Feedback: Encourage feedback to improve services and adapt to visitor needs over time.
S8.	Compliance and legal considerations	<ul style="list-style-type: none"> • Legal Compliance: Ensure adherence to local regulations on zoning, safety, water, and sanitation, as well as any specific agricultural laws. • Permits and Licenses: Obtain the necessary permits or licenses to host tourists, conduct educational workshops, or sell souvenirs and farm products.
S9.	Financial planning	<ul style="list-style-type: none"> • Financial Planning: Develop a clear financial plan outlining costs (infrastructure, staff, marketing) and revenue streams (entry fees, workshop fees, souvenir and product sales). • Start Small: Begin with manageable offerings and expand based on market demand and feedback.
S10.	Continuous evaluation	<ul style="list-style-type: none"> • Monitoring and Adjusting: Regularly evaluate results and feedback to adapt the tourism offer. • Product Refreshment: Continuously improve the product to remain competitive in the market.
S11.	Sustainability	<ul style="list-style-type: none"> • Long-Term Sustainability: Focus on preserving natural resources and cultural heritage for future generations.
S12	Education and training	<ul style="list-style-type: none"> • Ensure farm owners, managers, and rural residents, as well as other service providers, are trained to deliver quality experiences to tourists.

The destination of the Pristina Municipality region is unique in many natural, cultural, and social aspects, making it essential for the strategy and products to align with these specific characteristics.

Additionally, tourism can have negative impacts on the environment and the local population, so sustainable tourism development is also an important aspect of the tourism development strategy.

8.4. Market Research for Local, Regional, and International Tourism

Tourism demand refers to the desire and ability of travelers to visit a specific destination. Several factors influence tourism demand, and understanding these factors is crucial for the tourism industry, central and municipal governments, and businesses, in order to plan and manage tourism activities effectively.

Understanding these factors and monitoring their fluctuations is essential for stakeholders in the tourism industry to make informed decisions, adapt their offers, and respond effectively to changes in demand.

Below are some of the key factors influencing tourism demand, listed and explained in a concise manner:

Code	Factors	Impact on tourism demand and understanding the factors
F1.	Economic Factors	<ul style="list-style-type: none"> • Income Levels: Higher disposable incomes generally lead to increased travel spending. • Economic Stability: Political stability and a strong economy can boost tourism demand.
F2.	Demographic Factors	<ul style="list-style-type: none"> • Age: Different age groups have varying preferences, interests, and travel needs. • Family Size and Composition: Families with children may have different travel needs compared to solo travelers or childless couples. • Gender: Travel preferences can vary by gender, with certain destinations or activities being more popular among specific genders.
F3.	Socio-Cultural Factors	<ul style="list-style-type: none"> • Culture and Cultural-Historical Heritage: Tourists often seek experiences related to the culture, history, and traditions of a destination. • Social Trends: Changes in lifestyle and social trends can influence travel preferences and behaviors. • Social Media and Peer Influence: Recommendations and opinions from friends, peers, and influencers significantly impact travel choices.
F4.	Technological Factors	<ul style="list-style-type: none"> • Internet and Online Booking: The ease of booking flights, accommodations, and activities online plays a significant role in driving tourism demand. • Mobile Applications: Travel apps and navigation tools enhance the overall travel experience.
F5.	Environmental Factors	<ul style="list-style-type: none"> • Natural Attractions: Scenic beauty, wildlife, and natural wonders are major draws for tourists. • Climate: Weather conditions greatly influence when and where people choose to travel.
F6.	Political and Regulatory Factors	<ul style="list-style-type: none"> • Visa Policies: Visa requirements and entry regulations can either facilitate or hinder international travel.

