AN ANALYSIS OF KOSOVAR TOURISTS VISITING ALBANIA. COMPARISON WITH MACEDONIAN TOURISTIC DEMAND.

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Abstract

According Gravity Model (Matias, 2004; Dubarry, 2000), Linnemann (1966), the tourist flow between two countries depends on three categories of factors; driving factors (the origin), attractive (the destination) and resistance factors (individual among an origin and a specific destination). In this context, we see the development of tourist flows between Kosovo and Albania, and will try to make some interpretations about the market share occupied by Kosovo tourist flows and the growth of these flows in Albania. It will also make an exploration of Kosovo touristic demand in origin, so what are the major destinations for Kosovo tourists, the main motives of Kosovo tourists travel. To make the study we rely on secondary data about annual Kosovo tourist arrivals obtained from the Ministry of Tourism in Albania, as well as a study done through questionnaires addressed Kosovo tourists throughout the year 2010-2011. It is seen that the Kosovo demand for tourism in Albania is primary for vacation, secondary for business, and recently visiting friends and relatives. Its primary attractions are sun and sea, as well as the cultural attractions. The main motive of pushing the Kosovars to travel is resting, meanwhile Macedonians are divided between rest and discovery. Macedonians have a large portion of transit 18%, which to the Kosovo market does not exist. Kosovo tourists have a percentage who have mixed reasons, such as vacation and family events. But the structure of the variable does not change. Therefore priority remains holiday the second coming is family event, the third business reasons.

Keywords: *gravity model, touristic flows, touristic demand, market share, growth rate;*

1. KOSOVAR TOURISTS DEMAND TO ALBANIA

Kosova has started with 275 520 tourists, and in 2010 there were 1.17932 million tourists. Average number of tourists is 563 335 tourists / year while for 2009 was 358.004/year, almost a doubling of this indicator. Number of tourists / residents is 0.312. The graph shows that demand until 2009, there was a significant increase, a large increase in 2010.

KOSOVAR TURISTS DEMAND
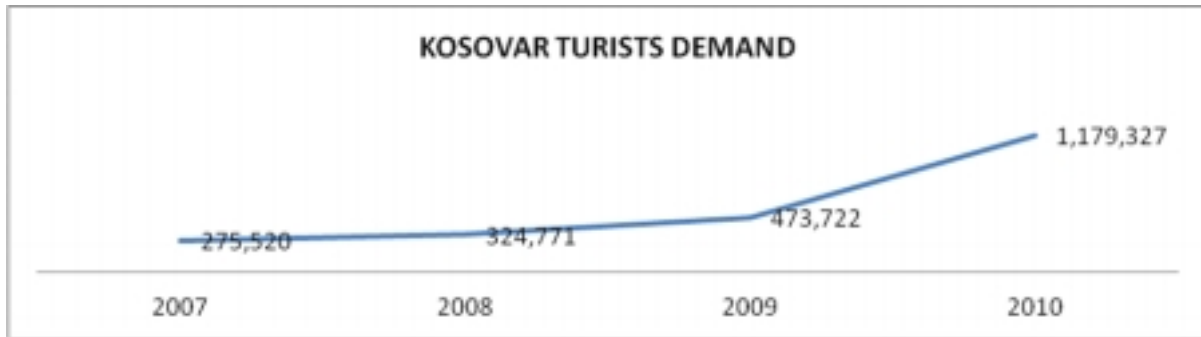
While market share has decreased in 2008, but has a two to start diversifying 2010. (from 25% to 48%). The average growth rate is 70.9% while for 2009 was 31.87%. Graph of growth is increasing. This indicates that a new market with great potential for Albania.

KOSOVAR MARKET

If you see an average increase in years after I have removed the extreme values of the standard deviation is ± 17.2% increase. There is a positive growth trend with b0 = 0.66

