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**Linking rural tourism to agriculture. Evidences from comparative  
case studies in Kosovo, Italy and Spain**

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Rural tourism has been widely promoted in the European Union as an effective measure counteracting economic and social challenges facing rural areas especially those with declining agriculture economies. Particularly its role is seen in provision and maintenance of public goods which are more and more demanded by the public and considered in the policymaking.

In Kosovo, rural tourism has been developed through the support of the international organizations and private sector initiatives, with primary aim to generate additional income for rural households and sustainable management of natural and cultural resources. Anyhow, it could be stated that the use of territorial capital to enhance the quality of the tourist offer and undertake promotion at wider circles of people has not been well explored so far, particularly possible links with agriculture that would satisfy visitors demand.

In this regard this research study analyzes involvement of local stakeholders and use of territorial capital to develop tourist offer in rural areas of Kosovo. Beside, study applies comparative approach with other two areas of the European Union, Appennino Bolognese in Italy and Alpujara in Spain, to understand and compare the process of rural tourism development and demand characteristics between Kosovo and these areas. A survey has been conducted in all three study areas with rural tourism visitors to understand their preferences for public and private goods and services when visiting rural areas and the role of agriculture in sustaining rural tourism.

Results show that there is a potential to link rural tourism with agriculture in Kosovo, which would help in sustaining agriculture and add additional value to local food products, which in return would enhance the tourist offer and make it more attractive for the visitors but also for the farmers as an additional revenue generating sector.

**Keywords:** rural tourism, agriculture, public goods, territorial capital.

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## **1. Introduction**

### **1.1 Statement of problem**

Rural tourism has enjoyed strong growth in most of European Union (EU) and it has been widely promoted as an effective measure counteracting economic and social challenges facing rural areas especially those with declining agriculture economies. The decline in agricultural and other forms of rural employment in many countries has created a need for diversified range of rural businesses. In most cases, tourism has presented a potential complementary activity for rural communities especially, for people engaged in agriculture to diversify their activities (Cánoves, Villarino, Priestly & Blanco, 2004; Sharpley & Vass, 2006), use more efficiently their resources at the farm level and market their products as they get exposed to the visitors in the area (Hjalager, 1996).

In the EU tourism is recognized as an important economic activity which generates growth and employment, making a particular contribution to the development and economic and social integration of rural and mountain areas. It represents “third largest socioeconomic activity in the EU after the trade and distribution and construction sectors” (European Commission, COM (2010) 352 final), and it is forecasted to increase its influence and contribution to economic development, employment and social cohesion (Risk & Policy Analysts Limited, 2012). Rural tourism provides medium of interconnection with other sectors and has impact on socio-economic development, therefore, EU applies an integrated approach to tourism ensuring that the sector is taken into account in its other policies. The EU has mainstreamed tourism under different policy areas including the rural development policy and gave significant importance through its European Agricultural Fund for Rural Development (EAFRD), which among other activities, supports establishment of rural tourism businesses, development and promotion of agro-tourism and sustainable use of natural and cultural rural heritage (European Commission, COM (2010) 352 final).

In Kosovo, during the socialist system, after the 70's, tourism in rural areas of Kosovo, developed as “mountain tourism” by building tourist resorts for winter holiday and recreation. Since the 90's, the political developments retained Kosovo's socio-economic growth, pending the investments in all economic aspects, thus causing decline of the tourism sector in general and decrease in the number of tourists.

After '99, the post-war country ended up with a greatly damaged infrastructure, socio-economic depression and no operational institutions which could take over with the rehabilitation and gear the development process in the country. After the war, Kosovo has been perceived as a destination which suffered during the conflict, with images mainly associated to refugees, ruins

and caused perceptions as an unsafe place to visit. These images continued to be perceived especially, for the rural areas due to the poor living conditions and opportunities for economic growth and regardless of the attractive untouched natural and cultural resources, traditional lifestyle and multiethnic culture made impossible to attract the visitors to the country.

According to the Kosovo Agency of Statistics (KAS), trends of visiting Kosovo increased especially after declaration of independence in 2008 with an increase in the number of visitors between 2008 and 2013 for around 115.5 % while the nights of stay also increased for 99.6% for the same period (KAS, 2014).

Over the years, investments in the sector of tourism in Kosovo have been mainly concentrated in urban centers and were carried out by private sector in accommodation facilities and services. In the recent decade, special attention has been given to development of rural tourism as growing sector of the overall tourism market which has been introduced within the transition process as a complementary activity to agriculture to generate additional income for rural communities.

Agriculture is an important sector for the overall Kosovo economy and particularly for the rural people it presents main source of income. Although its contribution to the GDP has declined from 25% as recorded in the 1980s and early 1990s, it is still significant and according to the Kosovo Agency of Statistics it accounted for 14.1% in 2011 (ARDP 2014-2020, 2014). Agriculture provides critical income for at least 70% of rural households (ARCOTRASS-Consortium, 2006) which have relatively small farms with an average size of 1.5 ha, using relatively outdated technology, having limited support from the advisory services and poor access to funding. Due to small farm sizes and obstacles for investment, agriculture productivity is very low and is sufficient only for self-consumption with very limited amounts available to sell in the local markets, thus generating low levels of income for living. As a main source of income for rural people followed by public administration, agriculture does not present an employment perspective especially, for young rural population who tend to migrate for working reasons in urban areas or any EU country. Anyhow, the fact that 61% of population lives in rural areas (Ministry of Agriculture, Forestry and Rural Development, 2014) same as in the European Union, and that majority of rural households rely on agriculture as the main income generating sector, presents an important argument for the Government of Kosovo (GoK) to recognize agriculture as an important sector for the economy. Therefore, in 2007 it drafted the Agriculture and Rural Development Plan 2007-2013 following the EU's principles and Common Agricultural Policy (CAP) framework. While until 2007 from the Kosovo's consolidated budget 1% was allocated for agriculture (World Bank, 2007), in 2008 and following years importance of the sector was

reflected with total increased budget for the MAFRD from one year to another reaching merely 2% from the governments total expenditure amount. The limited support to agriculture and rural development from the government was complemented by significant contribution from the EU and other donor agencies which supported Kosovo's economic reform process through financial means and technical assistance.

The Kosovo Government's approach to the development of agriculture and rural sector has been mostly conventional and it tends to continue supporting the agriculture rather than applying integrated territorial approach which, stimulate inter-sectoral linkages and growth. Despite the support to improve agriculture production, efficiency and make it more profitable the challenges faced from rural areas in Kosovo remain unsolved such as: lack of economic attractiveness, poor access to public services, unemployment and migration to urban centers or Western Europe. With its highest number of young population in Europe, Kosovo is known for its highest migration trends among countries in transition (World Bank, 2010). The key motivation for migration is search for employment.

It is observed in countries of Central and Eastern Europe - CEE, that diverse rural cultures of the society present various opportunities for tourism development at small-scale, providing high income generation and possibility to be controlled by local population (Hall, 2004). In the scope of regional and economic development programs, the donor agencies were the first to introduce the rural tourism concept in Kosovo with the aim of generating employment and better management of cultural and natural resources. Donor funded programs contributed to spreading of rural tourism initiatives in all regions of Kosovo even in the areas with no prior involvement in tourism activities by trying to embed it within local development strategies, drawing on the existing resources and opportunities of the respective areas such as agriculture production and typical food, landscape, biodiversity, local architecture, handicrafts and hospitality. Rural tourism projects contributed to improvement of local infrastructure for tourism and preservation of traditional lifestyle by mobilizing and restoring local autochthonous buildings many of which were destroyed during the war. These initiatives engaged farmers and their families who were not tourist entrepreneurs with all necessary skills and knowledge required for planning and the promotion of the sector but received some basic training. A lot of effort has been put in linking tourism with traditional agriculture and environment and other aspects of the wider social and economic development (Regional Development Agency East, 2011)). In mountain areas where livestock production, dairy and meat sector is dominant, dairy products and particularly lamb have been promoted as tourist products associated with their origin from the area. South west which is known for vineyards and tradition in wine production has been targeted

as destination area for its beautiful agricultural landscape and recreational activities such as wine tasting which are attractive for the rural visitors.

On the other side private sector investments focused more on the economic benefits without paying special attention to mobilization of “endogenous” resources of the territory.

Although investments are continuous, tourism development process in Kosovo, does not mark steady sustainable growth due to the poor networking activities which would play an important role in maintaining and enhancing the activities after projects have been completed. The present situation leads to understand that there is low level of “social capital” which is not able to efficiently utilize the mobilized resources (economic, cultural and natural), consolidate linkages created upwards and further shape them to fit to the demands of visitors. Thus, rural territories with all their potentials, resources and existing products and services remain not to be sufficiently promoted to the local and foreign visitors despite their increased interest in visiting these destinations. The need to adjust supply to the changing market needs, expectations and requirements of the visitors certainly is an inevitable way of developing sector in a sustainable way which puts forward the need for analyzing the characteristics of the demand for tourism in rural areas. Consolidation and growth of the sector requires diversification and improved quality of products and services, adequate marketing and development of networks and cooperation among main stakeholders. The sector moreover requires effective management of public and private goods based on the principles of sustainable development to capture the interest of current and potential visitors that would visit rural areas with an attractive tourism offer.

It is worth stating that practices of rural tourism in Kosovo in recent decade have added to better understand that rural development no longer consists of agriculture alone and there are other measures which are indispensable to improve the quality of life in rural areas and promote the sustainable and integrated rural development. Tourism initiatives have also opened rural areas and revealed their potentials that could be used to reach economic benefits without harming social and environmental characteristics of the territories; promote development of small scale businesses engaging women and youth as labor force within farm and rural households; and develop supply chains, add value and promote local food production.

In 2013, Kosovo along with Albania and Montenegro won the prestigious Tourism for Tomorrow Award by the World Travel and Tourism Council for Destination Stewardship 2013, for developing the trans-border “Peaks of the Balkans Hiking Trail” ((World Travel & Tourism

Council, 2013)<sup>1</sup>. The award announcement certainly has upgraded the image of Kosovo as tourist destination with the trail leading to traditional villages, untouched landscape in mountains and rural areas but at the same time it has provided possibility for local people to understand the benefits of rural tourism while preserving the natural resources and cultural values of the region. The Council has recognized this initiative as best practice in sustainable tourism, satisfying and attracting new market segments, which would support greatly the image and reputation of Kosovo (World Travel & Tourism Council, 2013).

Despite the concerted efforts by both donors and private sector, the potentials for investment in the sector still are unexplored and agriculture practices are not combined with the utilization of natural and cultural resources (GIZ, 2013), thus contribution of tourism to rural development in Kosovo, remains “limited and patchy”. Moreover, the same risk factors which have been identified affecting the rural tourism development in CEE remain the same for Kosovo as well. Among the factors, poor information about the demand for this particular sector has been identified as affecting the development process (Mihailović & Moric, 2012).

In this context, this research contributes to fill the gap with missing information on;

- the current state of rural tourism in Kosovo and characteristics of the offer (the most appreciated private and public goods by visitors),
- the market demand for rural tourism and level of importance given to and level of satisfaction of the visitors with the offer,
- the perceived role and contribution of agriculture from the visitors views, in provision of public and private goods as part of the tourist offer and its productive, social and recreational functions
- the potential demand for agro-tourism; preferences for participative or passive agro-tourism and types of farms to be visit for agro-tourism purpose,
- Supporting design of suitable policies which would take full advantage of the agriculture potential to provide economic and recreational functions and develop appropriate agro-tourism models based on learning experiences from other European areas such as cases studies in Alpujarra and Appennino Bolognese.

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<sup>1</sup> Available at: <http://www.wttc.org/press-room/press-releases/2013/leading-sustainable-tourism-businesses-celebrated-at-wttc-tourism-for-tomorrow-awards/>

According to the literature review, this is the first study of this type ever conducted in Kosovo and considering the dominance of rural areas and prevailing support to agriculture and rural tourism activities, making this topic worth investigating.

The information retrieved from the field research and the comparative approach applied between Kosovo and two different EU areas, Alpujarra in South-Eastern Spain and Appennino Bolognese in North Italy, aims to provide input for policy makers for measure design of rural development policies in Kosovo to take into account the emerging challenges for farmers, such as biodiversity protection, broad-based cultural landscape preservation, creation of jobs, but also valorization of food products as cultural assets which are more and more becoming important concerns among public. Creation and promotion of regional value chains, mobilization of local endogenous potentials and resources for thriving rural areas, the raising of the economic activities and the creation of employment opportunities for the rural population should be among activities supported within the concept of diversification which have already been integrated in the EU Rural Development Policy<sup>2</sup>.

In most countries of South East Europe, lack of willingness among governments complemented with an inability to device investments in the tourism sector (Hall, 2004) has been observed, whereas, for the case of Kosovo, it could be stated that the stimulation by Government bodies for rural tourism promotion and coordination of activities has been limited due to the lack of interest and inadequate units and specialized officials in highlighting or supporting the advantages and potentials of the areas for sector's development.