		<ul style="list-style-type: none"> • Political Stability: Political unrest or conflicts can deter tourists from visiting a destination.
F7.	Infrastructure and Accessibility	<ul style="list-style-type: none"> • Transport Infrastructure: The availability and quality of transportation options, including airports, roads, and public transit, impact tourism demand. • Accommodation Options: The variety and quality of accommodations influence travelers' decisions.
F8.	Marketing and Promotion	<ul style="list-style-type: none"> • Destination Marketing and Promotion: Effective marketing campaigns increase awareness and interest in a destination. • Travel Discounts and Incentives: Special offers and discounts stimulate tourism demand.
F9.	Health and Safety	<ul style="list-style-type: none"> • Health Considerations: <ul style="list-style-type: none"> ➤ Factors like pandemic outbreaks (e.g., COVID-19) can significantly impact tourism demand. • Safety Perceptions: <ul style="list-style-type: none"> • Data on a destination's safety and public perceptions of security influence travel decisions.
F10.	Special Events and Festivals	<ul style="list-style-type: none"> • Events and Festivals: Special events and festivals attract tourists, leading to temporary increases in tourism demand.
F11.	Economic Recession and External Shocks	<ul style="list-style-type: none"> • Economic Recession, Natural Disasters, and External Shocks: Economic downturns, natural disasters, and external shocks can have both short- and long-term impacts on tourism demand.

8.5. Branding or Destination Marketing of Agrotourism in the Municipality of Pristina Region

Branding an agrotourism destination involves creating a unique and attractive identity that resonates with your target audience. Through this approach, you will be able to build a strong brand, recognized for your agrotourism destination, attracting the right audience, and ensuring an unforgettable experience for your guests.

1. Identifying Unique Selling Points (USP):

- **Natural Resources:** Highlight the unique features of your land, such as vineyards, orchards, organic farms, or rare flora and fauna.
- **Cultural Heritage:** If your location has a rich history, local traditions, or crafts, these can be central to your brand.
- **Offered Experiences:** Focus on activities such as farm tours, wine tasting, harvesting, cooking classes, or interactions with animals (feeding, milking sheep, etc.).

2. Target Audience Analysis:

- **Demographics:** Demographics: Identify who is most likely to visit. Are they families, couples, young professionals, or retirees?
- **Interests:** What are they looking for in a vacation—relaxation, learning, adventure, or connection with nature?

3. Brand Identity Development:

- **Name and Logo:** Create a name that reflects the essence of your destination. The logo should be simple yet memorable, representing your unique offerings.
- **Tagline:** Develop an attractive and meaningful tagline that encapsulates your brand promise, e.g., “Harvest Memories” or “Where Nature Meets Tradition.”
- **Color Palette and Fonts:** Choose colors and fonts that evoke the right emotions, such as earthy tones for a rustic feel or vibrant greens for a fresh, natural vibe.

4. Brand Story:

- **Narratives:** Create a compelling story that emotionally connects with your audience. Explain the origins of your agrotourism destination, its mission, and the passion behind it.
- **Values:** Clearly communicate your commitment to sustainability, community, and authentic experiences.

5. Online Presence:

- **Website:** Develop a user-friendly website that showcases your offerings with high-quality visuals, detailed descriptions, and easy booking options.
- **Social Media:** Use platforms like Instagram, Facebook, and Pinterest to share engaging content, such as photos of farm life, guest experiences, and behind-the-scenes stories.

6. Marketing and Promotion:

- **Content Marketing:** Create blogs, videos, and newsletters that provide value to your audience, like sustainable farming tips or recipes using local produce.

- **Partnerships:** Collaborate with local businesses, influencers, or travel bloggers to expand your reach.
- **Events and Festivals:** Host seasonal events that attract guests, such as harvest festivals, wine tasting events, or farm-to-table dinners.

7. Guest Experience:

- **Hospitality:** Make sure every interaction with guests reflects your brand values. Personalized service and attention to detail can turn visitors into loyal advocates.
- **Feedback and Improvement:** Encourage guests to provide feedback and use it to continually improve your offerings.

8. Sustainability and Community Engagement:

- **Eco-friendly practices:** Promote your commitment to sustainability, whether through organic farming, renewable energy, or waste reduction.
- **Local community:** Involve local artisans, farmers, and businesses in your operations to create a sense of community and authenticity.