KOSOVE
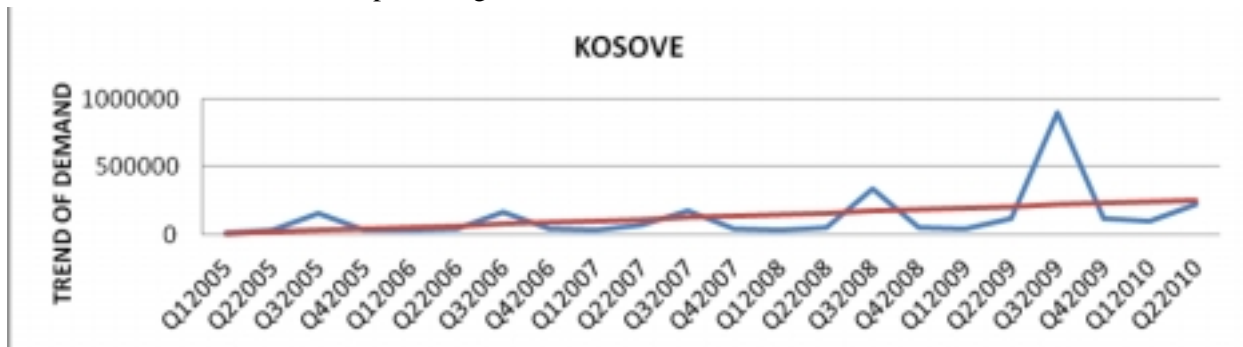
Coefficients of seasonality, the first quarter is 0:37 ratio, 0.6 second quarter, third quarter 2.5, the fourth quarter was 0:46. There peak period of July-August-September, fall in October-November-December, but is still high, is the highest in April and May to June, and is very low in January-February-March. Average unseasonality application of three-month period January 2006 - June 2011 was 130 153 tourists, while quarterly demand trends after unseasonality is positive regression coefficient of 11745.38. Demand trend coefficients are calculated by simple regression method, depending on the time, while the coefficients of

seasonality with the technique o seasonality f simple moving average and seasonal ingredients calculating non-regular.

2. RESEARCH METHODOLOGY .

This analysis is done mainly by primary processing of data collected as part of a major study made during the period May 2010 to May 2011, in connection with the main origins visiting Albania (Kosovo, Macedonia, Greece, Italy, Germany, England, Montenegro and Eastern Europe). Amount of questionnaires made for each origin is calculated as a percentage of total questionnaires. The population of the research are all international tourists originating countries, Greece , Macedonia , Kosovo , Italy , UK , Germany , Montenegro and Eastern Europe , over 14 years, who visited Albania during the period May 2010 - May 2011. The condition is that they have to consume most of the trip in Albania (usually asked to exit). So international tourist statistics, in 2009 the Ministry of Tourism was used as reference. According to information from the statistics of international tourist arrivals in 2009 to determine the origins that we took as we study, the total is 1,371,243 tourists. Since our study consists of descriptive statistics for each origin, but on average compared to some variables such as activities that carry foreign tourists in Albania or the perception of Albania as a destination compared to some other countries in the region, the best definition of mass selection takes greater importance. On the other hand no previous studies made in this direction , in order to rely in our study on these studies to obtain an average value and standard deviation and to be referenced in determining the measure of choice . In order to have for each origin likely to make a sufficient number of questionnaires in order to make an total acceptable for each origin introduced as a measure of acceptable choice measure precisely this choice (a total of 1110 questionnaires and 396 questionnaires for this origin as the major origin in Albania). One sample was stratified proportional method adopted in the election. Our final choice is this.

Table 1: Schedule of filling the questionnaire on the ground for the period May 2010-May 2011.

Origin	JANUARY	FEBRUARY	MARCH	3M I	APRIL	MAY	JUNE	3M II	JULY	AUGUST	SEPTEMBER	3M III	OCTOBER	NOVEMBER	DESEMBER	3M IV
KOSOVE	12	8	15	**35**	12	20	40	**72**	70	70	51	**191**	28	35	35	**98**

Source: Author.

 Kosovo market:(396 questionnaires): level of accuracy for this origin tends to 5 %(400 questionnaires) . The survey questionnaires were supposed to be met at points of entry and exit which was provided to the foreign tourists were fleeing from Albania and have spent at least one night in Albania. The data were collected at border crossing points as the airport " Mother Teresa " in Tirana , Durres and Vlora ports, customs points Kakavija, crossing, neck and Tushmeshit Thana, Morine Morine and neck .

3. DESCRIPTION OF KOSOVAR DEMAND

 (396 questionnaires) : level of accuracy for the origin tends to 5 % (400 questionnaires) .
Socio- Demographic Profile : Kosovar tourists of all ages , but age takes 18-40 years 74 % of the market. The majority of respondents were female (60% of respondents) , perhaps because they more easily accept

to fill the questionnaire. About 60 % of the market are married , employed mainly (58 %) or students (16 %) , skilled workers (51 %). Few High staff or manager (25%). Are highly educated (50 %) and secondary education plus vocational (46 %) . Have income 1000-2500 Euros (about 44 %) and below 1,000 euros (about 32 %) . With revenues of EUR 2500-4000 only 15 % of the market.