Within the process of preparation for the accession and integration in the EU, a key challenge is to decrease regional disparities and achieve economic and environmental sustainability for the rural areas (Beckman & Dissing, 2007). In its way to European integration, rural tourism should be seen by policy makers as a mean to achieve the sustainable development of rural economy in Kosovo, based on the inclusive participation and balanced use of territorial capital but also by including tourism as integrated part of the national agriculture and rural development strategy.

## **1.2 General statement of contribution**

Although rural tourism initiatives are spreading through private sector investments and donor supported programs for regional and rural development, data availability on the actions

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<sup>2</sup> Press release of European Commission (2013/6/26): Memo - CAP Reform – an explanation of the main elements. Available at: [http://ec.europa.eu/agriculture/cap-post-2013/agreement/index\\_en.htm](http://ec.europa.eu/agriculture/cap-post-2013/agreement/index_en.htm)

carried out is limited while studies or publications that would provide an overview on the development path, economic impact and progress achieved are very few. Responsibilities and initiatives are rather dispersed lacking direct involvement and institutional coordination at the local and national level with a role of building the system of data based on the existing resources used and products and services developed. Among available documents is the Sector Analysis for the Diversification of Rural Economy in Kosovo drafted by the German Society for International Cooperation (GIZ, 2013) with the request from the Ministry of Agriculture, Forestry and Rural Development (MAFRD), elaborating potentials for employment and income generation through on-farm and off-farm diversification activities. This report gives recommendations for the design of EU compliant funding programs to diversify economy in the rural areas of Kosovo. At the regional level, several rural tourism projects were implemented in the framework of European Union Regional Economic Development program (EURED) funded by the European Union office in Kosovo (EUOK) and were coordinated by the Regional Development Agencies which in cooperation with the stakeholders prepared rural tourism strategies defining objectives, priorities and exploring further potentials based on which future actions could be driven.

The present research study begins with the need to analyze the demand side and to understand visitors' perception on Kosovo rural areas, their preferences when visiting these places for tourism purpose and it investigates the possibilities of complementing tourism with agriculture by understanding the visitors' attitudes towards agro-tourism practices. This study aims to provide the above information to assist in sustaining the current process of rural tourism development and if the interest for visiting agro-tourism facilities exists, to enforce mutual cooperation between these two sectors and thus lead to stimulated growth in tourism by agriculture support.

In the literature limited research is found concerning the demand for rural tourism or agro-tourism despite the significance attached to rural tourism development by various development programs and measures. In the framework of demand there are articles which analyze the expenditure behavior of visitors by capturing the quality of the tourism experience and the quantity in terms of economic value units (Skuras, Petrou, Clark, 2006), consumer preferences for certain agricultural landscape features which represent an important rural aesthetic element (Sayadi et al., 2009; Gao, Barbieri &Valdivia, 2013), recreational values of the landscape (Carpio et al., 2008), preferences for agro-tourism products and services (Norby and Retallick, 2012) and the attitudes towards practices of agro-tourism (Leco et al., 2013).

Therefore, the present study aims to represent an important contribution to the literature in general as it is the first to be carried out in Kosovo to provide information on demand for rural

tourism, visitors' attitudes towards rural tourism and investigates potentials for agro-tourism development in the future. It makes review of existing information and amalgamates data retrieved by many projects' documents and their promotional materials, national strategic documents and by discussions with stakeholders involved in the implementation of previous and current initiatives undertaken in the sector. Understanding better the demand for rural tourism in Kosovo is important information that would be used by development agencies, non-governmental organizations, associations and business operators to sustain tourism activities by shaping and tailoring their services and products to the changing market demands by either adapting new marketing channels or innovation processes in management, product development or planning for future growth (Veeck, G., Che, D., & Veeck, A., 2006). Nonetheless, this information is very useful for the policy makers since it directly represents the views of public which could be fed in the process of policy making, one of the challenges of the reforming process of the CAP post 2013 which encourages wide participation of public and stakeholders in the decision-making process to tailor policies for all people and not only for farmers (EC, 2013).

An additional value of this work, is the comparative approach applied between Kosovo and two different rural areas of the EU, that display particular development levels and contexts for rural tourism. Tourism development, failures together with the good practices which are followed in these two countries have been presented in cases studies selected as methodology tool under this research with purpose of making recommendations for a suitable model for rural tourism including agro-tourism in Kosovo that could be adaptable to the Kosovo circumstances and distinctive features. Good practices from two European areas based on which recommendations are made, will be useful to the policy makers in designing appropriate actions to meet particularly the criteria for funding under the second objective set within Instrument for Pre-Accession (IPA) II financial assistance "Support for economic, social and territorial development" or any other donor program which assists the process of rural economic restructuring.

### **1.3 Obstacles in the research work**

Rural tourism is a new concept in Kosovo, and as mentioned above it has been driven by the donor institutions' programs implemented by foreign and local non-governmental organizations (NGOs), in certain cases also by the initiative of private sector. Due to the lack of coordination of activities in the sector, at the national level, by a specific entity or board, and lack of NGOs experienced and specialized in this sector, lack of available data related to sectors' development, operational businesses and types of products and services developed and offered



has been one of the mayor obstacles faced within research process. Even the Ministry of Trade and Industry (MTI), which has its Tourism Department and is responsible to maintain the business registration database, does not have information on the number of businesses which operate in the domain of rural tourism in Kosovo. This is because during business registration, categorization of these activities is evidenced only as “hotel entity with accommodation” or “hotel entity without accommodation” which cannot lead to perform any additional breakdown among entities according to the type of business activity they run. Lack of data for the sector is an overall problem faced in other parts of South East Europe as reported by Hall (2004). Therefore, in order to overcome this problem, during the course of the research the author has contacted and cooperated with those stakeholders who were involved in the area of rural development and specifically, rural diversification such as the Ministry of Agriculture and Rural Development (MAFRD), Ministry of Trade and Industry (MTI), municipal economic departments, United Nations Development Program (UNDP), German Agency for International Cooperation (GIZ), Regional Development Agencies (RDAs), rural tourism businesses, associations and local private companies which implemented rural tourism projects. Information has been shared and gathered from the above mentioned institutions and consisted a relevant part of the research work. The data generated by the empirical analysis in the area will contribute decisively to the proper orientation and formulation of the policies that support development of this sector.

This study is conducted using the data from the field research, theoretic studies, literature review and information showing latest developments in the area of rural development with specific focus on tourism development in rural Kosovo and the potential for agro-tourism in these areas.

## **2. Study rationale, research questions and methodology/research approach**

### **2.1 Broad rationale for the study**

Rural areas of Kosovo are characterized by rich natural resources such as varied landscape, agriculture land, green production, air quality and multi-cultural environment with history and traditions. Rich ecosystem and biodiversity with an inventory comprising distinctive species of flora and fauna is one of characteristics of these rural areas. Unfortunately, Kosovo has not yet made part of any convention or international agreement in the field of nature protection. Network of protected areas is managed under national biodiversity conservation legislation which is undergoing a process of harmonization with the relevant EU *aquis communautaires*, while there are further areas proposed for protection which need a proper conservation process.

Although abundant in natural, cultural and historical attractions these have not sufficiently been explored as part of territorial capital for new economic activities and to create new jobs and income generation in rural areas, hence major problems remain such as:

- high rate of unemployment (according to the Kosovo Agency of Statistics (KAS), the unemployment rate for the first half of 2012 was 28.5% in urban areas, reaching 40.1% in rural areas),
- 45% of the labour force is unemployed,
- outmigration particularly of young people,
- limited access to public services,
- decline in household income from agriculture (MAFRD, 2014) and
- abandoned agriculture land, mostly pastures due to the migration of land owners to urban centers (MAFRD, 2014).

There is high dependency on agriculture which is the main economic sector in Kosovo generating employment with a contribution of 35% to the total employment and with 12 % to the Gross Domestic Product (GDP) (World Bank, 2014). As traditional sector, agriculture does not only keep an important position in the national economy but also plays important role in social life of the rural community.

The adopted approach within rural development policy for diversification within and beyond agriculture to promote viability and sustainability of rural communities underline the basis of the objectives of the Lisbon strategy and the EU's defined priorities on growth and job creation (European Parliament, 2005). Both national strategies in Kosovo for Agriculture and

Rural Development prepared for the programming period 2007-2013 and the recent one for 2014-2020 follow the same programming framework and are in line with the EU's priorities for rural development. In these strategies rural tourism has been identified as an important activity under the diversification measure which does not only bring economic benefits to the community through additional incomes generated but it generates social benefits as well through exchange of cultural experiences between locals and visitors, and increased attractiveness of the rural areas. Even at the municipal level, within the framework of the local development, several municipalities have identified rural tourism in their Local Development Strategies (prepared based on the LEADER Like approach), as an alternative to agriculture, with a prior focus aimed at improving the economic status with a relative interest on cultural and natural values. In this aspect, tourism is seen as a driver of employment growth based on the increasing opportunities offered by rural attractions, organized and sustained by small and medium local enterprises while if introduced in agriculture medium it can also stimulate for agriculture multi-functionality (Hall, 1998).

Agriculture and rural development sector has gained considerable political attention since 2008 when public expenditures for agriculture increased by 50% but were still not sufficient for financing of all the proposed activities in the strategy (World Bank, 2010). Implementation of the national strategy focused mainly on measures supporting agriculture production and infrastructure and as elaborated in the Mid-Term Evaluation Report of the ARDP 2007-2013<sup>3</sup> the weaknesses of the implementation were that it did not tend to some of the most urgent problems of rural areas such as infrastructure and rural services. According to the stakeholders who were interviewed by the evaluators during the mid-term evaluation, it has been realized that the Measure 6 which was designed for diversification of rural economy, has not been implemented by the Government due to the limited budget but also due to the preferences for implementation of direct payments or rural development measures related to extension of physical infrastructure and crop production in agriculture, which appealed wider range of sector beneficiaries and tended to rather support private interest than ensure complemented provision and maintenance of public goods. Even under Measure 8 (Local Development Strategies) priority was given to small scale rural infrastructure projects, hardly having any related to the rural tourism, or creating synergies with small scale processing or capitalizing on territorial natural and cultural heritage.

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<sup>3</sup> Mid-term evaluation of the ARDP 2007-2013 has been concluded in September 2012 in the frame of the EU Twinning Project supporting the Ministry of Agriculture, Forestry and Rural Development (MAFRD) in legislative and policy development and in implementing the Agricultural and Rural Development Program.

The European Union Office in Kosovo through its Program for Regional Economic Development (EURED) under Instrument for Pre-Accession Assistance, which helps potential candidate and candidate countries during pre-accession process, supports diversification initiatives since 2009. The aim of the program is to support economic regeneration and create favorable conditions for regional economic development in line with EU's best practices. Beside there are other donor funded initiatives by the United Nations Development Program (UNDP), CARE International, United Nations Children's Fund (UNICEF) which enhanced territorial development through support to community development, rural and tourism infrastructure, tourism product and service development, training of human resources, partnership establishments, regional value chain development and marketing activities. The development approach in Kosovo carried on by donor organizations pooled exogenous resources which steered the planning and implementation of rural tourism projects interacting with endogenous resources. This way of approach known as "neo-endogenous" development is interpreted as "effective intervention" to development (Ray, 2006). Anyhow, as rural development is very complex and dependent on the interactions between local and external forces, the sustainability of rural tourism initiatives in Kosovo greatly depends on the partnerships and relations which have been established during relatively short periods of projects' implementation between local/rural actors and external agents or non-local resources. The key to successful economic performance of rural areas does not only rely on levels of investment, entrepreneurial skills and degrees of participation, moreover it relies on horizontal and vertical relations and networks to spur innovation and knowledge (Murdoch, 2000).

Rural areas are undergoing unconventional changes therefore; decisions which are made under implementation of the tourism actions should consider range of needs but at the same time availability of resources and capacities to respond to the pressures created (Garrod, Wornell, Youell, 2006). They are being opened and promoted at a certain degree to the visitors but certain destinations face challenges in respect of creating and reflecting a specific identity which associates with the characteristics of its rural capital. Using endogenous resources available at rural areas and developing them into tourist products which bear the features that are considered as important and appreciated by the visitors (Mc Nulty, 2004) is critical to create an adequate supply. So far, the process of developing tourist destinations together with products and services promoted, does not sufficiently recall and associate with the identities of these territories, which could be attributed also to the lack of information on the demand by visitors as consumers of private and public goods in these destinations.

The mid-term review of the Agriculture and Rural Development Plan (ARDP) states that many farmers have no understanding on diversification possibilities to generate income from activities other than agriculture because good practices are missing and the possibility of combining income from agriculture and tourism is currently limited. With a continuous support to agriculture this measure could complement with the other program schemes supporting agriculture by using its potentials and linking it to tourism as agro-tourism. This new combined activity could sustain agriculture development in the area; it could contribute to the territorial based development of quality products, social and recreational activities and could ensure to consolidate the identity of the tourist destinations where these activities are ongoing.