9. Monitoring and adapting:

- **Analysis:** Track the performance of your branding efforts, using metrics like website traffic, social media engagement, and guest feedback.
- **Adaptation:** Be willing to refine your branding strategy based on what works and what doesn't.

Developing a recognizable brand or trademark for the Pristina Municipality Region's tourism destination, products and services is key to a successful marketing strategy. This includes creating a logo, slogan and unique identity that will attract visitors..

“Stay in Kosovo – Visit the Pristina Region”

8.6. Tourism Marketing Plan for the Pristina Municipality Region

A regional tourism marketing plan is a strategic document used to promote tourism in a specific region or destination, in our case the Pristina Municipality Region Tourist Destination. This plan usually includes a series of marketing strategies and tactics to attract local, regional and international tourists, especially those from the Diaspora, as well as to promote the region as a desirable tourist destination. Here are some key steps and elements that are usually included in the development of a marketing plan for the Pristina Municipality Region.

It should be noted that a regional tourism marketing plan is an ongoing process. By continuously monitoring and adapting the strategies included, it can contribute to the efficiency of the tourism industry of the Pristina Municipality Region, as well as to the flourishing and development of tourism, meeting the needs of the target audience.

Research and Analysis

- **Defining the Region as a Pristina Tourist Destination:** Understanding the geographical boundaries, attractions, culture and unique features that make the Region attractive to tourists.

- **Identifying the target audience:** Determining the demographics, interests and preferences of the segments and tourists we wish to attract.
- **Competitive Analysis:** Researching other regions or destinations that compete for the same segments and tourists.

SWOT Analysis

Preparation of a SWOT analysis (by highlighting and highlighting all the main features, such as Strengths, Weaknesses, Opportunities and Threats), with the aim of identifying the values offered by the tourist region of the municipality of Pristina, where investments and continuous improvements are needed.

Setting clear objectives

- Setting specific, measurable, achievable, relevant and time-bound (SMART) goals. For example, increasing tourism revenue by a certain percentage within a year.

Budget allocation

- Determining available financial resources and assigning a budget for marketing activities.

Positioning and branding

- Developing a unique value proposition and positioning for the Pristina municipality region. Is it important to differentiate yourself from your competitors through product and service diversification? So, you need to create a compelling brand identity that matches the demands of the market and the target audience.

Marketing MIX

Development of a comprehensive marketing strategy that includes the following elements:

- **Product:** Highlighting tourist attractions, accommodation types and experiences.
- **Price:** Establishing a pricing strategy, tourist packages and discounts.
- **Place:** Determining distribution channels, such as travel agencies, online platforms and visitor centers.
- **Promotion:** Creating a detailed plan for promoting the Pristina municipality region as a tourist destination, including online and offline marketing.

Content Creation

- Preparation of high-quality content that highlights the attractions and culture of the Pristina Municipality region, including photos, videos, blog posts, and social media content.

Website and online presence

- Create or improve a user-friendly and mobile-friendly website that features the tourism values and resources of the Pristina Municipality region. Implement SEO strategy to improve search engine visibility.
- Use social media platforms and online advertising to reach your target audience.

Collaboration and Partnerships

- Both the development of the Marketing Plan and its implementation are carried out in partnership with local businesses, tourism operators and other stakeholders to promote the Pristina Municipality region.
- Joint marketing campaigns and cross-promotional initiatives are developed together with stakeholders.

Event Marketing

- Organizing events, festivals and manifestations that showcase the culture, gastronomy and traditions of the region.
- Using these manifestations to attract tourists and generate media coverage.

Visitor Services

- Improving visitor services, including information centers, transportation options, and hospitality training for staff.

Measurement and tracking

- Implementing key performance indicators (KPIs) to measure the success of marketing efforts. This can include website traffic, social media engagement, and tourism revenue.

Adapt and iterate

- Regularly reviewing the marketing plan and adjusting it based on changing market conditions and performance data.

Sustainability

- Sustainability and responsible tourism practices should be continually considered, as they are becoming increasingly important to tourists.