Tourist behavior in general: Kosovars asked mainly take two vacations a year once (about 48%), and three times vacation a year (about 24 % , one of the highest rates for this option). Only once the holiday gets only 16 % of the market. The duration of the holiday is usually two or three weeks (about 72 %). Relax for a few weeks (rreth16 %). Kosovars traveling mainly to try new things (about 43 %) , for wearing to the reality / relaxation (about 56 %) , to strengthen ties (about 24 %).

Bringing tourist destination: Kosovars who come for the first time in Albania are about 16 % of the market. Those who have visited two to five times Albania are about 45 % of the market, while 6-10 times have been about 25 % market share and over 10 times approximately 14 %. Kosovar tourists mostly stay 8-14 nights (around 56 %), while 2-5 nights 6-7 nights stay approximately 12 % of the respondents. Albanian Kosovars come for holidays (68 % of respondents), business (9 %) for family events(10 %), to holiday and family events (12 %). Kosovars traveling mainly with family (60 %), with friends (28 %) and are loathe to travel alone (only about 10 % of them traveling alone) . They mostly spend 30-50 euros (about 53 %), or 50-100 euros (19 %). They mostly stay in hotels (about 56.5 %) , house rent (about 37 %) and friends (27 %). It is characteristic that Kosovars use a wide variety of forms of accommodation , ranging from friends and peers to tourist complexes, resorts, etc. , but do not use camping and caravan or tent . The main form of transport is personal cars (about 83 %), bus(about 16 %) and aircraft (8 %). Kosovars in 56 % of cases come directly to a specified destination well before that, in 25 % make a trip chain (in some places in Albania) .

Sources of information : They receive information primarily from friends and friends (40 %), and TV advertising (33 %), travel guides (23 %) and travel agencies (13 %). Interesting is the fact that Kosovars, unlike many other markets (together with Montenegrins) receive information from commercial sources and TV advertising , in a considerable extent . Friends occupy first place but to a considerable extent by less than many other countries , while travel agencies used by a small portion of the market. Albanian Kosovars opt for quality hospitality (35.5 %) for other reasons were not given in the questionnaire (this should interpret rather as affection to Albania , or for feeling patriotic) (25 %), for cheap prices (25 %) and recognizing new sites (18 %). Kosovar tourists are natural (50 %), culture (25 %), the rest (49 %), industrial tourism likes you (as the second choice 13 %) and sports activities (6 %).

4 . MARKET PERCEPTION OF KOSOVO FOR REGIONAL DESTINATIONS:

- In regard to risk level of enforcement; country with high risk of classified Greece with 1.64 average risk , then as a high-risk destination shown Macedonia (2.79), Italy (3:47), Montenegro (3:52), Croatia (4:43), Turkey (6:31) and Albania (with average 6:37) .
 - As for the facilities as destination entry and exit more difficult to catch the Kosovars 3.63 average seen in Greece , then Italy with 3.73 average, less difficult is Macedonia (5:59), the following Croatia (5.79), Montenegro (6:11), 6:58 Albania on average , and Turkey 6.90 average .

- In respect of travel costs for the most expensive place Kosovars see Italy with 1.95 average , with average 2:01 Greece, Croatia (2:47), Montenegro (3:14), Macedonia (3:39), Turkey (3:47) and Albania (4:20) .

- Travel to the quality of the bad quality of the destination market perceived Kosovo Macedonia with 1:55 average , slightly better Montenegro (2:07), Albania (2:35), Greece (3:13), Croatia (3:58), Turkey (3.96) and Italy (4:52).

 - Information on destinations Slender ranked as the market for the destination Greece 3.84 average , good bit of Albania (3.89), for Croatia (4:01), of Montenegro (4:10), to Italy (4:32), for Turkey (4.82) and Macedonia (5:54).

 Hospitality from Kosovo market - perceived as weaker in Greece with an average of 1.97 responses , slightly better in Italy (2:05), Macedonia (2:57), Croatia (2.61), in Montenegro (4:31) in Turkey (4:39) and Albania (4:58) .

As more Kosovars activities like absolute rest, sun bath, restaurant, swimming, catch new friends, cultural properties, landscapes, cultural events, bike, business, sailing, sports viewing, visit attractions, games with kids etc. There are many fans of the long stride, studies, their hobbies, and religious trips (for travelers arriving in Albania as a destination).