In this regard, the rationale for this PhD study is based on the need to provide useful inputs which are obtained directly by the public/visitors for the rural tourism business owners to upgrade and diversify their offer linked to the territory, but also for the policy makers to stimulate growth and sustainable development of rural areas through creating synergies between the programs supporting agriculture and tourism development, to enhance economic growth, upgrade the environment and preserve cultural values of the rural society.

To make a progress towards truly sustainable development of rural tourism in Kosovo, research applies comparative approach with two EU areas, Alpujarra in Spain and Appennino Bolognese in Italy by providing a practical basis to learn from the experiences of these areas, their social and institutional contexts which stimulated rural tourism and the role of stakeholders in the process. Analysis and comparison of visitors' demand characterized with increased concern and preferences for production of public goods, gives to understand for public's influence in shaping the EU's rural development policies towards improved production of positive externalities through agriculture. Results from comparative analyses will also offer insights to propose models adaptable for the particular conditions of rural Kosovo and direct the process while still it could be harnessed and geared on the benefit of the community and environment. As a backbone of the rural economy, agriculture in Kosovo has the potential to demonstrate its multifunctional role through agro-tourism practices, for instance, and by redistributing the economic roles within rural households make the agro-tourism attractive sector for employment and income generation.

## **2.2 Research questions. Search for sustainable rural tourism in Kosovo: Can rural tourism benefit from agriculture?**

The overall aim of this research is to investigate rural tourism's development process in Kosovo and its contribution within the rural development context; demand for the rural tourism, after a decade of investments made in rural areas of Kosovo, and understand which are the most appreciated components of rural heritage within the existing tourist offer (economic, socio-cultural and natural) that attract visitors interest the most.

Particular emphasis of this study is to investigate if there is an interest from the visitors to potentially link rural tourism with agriculture and provide some suitable models for agro-tourism development in the country.

Thus the study framework of the research is organized through the following research questions;

1. Research question – does rural tourism represent a tool for sustainable economic growth and development of rural areas?
  - How did the previous and ongoing actions in rural tourism contribute to achieve economic, cultural and environmental objectives?
  - What is the level of involvement of local stakeholders, cooperation between main actors and the level of actions bounded to the territorial capital of destination areas?

This research question is rather wide to investigate but to relate to the general aim of the study it will try to reveal rural tourism actions which have been implemented in the last decade, their sustainability status and contribution to the improvement of economic, social and environmental state of rural areas in Kosovo.

The hypothesis for this research question assumes presence of issues which hamper sustainable development of the sector, mainly because sector's development process was carried on more by exogenous resources and less by endogenous resources and because of lack of strong networking relationships between various stakeholders who could link their activities around a common objective. As stated by Bryden & Hart (2004), the availability of local education and training represent a very important part in economic performance when talking about intangible social capital and its role in mobilizing positive development of rural areas (Lee, Árnason, Nightingale, Shucksmith, 2005). In this regard, the institutional support and its provisions, engagement of local economic actors and community in rural development with particular emphasis on networking and learning capacities will be analyzed as approach to tourism development in rural areas (Murdoch, 2000; Lee et al, 2005).

To answer this research question, study will review national strategic measures (from the ARDP 2007-2013 and ARDP 2014-2020), local development strategies and donors' programs to give an overview on the frameworks of support to diversification of rural economy, but it will also collect information from identified stakeholders of the sector to display the support provided so far and progress achieved by means of financial and technical assistance. Another input to this research question will be author's own observations and knowledge gained during previous engagements at the European Union Office for Kosovo, with assigned responsibility to coordinate EU funded projects in the area of rural development, including rural tourism, adding value to local production and regional branding and promotion initiatives. Progress in the implementation of the programs will be illustrated by means of financial, output and result indicators linked to the measures that will be extracted from the Common Monitoring and Evaluation Framework (CMEF) of the EU's monitoring and evaluation system and few indicators which are defined in discussion with stakeholders met during the course of this study. These indicators will be used as tool to assess at which level the expected objectives (targets) have been reached, the financial resources spent and outputs achieved.

In order to respond to this research question, the study will focus in obtaining the following data;

- Total volumes of investment made through institutional/donor support
- Small-scale infrastructure (information centers, signposting of tourist sites etc)
- Recreational infrastructure (offering access to natural and historic areas, small capacity accommodation)
- Development/marketing of rural tourism services
- Number of beneficiaries of the supported schemes for tourism development
- Number of visitors (this data will try to be retrieved by tourist associations as there is no official registration of visitors in rural tourism facilities by the Statistical Agency of Kosovo)
- Networking and types of cooperation between stakeholders

The second research question focuses on investigating the characteristics of rural tourism demand and public concern on provision of public and private goods;

2. Research question – what is the current and potential demand for rural tourism in Kosovo?

- What is the level of importance given to and satisfaction with private and public goods by rural visitors when visiting rural areas for tourism purpose?
- Which particular elements of rural offer are most appreciated by the visitors; economic activities including traditional products of the area, natural resources and nature based activities or cultural resources and culture based activities?

Tourism as an engine of economic growth and diversification of rural areas (Butler, Hall, Jenkins, 1998) has been introduced in Kosovo for the last 10 years through implementation of short term projects funded by international donor programs and to some extent by private sector. In this period supply in the sector was basically driven by the need to generate additional income for rural population and was based on the identification and use of existing resources with no reference to any market demand study conducted upfront. Not necessarily all rural tourism initiatives contributed to an effective growth and diversification of economy (Sharpley, 2002) hence, further support should be focused on activities and products which guarantee demand, with sufficient product packages which attract and keep visitors in the area. Therefore, the aim is to understand the demand; the visitors' motivation behind the decision to visit rural areas; the level of interest expressed for public or private goods and their preferences for certain types of these goods; the perceived role of tourism within diversification strategy for rural areas and their interest for purchasing tourism products.

The relatively poor socio-economic situation in Kosovo and further need for revitalization of rural economy leads our hypothesis for this question, to relate demand more on the economic benefits and on provision of private goods which are considered as more important activities than those which relate to the natural and cultural resources. This hypothesis also derives from the observed promotional materials which displays information that is rather limited on the products and services within the offer and lacks promotional information on natural and cultural assets of the territory although they have been explored for the purpose of developing respective tourist destinations. To answer this question, the research will conduct a survey to collect data from the visitors in 5 tourism regions of Kosovo but it will also provide an overview on the supply side based on the interviews with main actors such as Ministry of Agriculture, Forestry and Rural Development, donor agencies, tourist information centers, regional development agencies, NGOs and external consultancy companies, which are perceived as stakeholders in the sector development. The reason for providing information on supply is



because supply trends in Kosovo were flexible but not very strategically niche which can rather influence the demand.

The third research question focuses on investigating the potential for agro-tourism development within multi functionality concept;

3. Research question – what is the role of agriculture in sustaining rural tourism in Kosovo and is there a potential for agro-tourism development based on provision of recreational functions by agriculture?

- What type of farms and activities are most attracted for the visitors?
- What is consumer perceived importance and role of agriculture in sustaining tourism activities?
- How can Kosovo learn from the practices of other EU countries in diversifying agriculture to agro-tourism as a tool for sustainable development of rural areas?

Provision of tourism services in rural areas is regarded as a complement to the income from agriculture and at the same time a mean for the maintenance of agriculture and preservation of typical agricultural products (López, García, 2006). Agro-tourism has proved to create benefits for the farmers in terms of increased turnover from the services provided and direct selling of their local products but it also provides public goods for the society connected to culture, education, environment, landscape and gastronomy.

The hypothesis for this research question relies on the existing opportunities for agriculture to deliver more functions beside provision of private goods particularly through agro-tourism activities. The aim of this research question is to understand if there is a potential demand for agro-tourism development in Kosovo, the interest for participation in agro-tourism activities, and visitors' perceptions for agriculture and its role in economic performance, and preservation of cultural and natural heritage. Starting point of this hypothesis is based on the implemented and ongoing actions which focus on rural tourism with sporadic initiatives to interlink agriculture production and local gastronomy to tourism as important tourist product for marketing and promotion of destination areas.

This research question specifically aims to identify the preferences for certain agro-tourism types (passive or active), farm based activities and farm types for lodging which complemented by information from the cases studies from Appennino Bolognese and Alpujarra, although displaying different circumstances for sector's development, institutional support, networking relations and characteristics of demand which influence sector's development in these

two case study areas, aim to help in proposing suitable models of agro-tourism for Kosovo. In this regard, survey and case study have been identified as most relevant research tools for this specific question. Survey will be conducted with the visitors (same target group as in Research Question 2) in rural tourism destinations in all 5 tourism regions of Kosovo. By applying comparative analysis approach the results will be compared with those from the survey carried out between 2013 and 2014 in Alpujarra and Appennino Bolognese. Case studies will be used to illustrate the trends in rural tourism and agro-tourism development over time, similarities and differences between these regions and Kosovo.

Due to the mid-term budget framework, which is approved by the Government of Kosovo, the ARDP is implemented on annual bases through priority measures defined and designed for the respective year. The information from this study would be useful to the policy makers to draft proper measures to sustain rural tourism initiatives and build sustainable models that respond to the demand by linking tourism to agriculture in order to stimulate growth and ensure sustainability of activities in both sectors.

### **2.3 Methodology**

There are many opportunities for economic, cultural and natural resources to provide a basis for tourism developed and sustained as a tool for rural development. Each country and region has its particular characteristics, priorities and dynamics which influence the shape and efforts to make rural tourism economically successful and socially and environmentally sustainable. It could be stated that rural tourism in Kosovo is at the exploration and still at its development stage, simply being perceived as a potential vehicle for economic growth and improved living of rural population. As this research study aims at revealing the contribution made in such short period of time and current potentials for further growth of tourism from the perspective of demand side, it tries to combine this data with the information from two different development contexts one in Spain and the other one in Italy, to better address and harness the attempts for future development be it at the policy or practical level. In this regard, different methodological tools are applied to collect relevant data for the purpose of the research.

Desk research has been carried out to review the concept of rural tourism and agrotourism, the role of tourism development as an emerging trend for economic, social viability and enhancement of natural and cultural resources in the rural areas. In this regard, literature and documents which refer to rural development at the EU and national level have been analyzed with a special emphasis on issues and concepts which provide the basis to understand the emerging trends for diversification activities such as rural tourism, its links to agriculture and concepts

which could be considered critical to the sustainability of this activities such as territorial capital. Key concepts around which the study is built and conceptualized are analyzed and are the following; multi-functionality of agriculture, public goods, territorial capital, sustainable use of resources and new social demands and concerns towards agricultural and rural areas. The concept of rural tourism, although specific to the regions' characteristics, is shaped as per different geographic, political and institutional contexts. Considering that specificities of rural tourism in three different research areas (Kosovo, Appennino Bolognese and Alpujarra) significantly vary one from another, rural tourism here is adopted as wide concept while definition of agro-tourism used in comparative approach is consistent with definition proposed by Phillip et al. (2010) who defines agro-tourism as an activity linked to the farming concept whether it is passive or active, providing a broad range of products and activities for economic and recreational purpose. As part of the study, special attention is given to explaining and describing the concepts of rural tourism and agro-tourism.

Rural development policies at EU level have been analyzed to show the changing priorities to address challenges in rural areas but also concerns which emerge with the raising awareness of public about agriculture's impact on environment, abandonment of rural areas and population decline. Also study explains sector reforms and policy framework which has been adapted in Kosovo, to achieve its regional economic development and decrease the disparities between the regions as part of the pre-accession process in the EU. The analysis of the EU strategic documents also served to compare at which extent the national government through its measures under the Kosovo Agriculture and Rural Development policy, is succeeding to apply an integrated approach to rural areas by addressing other issues and challenges than agriculture production. Beside, recently drafted Sector Analysis for the Diversification of Rural Economy ((NACCON GbR, 2013) has been also reviewed; a sector analysis document which gives recommendation for the design of funding mechanisms to support farm diversification in Kosovo in compliance with EU practices. Considering that diversification activities have widely been supported by other donor programs within the regional economic development framework, program related materials have been the focus of the desk research activity as well. In the framework of local development in Kosovo, tourism has been considered an alternative to declining agriculture sector for income generation for rural communities, hence it has been widely included in the Local Development Strategies (LDS) prepared at the municipal level by the Local Action Groups (LAGs) with wide participation of stakeholders belonging to public and private institutions and different sectors. Both, LDSs and tourism strategies, which have been

prepared in very few municipalities within the framework of local and regional development, have also been reviewed and data has been obtained relevant for the purpose of the research.

During the course of PhD studies, several activities have been attended by the PhD candidate (international conferences, summer schools and working groups in Kosovo to prepare rural development program and design the content of the defined measures) to improve the research idea, required skills and enrich the knowledge in research writing that fulfills the highest accepted academic standards. A list of attended events and activities is attached in Annex 1 of this study.