Community engagement

- Involving the local community in the tourism industry and ensuring that they benefit from its growth.

9. SWOT Analysis of Agrotourism Development in the Pristina Municipality Region

Strengths	Weaknesses
<ul style="list-style-type: none"> • Geostrategic position of Kosovo, the Capital and the Pristina Region, which enable quick access to regional, European and international export markets • Abundant natural and cultural-historical resources • Cooperation between the public and private sectors • Prosperity and diversity of natural and cultural attractions and resources • Personal and property safety • Prioritizing the development of some specific forms of community tourism • Quality of life and raising the standard of living • Museums, galleries and other specific cultural institutions in Pristina and the surrounding area • Cultural heritage and the richness of traditional culture in the Pristina region • Authentic gastronomic offer and BIO food in the rural regions of Pristina • Water wealth of Lake Badoc and Batllava • Kindness, care of the local population • Favorable climatic conditions • Care and good service • Hospitality of the local population. 	<ul style="list-style-type: none"> • Unfavorable tourism policy • Inefficient tourism management system • Insufficient and dysfunctional transport and service infrastructure in tourist destinations • Insufficient marketing activities to promote rural tourism in Kosovo • Poor use of EU funds and weak capacities for the preparation and implementation of EU projects • Insufficient cooperation between the public and private sectors • Lack of tourism development strategy • Lack of infrastructure necessary for tourism development (roads, transport, energy supply, water, sewage, directional signs, etc.) • Non-membership of Kosovo in international tourism associations • Lack of spatial planning in the tourism sector • Lack of awareness of the need for sustainable tourism development, protection of natural and cultural heritage • Lack of Regulatory Planning, and degradation of primary natural resources • Lack of Management Organization of Destination • Lack of experience in planning and developing Products and Destination • Lack of investment funds for the tourism sector • Lack of accommodation facilities (superstructure) in attractive rural tourist areas • Lack of adequate statistical information in tourism • Lack of a tourism marketing concept • Lack of prestigious hotel companies. • Strong seasonality • Relatively high level of the grey economy.

Opportunities	Risks
<ul style="list-style-type: none"> • Natural conditions and resources for the formation of the tourist offer • Strategy for the development of tourism in the region - raising the image of Pristina as a destination • Establishment of the Destination Management Organization of the Pristina region • Capacity building in relevant institutions • Valorization of cultural and historical monuments; • Presence of the international community in Kosovo • Completion of the relevant legal infrastructure, in cooperation with central institutions • Young population age • Utilization of the best experiences from other countries • Diaspora, (experience, investments and tourist demand). • Potential of rural and continental areas • Public-private partnership in the implementation of tourism projects and product development • Activation of abandoned and unused former social property • Linking tourism and agriculture and other economic activities • Development of digital technologies • Adaptation to accelerated technological changes in tourism • Increasing demand for specific forms of tourism • Changes in global tourism trends • Increasing interest of tourists in sustainable destinations and eco-tourism • Interest of local communities in being involved in tourism development planning processes • Proximity to emissions markets. • Kindness and hospitality of the local population. 	<ul style="list-style-type: none"> • Unfavorable image of Kosovo, due to negative publicity in the northern part of Kosovo • Neglect of protection of natural, ecological and cultural resources and values • Lack of interest from investors • Strong regional competition • Delay in the privatization process in the tourism sector. • A tax system that discourages the improvement of the quality and competitiveness of tourism • Continued neglect of development processes in the tourism sector • Continuation of unfavorable fiscal and monetary policies • Crisis situations (pandemics, wars, terrorism, climate change, economic crises, etc.) • Continuation of the tense situation and security risks in the North.