   92 % of respondents stated that they would return, 8 % do not know .

5 . EVALUATION OF THE KOSOVAR MARKET FOR SERVICES IN ALBANIA.

- In respect of the quality service : The accommodation : 4 % of Kosovars and evaluate it bad , 32 % neutral , 24 % good , 39 % good . Average evaluation of the quality of accommodation is 3.99 . In restaurant 5 % of very poor quality estimates , 13 % poor , 19 % neutral , 45.5 % good and 17 % very good . The average assessment for restoring quality is 3:57. In transport : 4 % very poor , 30 % poor , 9 % neutral , 42 % good , 14 % very good . Average evaluation of the quality of transport is 3:32. In other services : 12 % rated very poor , 25 % poor , 21 % neutral , 33 % good , 8 % very good . Average evaluation of the quality of other services is 3 .

 - Evaluation of price: The accommodation 8 % see it as very high, 15 % high, 47.5 % as neutral as low as 17 % and 12 % as very low . Average Rating for accommodation price is 3.1. In restaurant : 4 % more High , High 15 % , 57 % neutral , 12 % of low and very low 12 % . Average price for restoring assessment is 3:13. In transport: 16 % more High, High 41 % , 32 % neutral , Low 5 % and 5 % is very low . Average price assessment for transport is 2:41. In other services 12 % more High, High 34 %, 49.5 % neutral and 4 % is very low. Average price evaluation for other services is 2:49.

- Evaluation of report quality / price on accommodation, 16 % rated the bad report, 16 % neutral, 53.5 % good, 14 % very good. The average assessment for quality report / accommodation price is 3.66. In transport, 6 % rated very bad, 35 % bad, 14 % neutral, 30 % good , 14 % very good . Average evaluation to report quality / price of transportation is 3:11. In other services 6 % rated as very poor, 31 % as bad , 15 % neutral, 33.3 % good, 14 % very good. Average evaluation to report quality / price of other services is 3:11.

6 . CONCLUSIONS

In conclusion we can say that the Kosovo market can be divided into market and market vacationers to visit relative. The business market is small. The vacationers market to distinguish family vacationers who are married , with children , come to Korea with their families 1 , 2 , 3 or 4 children , mostly employed but also to other , mostly employees qualification, little odd, income mainly from 1000-2500 euros, little income 2500-4000 euro . As a family resort will be conditional on school holidays to take vacations, to take holidays and I mostly 2 times a year, but once a year holiday, usually for 2-3 weeks. They came to Albania for 2-5 times, or more than 6 times, (this depends on how new or old the family), mostly 8-14 nights stay. The main theme of travel as they escape from reality treadmill / relax , spend 30-50 euros per day , accommodation in hotels , rental houses or other forms of commercial accommodation, travel with their cars , and they very well determine where to go. Besides friends and relatives use as a source of information and advertising and television. Come mainly in Albania because they feel like home, and the quality of hospitality (which sometimes is not very different from the first). Cheap prices is another choice but used more as dual choice.

The second market that of young tourists (non-family), consists of new age 19-25 years old, single, mostly student or student or employed as a civil , High staff or manager , with higher education (by excluding students), with household income (personal) under 1000 euros, 2 or 3 times trips once a year, to relax a week or 2-3 weeks, come to Korea for the first time or have to be 2-5 times . Make short vacation, a night (those who come for the weekend, or 2-5 nights, those who come for the beach). Have as main motif extensive new travel / discoveries, as reasons coming holidays traveling mostly with friends, spend under 30 euros, stay in hotels, to friends and comrades , tourist complex, rooms for rent, bus travel, trips in Albania, information received from friends and peers , from travel agencies or travel books and guides in Albania come to know new places, to lower prices , but also for activities . Tourists are mostly natural, cultural , less vacation , you like sports activities .

The market for visits to friends and relatives. Includes all categories of age, employed or self employed , married or single, to qualify employees or unqualified , or other social groups , with income from 1000-4000 euros, taking vacation 3 or more times 3 times a year, but those who take vacation two times a year, to relax more than 3 weeks , come to Korea more than 6 times, 2-5 nights stay in Albania, or 6-7 nights as their motive leading to the strengthening of travel as their main reason coming to visit friends and relatives, and combine it with the rest, traveling with the family but only spend about 30 euros, mainly lie to friends and relatives, mostly coming by car personal, have a well-defined destination (residence of relatives or friends), the source of information are friends, are all sorts of types of tourists.

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