A literature review and empirical study have been analyzed to define the methodological framework of the study, the methodology for data collection and analysis (Dawson, 2007; Dwyer, Gill & Seetaram, 2012).

Following the literature review and research questions defined for this particular study, combination of quantitative and qualitative research methodology is applied using the questionnaire as proper research tool with closed, open-ended and multiple choice questions; the former ones are used to generate statistics about demand for rural tourism including agro-tourism, structured in scale valuation (importance, satisfaction and quality scale) and later particularly to explore interviewees' understanding of agro-tourism concept.

Questionnaire was drafted for three study areas in four languages; Albanian and English version used for Kosovo survey, Italian for Appennino Bolognese and Spanish for Alpujarra. The structure of the questionnaire is the same in all three cases but reflecting characteristics relevant to the offer of respective area. The questionnaire is structured into three blocks: the first one focusing on visitors' opinions and preferences towards economic activities, cultural and natural resources, goods and services of the tourist areas; the second block of questions tends to understand the opinion on the role of agriculture in providing economic, social and environmental functions in rural areas and specificities of demand for agro-tourism, the preferred agro-tourism facilities to visit and interest in engaging with agriculture activities. The third block of questions provides data related to socio-demographic characteristics and life style of the respondents. In Kosovo case, considering that agro-tourism is relatively new concept questions were defined to assess the level of knowledge about agro-tourism concept and assess if there is potential and interest from the visitors' side for this specific segment within rural tourism market. Data analyses and reports for all three cases have been produced using the Statistical Package for the Social Sciences (SPSS) computer program IBM SPSS STATISTICS 20.

The selection framework for identifying and selecting locations together with the tourism facilities to conduct survey with visitors consisted of some criteria which were applied in all three research areas, Kosovo, Appennino Bolognese and Alpujarra and are the following;

- Located in rural areas outside of urban domain,
- Availability of rural tourism or agro-tourism facilities which might offer accommodation, food service (restaurant) or accommodation and food service together,
- Availability of cultural and natural resources which make part of tourist offer as they consist activities with recreational, social and educational character and
- Availability of social and cultural events such as fairs, exhibitions, festivals, agriculture related events etc.

To achieve a list of locations to be visited for each study area that meet the above criteria, various actor such as NGOs, tourist information centers, tourist associations, regional development agencies, projects' representatives and municipality information centers were contacted during the course of this activity. Finally, the list of locations together with tourism facilities has been identified for every research area in close consultation with the above mentioned actors.

The target groups for the questionnaire were visitors who visited the selected locations. The visitors/respondents were selected by using convenience sampling and included those respondents who were willing to fill in the questionnaire.

### **Survey in Kosovo**

In Kosovo survey was conducted in 5 tourism regions. Initially, the questionnaire was tested with 20 respondents in two different tourism facilities in Tourist Region of (south of Kosovo) which is traditionally known for agriculture production and livestock in mountain areas and there were attempts made to enrich tourist offer using the availability of typical local food and rich biodiversity of the area. The questionnaire was tested to check the potential bias in understanding, wording and length of the questionnaire which, provided feedback on reformulating few questions in a more comprehensive manner for the visitors. The final structured survey was performed with 270 respondents in the following regions which were objective of the study (see Fig 2.1):

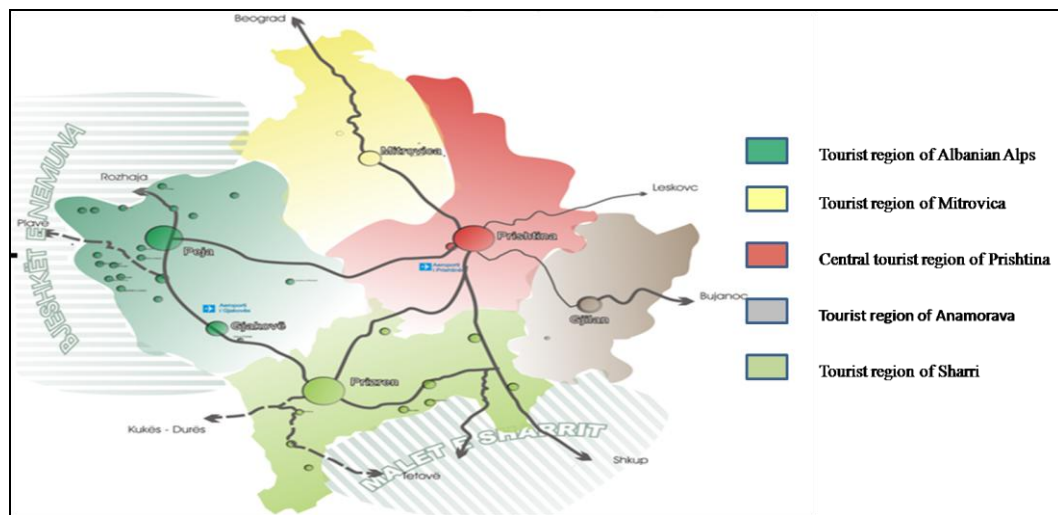


Fig 2.1. Kosovo Tourist Regions.

Source: Ministry of Trade and Industry, Tourism Division

In Kosovo, questionnaire was conducted in two languages, Albanian (local language) and English, since a number of international visitors were met in the research locations. A sample of questionnaire in Albanian and English is found in Annexes (former as Annex 2 and later as Annex 3). Administration of questionnaires and interviews in Kosovo took between August and October 2014, in tourist facilities providing accommodation and food service or only food service.

In the context of sustainable development, to better understand the issues such as networking among stakeholders and promotion of tourist offer, unstructured interview have been carried out with the main actors which were more involved in leading the sectors development or networking activities through directly being engaged in the implementation of tourism actions or coordinated the efforts to reach the objectives of the tourism development initiatives in respective region. Also required data which is listed to respond to Research Question No. 1 have been obtained through close collaboration with these actors who are representatives of MTI, all five Regional Development Agencies (RDAs) in Kosovo, NGOs, Regional Tourist Association of Region South, Municipal Directorates for Agriculture and Rural Development and local consultancy companies. Interviews with these representatives have been held in the period between August and October 2014, on individual bases with 1 hour duration. Further contacts and communication have been carried out during the course of the research activity to collect the required data giving an overview on the implementation process of the rural tourism projects/initiatives and objectives achieved.

### **Survey in Appennino Bolognese and Alpujarra – selection of case study areas**

The research study focuses in Kosovo but it uses comparative approach by including other two EU areas, Appennino Bolognese in Italy and Alpujarra in Spain in comparing the demand characteristics between Kosovo and these two areas. In the frame of the research, for comparison, multiple-case study combined with questionnaire is chosen as a research tool (Yin, 1994).

The relevance of comparing Kosovo country and these two regions is based on the common characteristics displayed such as availability of agriculture resources and its importance from the social and economic perspective for rural development, surface areas, number of population (particularly with the case of Alpujarra region), presence of tourist offer in rural areas, availability of natural and cultural resources as well as on their differences in terms of policy support, contexts for agriculture diversification and stakeholders' cooperation to sustain tourism practices through mobilization of territorial capital of the specific area.

In particular, choice of South of Spain is based on its similarities with Kosovo due to the later introduction of rural tourism as alternative activity to agriculture in rural areas and due to the lack of uniform legislation at regional level for tourism activities. Alpujarra as typical of the Mediterranean high mountain regions is known for "mountain farming" with certain climatic restrictions due to the high altitudes (Sayadi, González-Roa & Calatrava-Requena, 2009). Samir Sayadi, Public preferences for landscape features: The case of agricultural landscape in mountainous Mediterranean areas, 2009). Rural tourism has been introduced through LEADER approach with an aim to diversify the rural economy and to diminish rural exodus. It became more significant, in the early 80's and '90's with a very stagnant development (Sayadi & Calatrava, 2001; Cánoves, Villarino, Priestly & Blanco, 2004). It has been perceived as new activity but attractive for income generation for farmers who engaged in rural tourism and very little in agro-tourism with more and more cases of abandoning agriculture. This phenomenon was due to the lack of proper planning and implementation of policy support which favored rural tourism oriented activities without stimulating agriculture function as part of the productive and recreational function which apparently lead to rural tourism being not cost effective, abandonment of agriculture, producing serious externalities causing environmental degradation, such as changes to traditional agricultural landscape. Policy failures in supporting rural tourism through sustaining traditional agriculture activity to enrich the recreational offer for the visitors could be a lesson learned and useful input for policy making in Kosovo to thoughtfully design strategies for rural tourism by including economic and recreational function of agriculture.

While in Italy, RT is far ahead and has evolved in a form of agro-tourism, building on and connecting its traditional activities of farming with tourist activities, it is also supported and detailed by specific national level and regional level legislations (Santucci, 2013). Italian practices in agro-tourism development could benefit Kosovo to start applying similar initiatives, specifically by adding –value to local production due to the availability of traditional agriculture, small scale processing and handicrafts that could be directly promoted and marketed to the visitors with higher profit margins (Ohe, Ciani, 2012; Norby, Retallick, 2012, Leco, Pérez, Hernández, Campón, 2012). Similarities and differences between two regions and Kosovo which have influential role in shaping the trends of agro-tourism sector in general are presented in the table bellow (Table 2.2). The comparison contributed to investigate which practices are applied, the institutional support and actors involved and particularly the perceptions the visitors are having about agro-tourism demand and the role of agriculture in sustaining other activities in the respective area such as economic, cultural and environmental.

Study area	Kosovo	Appennino Bolognese	La Alpujarras
Surface area (km <sup>2</sup> )	10,908 <sup>a</sup>	1,478 <sup>b</sup>	21,422 <sup>c</sup>
Total population	1,820,630	144,128 <sup>b</sup>	1,618,648 <sup>d</sup>
Landscape configuration	Plain and mountainous	Plain and mountainous	Mountainous
Legislative support to tourism	National	Regional, national	Regional, national

Table 2.1 Multiple- case study selection criteria

Source: Author's own elaboration.

<sup>a</sup> Surface and population data available from <https://ask.rks-gov.net/eng/>

<sup>b</sup> Surface and population data available from <http://www.tuttitalia.it/emilia-romagna/statistiche/>

<sup>c</sup> Surface data available from: Eurostat, Area-Nuts 3 regions, 2013. Available at <http://appsso.eurostat.ec.europa.eu/nui/submitViewTableAction.do?switchdimensions=true>

<sup>d</sup> Population data calculated from the Figures referring to Municipal Register 1 January 2013. Available at <http://www.ine.es/jaxi/tabla.do>.

The questionnaire has been used in both areas to interview visitors and as stated before, it consists of the same structure and question types as the questionnaire used in Kosovo, with several adjustments made reflecting the differences in tourism products and services, and cultural and natural elements which found the basis of the tourist offer for relevant study area. The



language used for the questionnaire was Spanish for Alpujarra (Annex 4), respectively Italian for Appennino Bolognese (Annex 5).

In both case studies convenient sampling method has been applied due to the limited time and resources available to the author and since the aim was to explore and get the insights into perceptions of a suitable/acceptable group of the visitors from these two different areas to compare them with those of the visitors in Kosovo.

Data collection process for the Appennino Bolognese took from Sep 2012 until Aug 2013 by reaching the visitors in tourism facilities offering accommodation and/or food service with kind collaboration by the owners of these facilities who distributed the questionnaire to the visitors willing to fill out the questionnaire. Other means of reaching the visitors were through meeting them in different events organized in selected rural locations and through use of a platform for online survey<sup>4</sup>.