10. Investments in tourist structures and infrastructure

Investments in tourism structures and infrastructure are critical to the development and sustainability of the tourism industry in the Pristina Municipality region destination. These investments can include a wide range of projects and developments that aim to enhance visitor experiences, stimulate economic growth and protect the environment. Here are some common areas where tourism infrastructure investments are made:

- 1. Transportation:** The development and maintenance of transportation infrastructure is essential. This includes the construction and maintenance of roads, highways, bridges, and public transportation systems. Efficient local transportation networks make it easier for tourists to access a destination.
- 2. Accommodation:** Investment in accommodations such as hotels, resorts, vacation rentals, and campsites is essential to provide visitors with comfortable and safe places to stay.
- 3. Recreational facilities:** The construction and maintenance of recreational facilities such as theme parks, sports centers, and entertainment venues can be an important part of tourism infrastructure investments.
- 4. Infrastructure for outdoor activities:**
 - Connecting existing hiking and cycling trails in the mountainous areas with those of the Gërmia Park, the Bear Park and other areas such as those in the Batllava and Novobërda areas;
 - Creating new trails in the mountainous areas of Gallapi and connecting them with other trails at the municipal and regional levels.
 - Signposting of local and inter-municipal trails and roads.
 - Looking at the possibilities for location and the possibility of building camping structures.
 - Looking at whether there is a possibility for a location for Mini Golf.
- 5. Promotion of Cultural and Heritage Sites:** The preservation and promotion of cultural and heritage sites, museums, historic buildings and archaeological sites will attract tourists interested in history and culture.
- 6. Natural attractions:** Investments in national parks, wildlife reserves and eco-tourism destinations can help preserve natural beauty and provide opportunities for sustainable tourism.
- 7. Utilities and other services:** Investments in infrastructure in water supply, sanitation, electricity and telecommunications are essential to support the tourism industry. Reliable services are essential for both tourists and tourism-related businesses.
- 8. Information Centres:** Establishment of tourist information centres, signage and digital platforms to help visitors navigate the destination and access information on attractions and services.
- 9. Waste Management and Environmental Protection:** Sustainable tourism infrastructure includes waste management facilities and environmental protection measures to ensure that the destination remains attractive and environmentally responsible.
- 10. Safety and security:** Investing in law enforcement, emergency services and security measures are essential to provide a safe and secure environment for tourists.
- 11. Marketing and promotion:** Investing in marketing and promotional campaigns to attract tourists and showcase the unique offerings of the destination.
- 12. Human resources and training:** Investing in human resources, including training and capacity building for tourism professionals, particularly the local community within the destination, can improve the quality of service and the overall visitor experience.
- 13. Accessibility:** Making destinations more accessible to people with disabilities through modifications to infrastructure and accommodation.

It is important that these investments are well planned and sustainable, taking into account the needs of the local community, the environmental impact and the long-term economic benefits. Public and private sector cooperation is often most necessary for the effective financing and management of these projects. Properly developed tourism infrastructure can stimulate economic growth, create jobs and contribute to the overall development of a region or country.

11. Action Plan

1. General objective 1: Development of agritourism and capacity building in the municipality of Pristina						
Specific objective 1.1	Indicator(s) for measuring achievement of the objective			Baseline	2025 Target	2027 Target
Potential assessment and planning	Indicator 1: Feasibility study completed			0%	100%	-
	Indicator 2: Operational planning drafted			0%	100%	-
Activity	Deadline for implementation	Total Cost	Source of funding (if financed by the Municipality it must be harmonized with the MTEF, if financed by a donor it must be stated)	Leading Directorate	Support department	Result
1.1.1						
1) Market demand analysis	2025	30,000.00	MB, Donors	DAFRD	DE	Market demands reflected
2) Local attraction analysis	2025	25,000.00	MB, Donors	DAFRD	DE	Local attractions identified
3) Available resource analysis	2025	30,000.00	MB, Donors	DAFRD	DE	Available resources identified
4) Rural agritourism situation analysis	2026-2027	100,000.00	MB, Donors	DAFRD	DE	State of agrotourism in rural areas assessed
5) Environmental status assessment	2026-2027	20,000.00	MB, Donors	DAFRD	DE	Report on the current environmental situation.
1.1.2						
6) Assessment of targeted tourist segments	2026-2027	20,000.00	MB, Donors	DAFRD	DE	Assessment of targeted tourist segments completed
7) Preliminary evaluation of agritourism products and services	2026-2027	45,000.00	MB, Donors	DAFRD	DE	Agritourism products and services evaluated