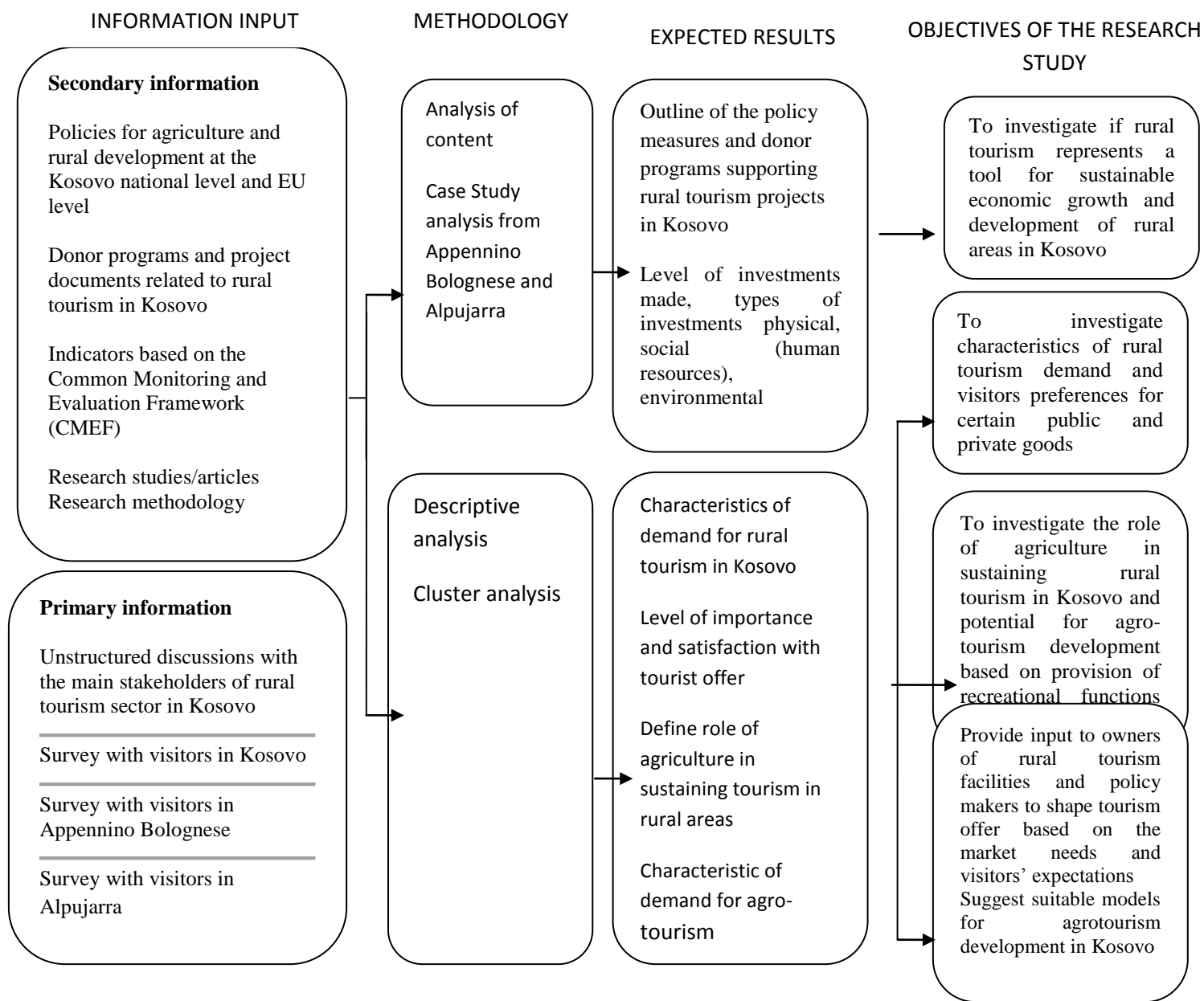
Data collection in Italy has been conducted by the author with an extensive support provided by Mrs. Regoli, the colleague from the Department of Management Sciences (DiSA) at the University of Bologna and the tutor of this research study Mr. Vittuari from the Department of Agro-food Technology and Sciences (DISTA). While in Spain, data were collected through the support provided by Spanish colleagues under the supervision of Prof. Sayadi from the Department of Agricultural Economic and Sociology of the Andalusian Institute of Agricultural Research and Training (IFAPA), in the period from July to October 2014 by reaching directly visitors in the tourist accommodations and restaurants of the area. For each case study 66 questionnaires were distributed. Same program, IBM SPSS STATISTICS 20 was used to analyze data collected from both case studies as in the case of Kosovo. In all regions, each interview lasted approximately 20 min.

After the information was compiled, a descriptive analysis was made in the form of frequency distribution, calculating the mean, standard deviation in the ordinal variables.

The Methodological Scheme for the Research Study has been presented bellow in Figure 2.1.

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<sup>4</sup> SoGoSurvey is an online platform which is used to conduct online free surveys in many different areas. For the purpose of the study, the data from this online tool has been transferred to SPSS for further use and analyses.



### **3. Rural development in the EU – multi-functionality of agriculture and challenges for sustainable development of rural areas**

#### **3.1 Key concepts: multi-functionality of agriculture, public goods, territorial capital, rural tourism and agro-tourism**

The concept of multifunctional agriculture has been discussed in various policy and scientific debates but there is no accepted definition in the literature about this notion. Anyhow, broadly speaking multifunctionality is concept which entails systems of production within agriculture. It addresses the fact that agriculture as an economic activity beside its primary function in providing food and fiber as private products, provides other non-market outputs or public goods to society (Hediger cited by Guido Van Huylenbroeck et al., 2007). The changing role of agriculture and demand from the society for its contribution to deliver other functions such as management of natural renewable resources, preservation of landscape, and biodiversity and contribution to the socio-economic viability of rural areas has given a rise to this concept as a new paradigm to respond to rural development issues beyond agriculture and food production (Bryden et al., 2011), which became central to the policy reforms and international arena of discussions on agriculture support and trade related issues.

The term “multifunctionality of agriculture” for the first time has emerged in international arena during the Rio Earth Summit in 1992, calling for a need to integrate sustainable development issues and environmental concerns into agriculture policy reviews, planning and programs as response to changes in agriculture and rural development (United Nations, 1992).

Since the beginning of ‘90s the Common Agricultural Policy (CAP) of the European Union, has undergone enormous change by integrating environmental concerns and rural development issues as main objectives of the policy thus introducing the rural development as second pillar of the CAP. The pressures created from multilateral trade negotiations to reduce support to agriculture commodities to avoid trade distortion at the global market has influenced changing of the CAP and formulation of the European Model of Agriculture<sup>5</sup> as response to defend support to agriculture and to safeguard incomes for farmers.

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<sup>5</sup>The European Model of Agriculture has been introduced with CAP reforms in 1992 and 1999 as part of the “Agenda 2000” which resulted following the international pressure on the EU during the GATT Uruguay Round created on reducing the policy support to agriculture commodities to avoid trade distortion at global market level. Support to this model was based on the EU’s justification that agriculture provides

The European Agriculture Model was formulated based on multifunctional characteristic of European agriculture which played important role in provision of economic benefits, sustaining characteristic landscape and habitat preservation and rural society structures, all being appreciated attributes by the society (Givord, 2000/2001); Van Huylenbroeck et al., 2007). The multifunctional characteristic of agriculture has further been pointed out by the European Commission linking it with its long performed function in shaping the landscape and preserving the valuable habitats while from the social perspective playing the role in supporting the diversity of rural communities as important asset of European culture which has role in maintaining healthy environment (Commission, 1997). Promotion of the “multifunctionality of agriculture” term by the EU, in itself accounted for the non-commercial aspects (Givord, 2000/2001) or services which were produced by agriculture functions other than producing food and fiber and have been acknowledged under Article 20 of the Final Act of the GATT Uruguay Round emphasizing the need for taking into consideration “non-trade concerns” during the process of agriculture policy reforms and liberalization (Râmniceanu & Ackrill, 2007). These concerns refer to public goods which are not handled properly by markets.

The multifunctional term for agriculture became officially recognized by the Agriculture Ministers of OECD member countries in 1998, which legitimized public funding for maintenance of agriculture in the EU no longer linked only to product quantity but to the provision of services together with agriculture products ( OECD, 2001; Costa, Cunha, Mendes, Sottomayor, 2004). The concept of multifunctionality was still not well defined and was prone to different interpretations therefore, the OECD began its work to analyze and clarify the concept of multifunctionality of agriculture which would be acceptable to all its Member countries since they had different opinions and positions for multifunctionality within the policy debate and the implications it might raise for policy reforms. The OECD work started from the concerns over the legitimacy of support to agriculture and liberalization of commodity markets reviewed multifunctionality concept based on two key elements. According to the OECD, multifunctionality is a characteristic of farming which is based on jointness of production of commodities and non-commodity outputs (positive externalities). But another element of definition is based on the fact that for some of the non-commodity outputs that don't feature the characteristics of externalities or public goods, markets do not exist for these goods or they function poorly (Aguglia, Henke, Poppe, Roest & Salvioni, 2009; Renting et al., 2009). The

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multifunctional effects which are associated with positive attributes delivering non-market commodities which was used as an argument to further support its “productivist” agriculture policy (Glebe, 2003) .

analysis of multifunctionality by OECD associates it with particular characteristics of agriculture as an economic activity which produces multiple, interconnected outputs or effects which could be positive or negative, complementary or competing and intended or unintended. Some of the outputs are valued in existing markets while others may fail in markets. This way of interpretation by the OECD is viewed as “positive” concept of multifunctionality of agriculture. Other way of interpretation for multifunctionality is based on the multiple roles which are assigned to agriculture to fulfill certain functions in society. This approach is interpreted as “normative” concept which views multifunctionality as a policy objective which requires consideration of public concerns associated with agriculture (OECD, 2001; Râmniceanu & Ackrill, 2007).

The Food and Agriculture Organization (FAO) uses the term “multiple roles of agriculture” to reflect the multifunctional role agriculture has in developing countries through contribution given to livelihood strategies of households and rural development. The concept emerged to cover environmental externalities but also development challenges such as food security, poverty alleviation, social welfare and cultural heritage (Renting et al., 2009).

Beside the conceptual approaches presented above, there are other diverse approaches to interpretation of multifunctionality concept found in the literature which have been developed for different purposes and applications having a particular thematic focus.

According to Huylenbroeck et al. (2007), beside positive approach to multifunctionality of agriculture which focuses on the supply side issues and normative approach which focuses on demand side, there is third approach interpreted from the sociological and rural spatial context which refers to multifunctionality as “a new kind of locally embedded model of agriculture” (Huylenbroeck et al., 2007). Multifunctionality in this approach is a farming system which is embedded in the territory, by using its local resources and linking supply with demand.

Although interpretation of multifunctionality of agriculture entails provision of private and public goods as multiple sets of functions, it is understood that their provision depend on natural, cultural, social and political conditions which have decisive influence on establishing particular agriculture systems.

Public goods are outputs of a productive activity of agriculture (but not only) and could be diverse depending on the certain inputs used, type of production as well as production of private goods together with which are jointly produced. They are also termed as non-commodities (according to OECD) or non-tradeables and are types of goods which are unlikely to be efficiently allocated in markets. The concept of public goods could be defined by two

characteristics non-excludability and non-rivalry<sup>6</sup> which could be exhibited to any degree helping to resolve the issue of market allocation and efficiency. The more exclusive the good is the market is more likely to provide efficient allocations becoming possible to charge individuals for enjoying that good. If the good is also rival, it will generate demand reflected by people's willingness to pay. Given these characteristics of defining public goods, their supply in the market is hardly to be secured and that is the reason why they are also undersupplied.

Agriculture production can lead to public goods some of which are non-excludable, some are non-rival and some which are both. These outputs cannot be allocated efficiently in the market because non-excludability and non-rivalry in consumption lead to lack of incentives to pay for these public goods by consumers sometimes leading to over-exploitation (Cooper, Hart & Baldock, 2009; Romstad, Vatn, Rørstad & Søyland, 2000). Some public goods in certain quantities may be provided incidentally, being attached to provision of economic activity as side-effect or simply due to farmers interest in provision of these goods. Anyhow, externalities<sup>7</sup> may occur which could be positive (benefits) or negative (damages) and have influence in the natural environment and cultural landscape of the rural areas. Public goods which are associated with agriculture are various and could imply environmental or social element which are highly valuable and appreciated by society. The most significant environmental public goods are landscapes, biodiversity (related to the agriculture), land functionality, water quality and availability, air quality, climate stability (green house gas emissions, carbon storage), resilience to flooding and fire while among social public goods there are food security, rural viability and animal welfare and health.

Rural areas are the main domain where public goods are created by agriculture but at the same time destroyed deeming for public policy interventions to regulate their provision according to the scale of public demand (Bryden et al., 2011; Cooper et al., 2009).

As agriculture commodities can be transformed through adding value, same non-commodities can be transformed but these activities are less obvious. Most evident cases of

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<sup>6</sup> In economic theory *non-excludable* means if the good is available to one person, others cannot be prevented from enjoying it or cannot be excluded from its benefits, *non-rival* means if the good is consumed by one person and is not reduced for consumption of others (Cooper, Hart & Baldock, 2009).

<sup>7</sup> Externalities are side effects which occur during production of a good and can bring benefits (positive externality) or damage (negative externality) to the people who have not been involved in decisions leading to the benefits or damages (Cahill, 2001).

transformation of non-commodities to other goods or services are through rural tourism or agro-tourism where rural landscapes with their scenic views, rich biodiversity and recreational opportunities can be attractive for visitors. Agents of this transformation could be the private sector representatives like entrepreneurs, farmers or local or national government or a non-government organization (NGO). While transformation of non-commodities same as commodities depends on the policies and other factors which might limit or facilitate transformation opportunities (Bryden et al., 2011).