8) Assessment of the needs for tourism structures and infrastructure	2026-2027	25,000.00	MB, Donors	DAFRD	DE, DI	Needs for tourism structures and infrastructure reflected
9) Development of the marketing strategy for agritourism	2026-2027	30,000.00	MB, Donors	DAFRD	DE	Marketing strategy for agritourism developed
Specific objective 1.2	Indicator(s) for measuring achievement of the objective			Baseline	2025 Target	2027 Target
Inventory and development of attractions and activities	Indicator 1: Agritourism attractions and activities inventoried			0%	100%	-
	Indicator 2: Agritourism attractions and activities promoted			0%	25%	65%
Activity	Deadline for implementation	Total Cost	Source of funding (if financed by the Municipality it must be harmonized with the MTEF, if financed by a donor it must be stated)	Leading Directorate	Support department	Result
1.2.1						
10) Development of agricultural and farm-based activities	2026-2027	20,000.00	MB, Donors	DAFRD	DE	Farm-based agricultural activities developed
11) Promotion of cultural and historical experiences	2026-2027	30,000.00	MB, Donors	DAFRD	DE, DI	Cultural and historical experiences promoted
12) Organization of family- and child-friendly visits	2026-2027	20,000.00	MB, Donors	DAFRD	DE	Family- and child-friendly visits organized
13) Organization of educational and learning tours for agritourism	2026-2027	35,000.00	MB, Donors	DAFRD	DE, DE	Educational and learning tours for agritourism organized
1.2.2						

14) Organization of cooking classes and culinary experiences	2026-2027	20,000.00	MB, Donors	DAFRD	DE	Cooking classes and culinary experiences organized
15) Organization of outdoor and adventure activities	2026-2027	20,000.00	MB, Donors	DAFRD	DE	Outdoor and adventure activities organized
16) Organization of seasonal and thematic/cultural activities	2026-2027	25,000.00	MB, Donors	DAFRD	DCYS, DE	Seasonal and thematic/cultural activities developed
Specific objective 1.3	Indicator(s) for measuring achievement of the objective			Baseline	2025 Target	2027 Target
Improvement of infrastructure and investment in agritourism facilities	Indicator 1: Public infrastructure improved			Determined after the feasibility study		
	Indicator 2: Agritourism facilities supported			Determined after the feasibility study		
Activity	Deadline for implementation	Total Cost	Source of funding (if financed by the Municipality it must be harmonized with the MTEF, if financed by a donor it must be stated)	Leading Directorate	Support department	Result
1.3.1						
17) Construction and maintenance of necessary public facilities (visitor centers, restrooms, parking areas, picnic spots)	2025 - 2027	Determined after the feasibility study	MB, Donors	DAFRD	DE, DI	Necessary public facilities constructed
18) Development of infrastructure for safe access for all categories of visitors	2025 - 2027	Determined after the feasibility study	MB, Donors	DAFRD	DE, DI	Infrastructure for access for all categories of visitors ensured
19) Installation of signage and information boards	2025 - 2027	Determined after the feasibility study	MB, Donors	DAFRD	DE,	Signage and information boards installed
1.3.2						