Within the “rural paradigm”, the European policies for rural development have started to replace sectors with territories, with a focus of allowing more for the possibility of inserting the regional/territorial specificities so they can be met and further strengthened (Van der Ploeg, 2008). The diversity of endogenous conditions and resources (natural, cultural, social) across rural territories provides various levels of opportunities for development and economic growth. The development process is based on use of these resources which only when are transformed, directly or indirectly into (new) economic activities and exhibit value-added production, can tell about the progress in rural development and economic progress. Beside the availability of the resources in rural areas, development opportunity depends on the capability of exploiting these assets which present territory’s endowments (natural amenities, cultural heritage, local gastronomy) and the availability of markets for profitable marketing of products as outputs of the territory’s endowments (OECD, 2006). These assets or “capital” which according to Bourdieu refers to the territorial capacity to “produce profit and to reproduce itself in expanded forms” (Bourdieu quoted by Berkel & Verburg, 2011) are also addressed as “territorial capital” which exhibit specific features of and are bounded to the territory. A rural territory is characterized with different forms and amount of capital which are interlinked, interacted, mobilized and used for the economy and society. The level to which the rural development process is based on the exclusive use of local resources/assets refers to the concept of endogeneity, which could be improved but also deteriorated. Endogeneity refers to material resources but it also entails social resources, intangible assets such as entrepreneurial culture, cooperation forms between economic agents and institutional quality (Brunori, 2006).

The concept of “territorial capital” was first proposed by the OECD to be used at the regional policy context defining it as “stock of assets which form the basis for endogenous development in each city and region, as well as institutions, modes of decision-making and professional skills to make best use of those assets” (OECD, 2001). According to the OECD, the territorial capital is determined by various factors which comprises of “traditional material assets” to “immaterial assets”. These factors include those related to production features including

climate, natural resources, traditions; intangible relationships between working actors such as understandings, customs and informal rules; and “environment” as another intangible factor which is made of interconnections between institutions, practices, rules, producers policy makers and other actors with potential to generate creativity and innovation (Camagni, 2009).

Further the term “territorial capital” has been used by the DG Regio of the European Commission in 2005, which encourages policies with a territorial development approach to focus on helping the areas to develop their territorial capital. In this regard territorial capital is recognized to be distinctive for an area and for generating higher returns for specific kind of investments compared to other areas, due to the suitability to the area the capital originates from and effective use of assets and potential (Camagni, 2009).

Anyhow, terms depicting territorial capital by encompassing only several components of territory are faced in literature such as “countryside capital” which refers to primarily natural component (such as wildlife population), built resources (rural settlements ) and social component such as cultural traditions (Garrod et al., 2006).

The concept of territorial capital in the rural development context includes material and non material, private and public assets which influence the process of economic development. As seen above it does not correspond to classic dimensions important for rural development processes such as social, economic and political but comprises other dimensions which allow for understanding of development patterns of rural areas (Brunori, 2006).

The availability of material resources including economic aspects, their quality and quantity are not sole resources leading to the successful performance of a territory. There are other intangible resources which are crucial to achieving positive development and relate to social aspects such as culture of thinking and networks of social interactions between individuals and groups which develop trust, social norms and strengthen cooperation and coordination for mutual benefits. In wider view this could be seen as one of components of territorial capital which is known as “social capital” and according to Putnam is a resource which is already possessed by communities or groups (Lee et al., 2005).

The community awareness on local assets and capacity to mobilize social relations for collective action is a key point to rural development because it ensures production of local framework, which enables access to resources, their efficient use and increases the competitiveness of region through embedded identity as incorporated social capital of the territory (Brunori, Rossi, 2000). Therefore, participatory approaches to rural development are important as they are based on localized and cumulative knowledge of local human resources that would ensure best use of rural resources (Murdoch, 2000). The endogenous rural development



approaches have fostered partnerships between actors from public and private sector which bring new actors to develop and implement the agendas around common objectives. Partnerships have proved to prepare grounds for long-term sustainable development through making impacts on capacity building in the community, community involvement, innovation and the better integration of development initiatives (OECD, 2006).

While interpretation of territorial capital tries to incorporate different dimensions which are linked to each other, in this research it will focus on those which play an important role in defining socio-economic performance of a rural area (Capello, Caragliu & Nijkamp, 2009; Brunori, 2006):

- Natural capital which refers to the stock of natural assets including landscape, ecosystems and climate,
- Social capital includes individuals and groups and the networks to co-operate, share knowledge and innovate for a common purposes and benefits,
- Institutional capital refers to the organizational structures and mechanisms which support cooperation and facilitate collective action among community actors,
- Economic capital include financial capital, existing entrepreneurs, business initiatives and generated jobs,
- Human capital incorporates human potential, educational capital and necessary skills to improve the quality of life,
- Cultural capital refers to physical assets associating with the traditions and history of a territory, ethnic diversity, and intangible assets such as customs, language and local knowledge.

Tourism is an important growth sector for the European economy which is linked to agriculture, environment, cultures and the multifunctionality concept (Bryden et al., 2011). Its job creation rate has been above the average compared to the EU's economy in general employing around 8 million people and involving a wide range of enterprises belonging to different sectors.

Rural tourism is a type of tourism engaging visitors to spend their leisure and recreation time in the countryside; and at the same time it is an economic activity which fits well within the concept of rural development since it focuses on the provision of products and services to the visitors, using rural resources (social, natural and cultural). In a broad definition it could be stated that "rural tourism includes a range of activities, services and amenities provided by farmers and rural people to attract tourists to the area in order to generate extra income for their businesses

(Gannon, 1998, in te Kloeze, 1994)<sup>8</sup>”. At the European Union level there is no clear definition on the rural tourism concept and the OECD has acknowledged difficulties in defining rural tourism in *Tourism Strategies and Rural Development* (1994) by concluding that;

“Rural tourism is a complex multi-faceted activity: it is not just farm-based tourism. It includes farm-based holidays but also comprises special interest nature holidays and ecotourism, walking, climbing and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, arts and heritage tourism, and, in some areas ethnic tourism. There is also a large general interest market for less specialized forms of rural tourism. ...Because rural tourism is multi-faceted, because rural areas themselves are multi-faceted and rarely either static entities or self-contained, and free from urban influence, a working and reasonably universal definition of the subject is difficult to find.”<sup>9</sup>

However, considering the role tourism plays in the process of rural development, it could be stated that it is strongly connected with the physical and human environment of rural areas; the elements of rural tourism are “rural” and have the culture and tradition as key components of the product. It is a tool for economic development mainly characterized with small and family based enterprises (Fleischer & Felsenstein, 2000) although it has been argued that it generates low wages and provides seasonal work (Fredrick, 1993 cited by Fleischer & Felsenstein, 2000). Indeed, rural tourism gives an opportunity to visitors to experience life in the rural area, touch, see and feel its complex environment and allows them to participate in the activities, traditions and lifestyles of local people.

Although rural tourism was not a new sector within the rural paradigm, it has been considered among the off-farm sectors that could help to diversify the rural economy and generate additional income for the rural communities. Therefore, attracted a very high interest of political and decision making levels as it was growing activity and as indicated by the OECD report on *Rural Tourism and Development* (1994), it presented a significant factor for economic growth with a potential that could harness a strategy for rural development, in particular by drawing upon resurgent interest in the countryside, its traditional way of life and landscapes and the architectural heritage (Hall, Kirkpatrick & Mitchell, 2005).

Its economic significance for rural communities has been depicted also by the English Council/Countryside Agency (2001) stating that it has even replaced agriculture in many rural

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<sup>8</sup> Tamara Rátz, László Puczkó, *Rural Tourism and Sustainable Development in Hungary*, pg.4, 2008.

<sup>9</sup> Organisation for Economic Cooperation and Development, *Tourism Strategies and Rural Development*, Paris, 8-9, 1994.

areas of England (Garrod, Wornell & Youell, 2006). The economic and social dimension of rural tourism and its benefits to community has been pointed out as diversification of rural economy stimulates creation of new businesses within the service sector, all which are interconnected to each other. Social benefits created to rural community include maintenance of public services such as transport, health care and education, presence of social contact with visitors, cultural exchange, re population of rural areas in some cases and improved role of women due to their engagement in tourism as entrepreneurs or managers (Cánoves, Villarino, Priestley & Blanco, 2004; Sharpley & Vass, 2006). In a wider approach, looking beyond its economic contribution rural tourism has often been identified as “a vehicle for safeguarding the integrity of the countryside resource, enhancing the rural economy and maintaining rural ways of life (Lane, 1994; Hall and Jenkins, 1998; Roberts and Hall, 2001 cited by Garrod et al., 2001). Natural and social assets of rural areas sometimes know as “countryside capital” provide important input to product and service development for the rural tourism. The quality of these assets which is not important only because it provides economic opportunities but also because it affects the quality of the rural environment social and natural draws on rural tourism’s importance to stimulate investments which may beside economic, bring social benefits to rural communities (Garrod et al., 2001).

Since the sector integrates the use of local environmental resources and local people together with their traditions and culture, in many places it has become a powerful tool to revitalize the social and economic tissue of the rural communities. It brings many sectors together and helps to support many different businesses. That is why it has been seen as the “Cinderella stepchild of economic development.”<sup>10</sup>

Tourism can also be interpreted as a mean of enhancing private and public goods and services as key assets influencing rural development and quality of life of rural dwellers. Within rural development policies which promote and stimulate provision of public goods, rural tourism fits perfectly in this framework since it facilitates transformation of these goods to products and services which are highly appreciated and valued by the society thus contributing to societal goals of rural development policies (Miceli, 2005, Bryden et al., 2011).

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<sup>10</sup> Derek R. Hall, Irene Kirkpatrick, Morag Mitchell, Rural Tourism and Sustainable Business, Cromwell Press, Great Britain, 2005.

Although all positive aspects associating with rural tourism have been presented above, in the literature sustainability issues are also widely associated with the rural tourism particularly because of its interrelationship with rural heritage resources and threat it may impose to the rural traditional lifestyle. Issues of concern which need to be integrated during rural tourism development process include questions of community participation, environmental and cultural protection and cultural exclusiveness (Hall, 1998).

Due to its interrelation with the agriculture sector, agro-tourism concept is recognized since the early twentieth century, either as part of policy providing incentive for agriculture sustainability and farm diversification to respond to the challenges of rural development or as a special segment within rural tourism gaining interest from the visitors who participate in this activity due to their environmental and cultural interest which motivates them to explore rural areas. As a specific segment within rural tourism, agro-tourism has made part of the change in the European model of agriculture development shifting from productiveness approach to sustainability and multifunctionality (Brandth & Haugen, 2010). It has been introduced as an integrated activity in the farm to motivate rural people in continuing their traditional farming work, increase their income and fulfill demand of the visitors for rural experiences (Che, 2007).

Anyhow the concept interpretation can be related to the diversification or transformation of farm activities to tourism products and services which are demanded and consumed by visitors. Depending on the geo-political context and various policy supports provided, agro-tourism development framework differs, following the type of products and activities generated and setting where this activity is taking place. This has certainly given a space to broad interpretation and lack of standard understanding and use of agro-tourism term (Arroyo, Barbieri, Rich, 2013). In the literature, many studies show inconsistency in the definition of agro-tourism as they base on different arguments and perspectives when trying to clarify this form of activity. The major discrepancies in the definition relate to the type of setting where the activity occurs. Most studies define agro-tourism an activity which is carried out on a farm but there are studies as well which do not necessarily limit its occurrence on the farm and expand it to other agricultural settings such as nurseries, ranches, etc. There are also studies which include activities that don't occur on the farm but are related to such as farmers' markets, fairs etc.

According to the Busby & Rendle (2000) when agriculture is diversified into tourism service activities with increasing role of tourism in the farm's day to day activities the kind of transformation from tourism in farm is regarded as farm tourism. Other interpretation of the concept is related to the incorporation of both, farming activity and tourism activities and services within a rural enterprise (Weaver & Fennell, 1997). Farm tourism according to Nilsson (2002) is

depicted by small local enterprises which are based on local traditions with farmers selling commodified package to tourists. Legally agro-tourism is defined by the Italian National Law on Agro-tourism (Legge Quadro Nazionale sull' Agriturismo, 1985) as “activities of hospitality performed by agricultural entrepreneurs and their family members that must remain connected and complementary to farming activities” (quoted by Sonnino, 2004). According to the Italian legislation, this activity will have to occur on the farm and is strictly linked to farming activities. But also in the above made interpretations contact with farmer or rural community is important element of agro-tourism. Agro-tourism is also defined as range of rural activities, with participation in or observation of farming activities, enjoying landscape and exploring local culture (Kiper, 2011).

The study conducted by Phillip et al (2010) provides the most comprehensive framework which defines agro-tourism characteristics based on the activities and products offered and base it on the three types of elements which act as a discriminator of agro-tourism type and they are: 1) the type of setting where the activity occurs 2) the authenticity of the agricultural setting and the experience offered and 3) the nature of tourist contact with agricultural activity.

In response to achieving all these goals, agro-tourism initiatives encourage preservation of agricultural systems by sustaining and preserving the agriculture activity, they fostered use of natural and cultural resources for recreational and educational purpose to visitors and have provided opportunities for marketing of traditional food and craft products (Leco, Perez, Hernandez, Campón, 2013). Agro-tourism also facilitates the preservation of agricultural landscape, natural resources and promoted environmental measures in farming (Gao, Barbieri, Valdivia, 2013), activities which add value and enhance the appeal of rural areas for visitors.

Considering that this paper is based on the comparative study conducted in two regions of these different countries, for the purpose of facilitating communication and comparison of the data, the agro-tourism definition used is based on “the farm which offers products and services for recreational and educational purpose to visitors”.

### **3.2 Rural development policy in the EU and its evolution from agriculture production to environmental and social safeguards**

In recent decades, rural areas of Europe have experienced significant changes which were driven by socio-economic, environmental and political factors. Particular economic and demographic challenges have been faced which are still present such as aging population due to out-migration of young caused by lack of employment opportunities and access to education and

declining employment opportunities in largest economic sector agriculture which is important in shaping rural land use and income generation.

For a long period of time, since its inception the Common Agricultural Policy (CAP) has been serving agriculture sector which was a backbone of rural economy, by supporting production, modernization and specialization model hence was considered as rural policy. Within the concept of “new rural paradigm”, the European agriculture policy approach extended far beyond agriculture and transformed the agriculture model from productivist to multifunctional, through continuous CAP reforms which attempt to respond to the pressures caused due to the market globalization and public demand for more sustainable agriculture sector that would ensure sufficient and safe food supply, safeguard environment and landscape while helping rural areas to remain attractive and viable (DG AGRI, 2009; Pezzini, 2001).

In order to respond to changing economic contexts and to public expectations and their increasing demands, the CAP has undergone several reforms which changed its orientation ensuring agriculture competitiveness and growth and focusing on new challenges such as provision of public goods and services, diversification, climate change and knowledge transfer and information.

The current framework of the European Union’s rural policy has been defined by Agenda 2000 in Berlin Summit in 1999, by introducing the second pillar of the CAP as Rural Development policy (Reg. 1257/99). The set of measures which have been defined under the Rural Development regulation covered both sectorial and territorial functions aiming at creating services and sources of alternative employment and income generation for farmers to adapt to market changes, consumer demand and enlargement.

The 1992 CAP reform has undergone enormous change by replacing price support instruments with direct payments that have distorted to lesser extent markets and prices. This reform strategy has given significant importance to direct payments as integral part of farm incomes.

Trade related concerns and pressures from the WTO lead the EU to find a rationale for public support for subsidies therefore, with its Cork Declaration in 1996, suggested an integrated rural policy based on territorial dimension by becoming “multi-disciplinary in concept” and “multi-sectoral” in application (European Commission, 1996). The multifunctional role of agriculture has been recognized by the EU, and emphasized the agriculture as interaction between farmers and nature, thus extending the role of farmers to environmental stewardship. This Declaration could be estimated as an important reform suggestion which gave new direction to the rural policy by making it multifunctional, including territorial dimension while supporting

agricultural adjustment and development, diversity of rural economy, management of natural and cultural resources, enhancement of environmental functions, tourism and recreational activities (Wilson, 2007). It also provided the basis for the establishment of the second pillar of the CAP. Further, policy discourses continued by bringing new reform to CAP by Agenda 2000 agreed by the European Council in Berlin in 1999, which gives concrete form to “European Model of Agriculture“. The objectives of the Agenda were to support competitiveness of the sector, food safety and quality, stabilization of agricultural incomes, integration of environmental concerns into agricultural policy, developing the vitality of rural areas, simplification and strengthened decentralization (COM (2003). These objectives were in line with the Sustainable Development Strategy agreed by the European Council in Göteborg in 2001, which required taking into account the effects of sustainable development pillars such as economic, social and environmental into decision making. The Agenda reform up holds further the multifunctional model of agriculture at the EU and enhanced farmers role in maintaining the rural landscape. At this stage a new rural development policy has been introduced as a second pillar of the CAP within the rural development plan for 2000-2006 period, which enshrines agricultural development pathways in wider rural devolvment concept.

In 2003, with the Mid-Term review, the CAP required new reform process to respond to changing market economy and pressures from the society, thus introduced a single payment scheme for farmers (“decoupling”<sup>11</sup>) independent from production and cross-compliance<sup>12</sup> which linked the single payment scheme to requirements which ensures maintenance of environment and agriculture farm land in a good condition.

After some years of the implementation of 2003 CAP reform, experience have revealed the need for some adjustments which were not foreseen when the reform was carried out. Following the assessment of the implementation of the 2003 CAP reform, in 2008 the Commission reached a new political agreement by introducing Health Check reform the aim of which was to modernize, simplify and introduce the necessary adjustments to the reform process preparing the EU agriculture to adapt better to a changing market environment and new

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<sup>11</sup> Single payment scheme covers direct payments made to farmers which are not linked to production with the aim of stabilizing their income and at the same time enabling them to produce consumer demanded products. Some Member States have been allowed to certain degree of coupling, in order to avoid abandonment of production, with strictly defined conditions and limits.

<sup>12</sup> “Cross-compliance is a system of payments under the Single Payment Scheme made to farmers, subject to comply with regulation on environment, animal health, plant health, animal welfare and land maintenance.

challenges such as climate change, water management and bio-energy (Sorrentino, Henke & Severini, 2011).

The above evolution of the CAP shows how comprehensive the policy has become in a period of 50 years where more emphasis have been put to designing support which does not only ensure farming to produce private goods but positive externalities in the form of public goods as well. The positive integration of environmental concerns into the CAP and progress achieved in enhancing the role of farmer as stewards of the nature is recognized in the 6<sup>th</sup> Community Environment Action Programme of the Commission (European Commission, 2007). The EU rural development policy has become an overall priority of the EU aiming at enhancing growth and creating jobs in line with the Lisbon Strategy and improving sustainability in line with the Göteborg sustainability goals.

The second rural development plan covered the period between 2007-2013 and focused on three areas corresponding to three axis which were laid down in the new rural development policy 2007-2013, and were the following:

- Improving the competitiveness of the agricultural and forestry sector
- improving the environment and countryside
- Improving the quality of life in rural areas and encouraging diversification of the rural economy.

The LEADER which is based on the Leader Community Initiatives for Local Development of Rural Areas following bottom-up approach was another policy area within rural development.

The rural development policy for the period 2007-2013 was funded by the European Agriculture Fund for Rural Development while the rules governing the policy as well as the policy measures available to Member States and regions, were set out in Council Regulation (EC) No. 1698/2005.

Rural development measures for this period covered a wide range of issues starting from physical investments in agriculture holdings, to training, agro-tourism, agri-environmental and renovation and revitalization of villages. The LEADER + measure within LEADER Axis four, has been encouraging implementation of integrated strategies based on the local knowledge and use of local resources making a strong emphasis on partnership and network establishments for knowledge and experience exchange. These experiences showed to be successful as they involved many local actors including farmers, foresters and local entrepreneurs who contributed to enhancement of their local economy by sustainable use and management of their territorial capital and its natural and cultural heritage.



The 2008 economic crises has exposed structural weaknesses of the European economy thus called for a new strategy that would help the EU to overcome the crises and ensure to build an economy which would deliver more jobs, productivity and social cohesion. In this regard with the purpose of defining the future path to 2020, Europe 2020 strategy defined three priorities which would ensure a smart, sustainable and inclusive EU economy (European Commission, 2010). The pressures from the globalization and new economic, social, environmental, climate related and technological challenges facing society, have certainly called for a need to reform CAP post 2013. In this regard reforms which were proposed by the Commission, involved wide participation and consultation with public in 2010 to better suit the policy to the needs and expectations of different stakeholders, regardless of being directly or indirectly involved with agriculture and rural development sector.

As a result of public debate the European Commission proposed the legislative proposals for reform of the CAP regulations after 2013, have been proposed by the European Commission in 2011. The changes proposed by Commission included the system of direct payments to farmers, market management and rural development policies. The existing direct payments system is proposed to end and be replaced by more uniform system where all farmers at the EU level will receive a basic payment as a form of direct income support topped up by further payments which help to achieve environment and climate policy goals, help farmers in areas with specific natural constraints and new entrants. Coupled payments are allowed to be continued on voluntary bases wherever they are considered necessary to maintain levels of production. Minor adjustments were proposed to market management instruments while for rural development policy it has been proposed to become more flexible, establish new mechanisms for innovation, and increased budget for agriculture and food research to improve the competitiveness of EU agriculture and to address the environmental and climate policy challenges.

The rural development in the 2014-2020 period, was proposed to be based on the three long term strategic objectives which contribute to the competitiveness of agriculture and forestry, the sustainable management of natural resources and the balanced territorial development of rural areas. While the priority areas which provide bases of programming for rural development in the new period are;

1. Fostering knowledge transfer and innovation;
2. Enhancing competitiveness of all types of agriculture and the sustainable management of forests;
3. Promoting food chain organization, including processing and marketing, & risk management;

4. Restoring, preserving & enhancing ecosystems;
5. Promoting resource efficiency & the transition to a low-carbon economy; and
6. Promoting social inclusion, poverty reduction and economic development in rural areas.

The programming at member state level should comply with the above set of priorities while selection of measures should be done the best to fit to the national contexts and specific needs of the rural communities. According to the European Regulation for rural development, specific issues are requested to be addressed under so called “sub-programmes” of the rural development programs of the Member States which cover young farmers, small farms, mountain areas, the creation of short supply chains, women in rural areas and climate change mitigation and adaptation, and biodiversity (EU Regulation, 2013)<sup>13</sup>. In the new programming period, within the CAP special recognition has been given to needs and potentials of small farms and networking activities to create opportunities for knowledge development and participation of new stakeholders groups to policy dialogue (Peters & Gregory, 2014).

Considering that other EU funds do support projects in rural areas, to avoid coordination deficit and create more coherence between these funds and the rural development, in the future all these policies will operate through an EU level Common Strategic Framework and through the Partnership Agreements at national level which covers all support from the European Structural and Investment Funds (ESI) at the national level (European Commission, 2013).

Within the enlargement process, since 1991 the EU has provided financial assistance to the countries of the Western Balkans through various assistance programmes (CARDS, PHARE, SAPARD) to prepare them for meeting membership criteria in the political, economic and legal domain. In 2007, a new instrument so called Instrument for Pre-Accession Assistance (IPA) has been introduced which replaced the previously existing instruments and provided a general framework for financial support for candidate and potential candidate countries. During the period 2007-2013 IPA had five components (transition assistance and institution building, cross-border cooperation; regional development, human resources development and rural development) to all of which candidate countries had full access beside potential candidates which had access to only first two components.

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<sup>13</sup> Official site of the European Union law, Regulation (EU) No 1305/2013 of the European Parliament and of the Council of 17 December 2013 on support for rural development by the European Agricultural Fund for Rural Development (EAFRD) and repealing Council Regulation (EC) No 1698/2005.

Assistance through IPA is further continued for the period 2014 to 2020 (IPA II<sup>14</sup>), which supports beneficiary countries to undertake necessary reforms to align their political, institutional, administrative legal and economic systems with the rules, standards, practices and policies of the European Union. Support aims at enhancing regional and territorial development, but also social and economic progress with paying special attention to small and medium sized enterprises with a view to achieve smart, sustainable and inclusive growth objectives of the Europe 2020 strategy. There are five policy areas defined to be addressed through the IPA II and are the following:

1. reforms in preparation for Union membership and related institution and capacity-building;
2. socio-economic and regional development;
3. employment, social policies, education, promotion of gender equality, and human resources development;
4. agriculture and rural development;
5. regional and territorial cooperation.

IPA II is prepared in partnership with the beneficiaries and targets reforms required to be undertaken for the priority sectors for each of the pre-accession countries and bring those sectors up to EU standards.

Each beneficiary country is required to prepare a “strategy paper” which will define priority areas for action that will be supported within the EU’s multiannual financial framework for the period 2014-2020, with the aim of meeting the objectives in the relevant policy areas outlined above. The IPA II budget for the period 2014-2020 is planned with 11.7 billion Euro.

### **3.3 Rural tourism in EU: an opportunity for sustainable growth and social revitalization**

European tourism sector although faced several challenges in the recent decade, it still grants number one destination status to the European Union Member States (EU-27). It represents third largest economic sector in the EU (Risk & Policy Analysts Limited, 2012), meanwhile its job creation rate since 200 stands above the average of the European economy as a whole (Thompson, Bryden & Psaltopoulos, 2011).

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<sup>14</sup> Regulation (EU) No 231/2014 of the European Parliament and of the Council of 11 March 2014 has been adopted which lays down the rules and general principles for establishing the Instrument for Pre-Accession Assistance (IPA II).

In its 2010 Communication, the Commission has highlighted the importance of tourism sector to the European economy as sector continues to employ 5.2% of the total workforce, mainly young people and it accounts for more than 5% of the EU -27's GDP which share is constantly rising<sup>15</sup>. In its Communication a new political framework has been proposed for the European tourism policy and set of actions to be implemented with the aim of ensuring that tourism remains a competitive, sustainable and responsible industry.