20) Support for accommodation facilities in agritourism areas	2025 - 2027	Determined after the feasibility study	MB, Donors	DAFRD	DE	Accommodation in agritourism areas supported
21) Support for public-private partnerships in enhancing accommodation capacities	2025 - 2027	Determined after the feasibility study	MB, Donors	DAFRD	DE	Public-private partnership in enhancing accommodation capacities supported
22) Subsidizing the adaptation and improvement of accommodation capacities	2025 - 2027	Determined after the feasibility study	MB, Donors	DAFRD	DE	Adaptation and improvement of accommodation capacities supported
23) Subsidizing capacity building efforts	2025 - 2027	Determined after the feasibility study	MB, Donors	DAFRD	DE	Capacity building supported
Specific objective 1.4	Indicator(s) for measuring achievement of the objective			Baseline	2025 Target	2027 Target
Training and capacity building of staff	Indicator 1: Farm staff trained			Determined after the feasibility study		
	Indicator 2: Business managers supported			Determined after the feasibility study		
Activity	Deadline for implementation	Total Cost	Source of funding (if financed by the Municipality it must be harmonized with the MTEF, if financed by a donor it must be stated)	Leading Directorate	Support department	Result
1.4.1						
1) Providing training for farm staff on safety protocols	2026 - 2027	Determined after the feasibility study	MB, Donors	DAFRD	D.E	Farm staff trained on safety protocols

2) Providing training for farm staff on hospitality and customer service	2026 - 2027	Determined after the feasibility study	MB, Donors	DAFRD	D. E	Training for farm staff on hospitality and customer service completed
1.4.2						
3) Providing training for business managers on financial planning	2026 - 2027	Determined after the feasibility study	MB, Donors	DAFRD	D. E	Business managers trained in financial planning
4) Providing training for business managers on marketing and promotion	2026 - 2027	Determined after the feasibility study	MB, Donors	DAFRD	D. E	Business managers trained in marketing and promotion
Specific objective 1.5	Indicator(s) for measuring achievement of the objective			Baseline	2025 Target	2027 Target
Promotion, marketing, and partnership networking in agritourism	Indicator 1: Promotion and marketing organized			Determined after the feasibility study		
	Indicator 2: Networking and partnership strengthened			Determined after the feasibility study		
Activity	Deadline for implementation	Total Cost	Source of funding (if financed by the Municipality it must be harmonized with the MTEF, if financed by a donor it must be stated)	Leading Directorate	Support department	Result
5.5.1						
1) Promotion of agribusinesses on digital platforms	2026 - 2027	Determined after the feasibility study	MB, Donors	DAFRD	D. E	Agribusinesses promoted on digital platforms

2) Support for local and regional marketing of agribusinesses	2026 - 2027	Determined after the feasibility study	MB, Donors	DAFRD	D. E	Agribusinesses supported in local and regional marketing
5.3.2						
3) Encouragement of joint initiatives by the local community	2026 - 2027	Determined after the feasibility study	MB, Donors	DAFRD	D. E	The local community supported for joint initiatives
4) Establishment of agritourism networks and partnerships	2026 - 2027	Determined after the feasibility study	MB, Donors	DAFRD	D. E	Agritourism networks and partnerships established
5) Creation of a Destination Management Organization (DMO) for agritourism)	2025	20,000.00	MB, Donors	DAFRD	D. E	DMO established
Specific objective 1.6	Indicator(s) for measuring achievement of the objective			Baseline	2025 Target	2027 Target
Sustainability, assessment, and improvement of environmental practices	Indicator 1: Sustainable environmental practices			Determined after the feasibility study		
	Indicator 2: Quality of products and services improved			Determined after the feasibility study		
Activity	Deadline for implementation	Total Cost	Source of funding (if financed by the Municipality it must be harmonized with the MTEF, if financed by a donor it must be stated)	Leading Directorate	Support department	Result
1.6.1						
1) Support for the implementation of sustainable environmental practices	2025 - 2027	Determined after the feasibility study	MB, Donors	DAFRD	D. E	Sustainable environmental practices supported

2) Support for visitor awareness programs	2025 - 2027	Determined after the feasibility study	MB, Donors	DAFRD	D. E	Visitor awareness programs supported
1.6.2						
3) Encouragement of interactive activities with visitors	2025 - 2027	Determined after the feasibility study	MB, Donors	DAFRD	D. E	Interactive activities with visitors supported
4) Monitoring of agritourism activities, products, and services	2025 - 2027	Determined after the feasibility study	MB, Donors	DAFRD	D. E	Agritourism activities, products, and services monitored