Tourism plays significant role in the development of European regions; it is an important employment generator which helps to sustain jobs but also promoting jobs as in the case of rural areas, where it can act as agriculture replacing or complementing sector. It contributes to the sustainable development by enhancing natural and cultural heritage and shaping of relevant destination region's identity. Through infrastructure development, jobs and wealth creation it enhances local development and social cohesion especially in rural and remote areas.

Tourism including rural tourism sector, is mainly represented by small and medium enterprises, family owned businesses with less than 50 employees (Risk & Policy Analysts Limited, 2012; DG for Internal Policies, 2013; Fleischer, Felsenstein, 2000) which might have been one of the reasons why this sector have been able to overcome the economic down-turn better than any other sector during the 2008-2009 period of crises. The literature reveals that small and medium businesses perform well in employment generation and they provide opportunities to create contacts with local residents and cultures that are important for tourist attraction (Cawley, Gillmor, 2008). In terms of employment and income generation, rural tourism accounts for 10-20% of rural income and employment or twice more than the average of European tourism's income and employment (DG for Internal Policies, 2013).

In its adopted resolution in 2011, European Parliament underlines the importance of supporting rural tourism and agro-tourism as they are considered as sectors which "improve the quality of life, bring economic and income-source diversity to rural areas, create jobs in these regions, keep people there and thus prevent depopulation and establish a direct link with the promotion of traditional, ecological and natural food products."<sup>16</sup>

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<sup>15</sup> The European Commission (2010) Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe, European Commission (COM (2010)352 final) is also known as 2010 Communication.

<sup>16</sup> P7\_Ta (2011)0407, Tourism in Europe. European Parliament resolution of 27 September 2011 on Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe (2010/2206(INI)). Retrieved from <http://www.europarl.europa.eu/sides/getDoc.do?pubRef=-//EP//NONSGML+TA+P7-TA-2011-0407+0+DOC+PDF+V0//EN>

Rural tourism frequently remains a development option particularly in rural areas which lack in economic growth, poor regions or those which are undergoing structural changes, still exhibiting different performance levels (economic, social and environmental) from one region to another. Beside agriculture as a main pillar of economic development, the local entrepreneurs perceive rural tourism as important factor for the economic performance of rural areas (Efstratoglou, Psaltopoulos, Giannakis, Kampas & Papadas, 2011). In terms of economic improvement, the integration and adding value to production as part of the tourism product development process, has lead to creation of new clusters of enterprises which collaborate with each other and establish partnerships. Partnerships and collaboration among various sectors facilitate business development (Murdoch, 2000) Increased value added in primary production and food processing has also lead to expanded markets with increased number of tourist who became more and more aware of the local production of tourist destination areas (Hjalager, 2011).

It is also important in terms of rural heritage conservation (cultural and natural) as it contributes to the maintenance of rural landscape directly through the renovation and use of typical local buildings and facilities or through valorization of other artistic works or buildings which bring visitors' income. Local events which initially were started to serve the food and agriculture sector, have increasingly become open to people outside the sector including visitors/tourists, which ensured the survival of local events and helped to maintain the traditions but also lead to adjustments of the products and exhibitions presented and organized in rural areas (Hjalager, 2011).

Rural tourism directly depends on the natural environment as an attraction for the visitors, therefore, its sustainability heavily depends on the management and maintenance of the natural values. But, it also has impacts both positive and negative, on the resources it depends on. Anyhow, the changing consumer patterns, with increasing number of tourists who choose for locally and regionally produced food, products and services which reduce transport distances, have fostered development of "green tourism" initiatives which benefit local and regional economies without harming cultural identity and natural assets of the rural areas. Environmentally conscious visitors, is evidenced that are willing to pay even more for natural and culturally distinctive destinations, which foster investments and initiatives towards greening in tourism, by use of renewable energy resources, better waste management, water management and biodiversity conservation (OECD, 2013). In this regard, the raising awareness of the visitors and demand for local products, the protection and safeguarding of public goods, business needs to reduce operational costs and increase competitiveness, policies for environmental protection, initiatives

for conservation of natural and social resources and technology improvements are among main drivers which facilitate greening in tourism and efficient use of natural resources (OECD, 2013). In its report Green Innovation in Tourism Services, the OECD (2013) recognizes tourism's role as an important driver of growth in the world economy and one of the key sectors towards defining trends of the transition to a green economy. It also acknowledges that whatever small improvements toward sustainability be, the impacts are still important.

Due to its nature of interlinking with other sectors, tourism contributes to general growth of the local industry by using local resources for transport, services and food by contributing to local income generation and employment multipliers. In this regard, at the EU level many policies which might have influence and relevance to tourism have been screened to capitalize on the synergies and mainstream tourism activities into policy programs (RPA Limited, 2012).

Although tourism's contribution in relation to rural development has widely been recognized in the literature, not always it is seen as positive perspective to find solution for rural economic problems such as poor income for farmers, only seasonal employment (Sharpley, 2002; Fleischer, Felsenstein, 2000) similar to other development initiatives which could interact with the economic and social relations and degrade cultural and natural values of the rural areas (Beckmann & Dissing, 2007).

Rural development approach in the past has focused on exogenous approach by putting emphasis on the resources coming from outside to stimulate and stir development (exogenous development), with the new political frameworks, more emphasis are put on the endogenous development, using local resources including human ones. Lack of programming and implementation of projects (including tourism) without appropriate consultation and consideration of local needs, environmental conservation and improvement of well-being of rural communities could not be proper to the local context and could lead to making more harm than good (Beckmann & Dissing, 2007; Briedenhann & Wickens, 2004). Unfortunately, practices lacking sustainable development in tourism encountered with social costs to local communities, has been faced by less developed areas including countries of the Central and Eastern Europe (CEE). Despite that the EU 15 have embedded tourism in the rural economy, the higher growth potential for tourism activities exists in the new member states which yet have the space and unrevealed resources for further exploitation (ECORYS, 2010). If the aim is to bring economic and social development for rural communities, than tourism should make its impact through "clear improvement in the conditions of life and livelihood of ordinary people" (Friedmann, 1992 cited by Briedenhann & Wickens, 2004).

### **3.4 Agro-tourism: a new perspective for agriculture sustainability, local development and its development challenges**

As agriculture development model has undergone changes from production oriented to becoming more sustainable and multifunctional, agro-tourism has evolved as part of this process providing ground for new economic development and social and environmental preservation.

Agro-tourism is viewed as economic activity within farm diversification but from the tourism researchers' perspective it is regarded as a niche segment within rural tourism sector. Anyhow, it has primarily been developed for economic benefits, to complement incomes from farming with that from tourism services, and this especially stands for regions where neither agriculture nor tourism could survive without developing this “symbiotic” relationship (Busby & Rendle, 2000).

Agro-tourism has existed since 100 years ago, when urban guests visited farms for recreational purpose and moved away from urban life. Hosting and serving guests in many rural areas is considered as traditionally part of rural culture together with hospitality, but it could not be regarded as a professional service delivery. The falling income from agriculture has been the main reason for agro-tourism development (Busby & Rendle, 2000; McGehee, 2007) although social reasons as well have been depicted by researchers in many different geographic locations that have influenced development of this sector. Study on Canadian agro-tourisms, showed that sharing rural experiences with visitors, willingness to socialize and meet new people were among important motivations for agro-tourism development (Weaver & Fennel cited by McGehee, 2007). In the case of rural Australians, the willingness to support rural lifestyle has been found to be strongest reason for the sector (Getz & Carlsen cited by McGehee, 2007) or selling of healthy organic product as part of sustainable agriculture, to visitors by women farmers has also been indicated among reasons for agro-tourism development (Chiappe & Flora cited by McGehee, 2007).

Between 2000 and 2010, income from agriculture was challenged by periods of increase and drops in prices of agriculture outputs; recovery from the economic recession, in 2010 indicated a 12.2 % increase in real agricultural income per annual work unit, but still this was slightly below 2008 levels, as output prices recovered after the very low levels of the previous year (European Commission, 2011). Statistics also show decreasing economic dependence on agriculture whereas less than 50% of all EU farms earn a majority of their income from farm production (Sznajder, Przebórska & Scrimgeour, 2009) while engagement in gainful activities

other than farming in 2010 counts in 34% of all EU farmers (European Commission, 2013; ECORYS, 2010). While agriculture has special attention within rural development policies at the EU level, other sectors which have been stimulated by policy interventions are also tourism and tertiary industry (ECORYS, 2010).

In this regard, policy supports in developing tourism and agro-tourism activities within agriculture holdings as farm related activities brings various advantages to the rural population and economy. These advantages relate to:

- ensured sustainability of agriculture activity practiced by the agro-tourism operators which materializes into agriculture products and processed agriculture food products,
- increased income from agriculture activity, by keeping production and consumption local (Marsden, 1999),
- ensured market opportunities to sell agriculture and processed food products, together with handicrafts directly to tourists or market networks (Hjalager, 2003),
- utilization of surplus labor on the farm household for tourism services and products,
- more efficient use and maintenance of local resources such as natural, cultural, human etc.,
- networks and synergies among farmers and other actors, enterprises in the area as an added value of agro-tourism to territorial capital
- improved quality of life of rural population due to investments for development of tourism infrastructure and services to be offered (health services, education through various training and technical assistance projects).

Although main reason for diversification to agro-tourism has been economic, still diversifying into farm tourism enterprise for farmers is not always an easy transition as it imposes change of their attitudes and perceived role they have from farming to service delivery. Farmers sometimes find difficult to shift to provision of tourism services as their production is traditionally based and strongly linked on the use and maintenance of land resources. Anyhow, it is important to understand that the bases for agro-tourism business development are farm resources which are used for product development, thus support keeping strong links to the past.

Diversification of activities from farming to tourism requires specific entrepreneurial skills and aptitudes to run a farm and develop product and services for the visitors. These skills and knowledge are different to those of agriculture and are not easy to find among rural actors (Randelli, Romei, Tortora, 2014). Sufficient training for farm managers, to develop their skills in taking advantage of new economic opportunities and adapting to changing trends is a real challenge although studies show that approximately a quarter of farm managers in rural regions



have participated in training (ECORYS, 2010). As number of farms which are on average smaller in New Member States is higher compared to EU15 together with the potentials for on and off-farm diversification, studies show that more farmers have another gainful activity next to agriculture but unfortunately the percentage of trained managers is smaller (ECORYS, 2010). In general, incentives for diversification and guidance for farmers have been supported by different authorities and institutions through provision of financial support through grant schemes or training for entrepreneurship, product development, promotion etc.

One of the main challenges for farmers in agro-tourism should be not breaking the links with farming but building the sector by sustaining farming activity and lifestyle, and blending it with demands of the visitors. Abandoning the identity which is rooted in farming would only reduce assets for tourism sustainability and tastes of real rural life which play a tremendous role for attracting tourists. Visitors are interested in authenticity of the area, farming backgrounds and identity, local gastronomy, typical hosting style which should be used as main elements when developing product and service to fulfill their demands and expectations. Only if these elements are kept and maintained they would make the products and service unique which trigger the interest of visitors (Brandth, & Haugen (2011).

#### **4. European experiences in building rural tourism and agriculture linkages: Illustrated by case studies of agro-tourism development in Appennino Bolognese, North Italy and Alpujarra, South Eastern Spain**

##### **4.1 Case studies**

This chapter presents cases studies from Appennino Bolognese and Alpujarra which are built using the comparative type of structure in depicting their paths of rural tourism and/or agro-tourism development and based on their practices a model is proposed for agro-tourism development in Kosovo using its local resources and existing investment opportunities. Case studies will serve descriptive purpose to describe how rural tourism combined with agriculture potential has developed under different circumstances. Chapter 6 will present results from the surveys conducted in these two study areas, showing the characteristics of demand, with the purpose of providing visitors' insights for agro-tourism products and services, their preferences for private and public goods and their awareness on the role agriculture plays in provision of public goods and their maintenance.

##### **4.2 An overview of tourism development in rural areas of Italy. Agro-tourism growth and legislative framework**

Tourism in rural areas in Italy has relatively long history. It has been developing and growing since early 60's but with no institutional support or coordination of the activities at local level. The new path to rural tourism development started up with local farmers and members of the farmers' unions who were interested in moving forward thus established agro-tourism associations. "AGRITURIST" (1965), Terranostra (1973) and Turismoverde (1980) are main associations which were established for this purpose. At that time the tourism activity in rural areas was a new form of tourism and was introduced as "farming holiday". These associations believed that agriculture production could be linked to tourism and discussed these ideas in various conferences and events to raise the awareness of farmers on this new opportunity which complements income from agriculture (Randelli, Romei, Tortora, 2014). Further they promoted and coordinated initiatives where farmers could provide accommodation services as new economic activity, therefore, promoted this type of tourism services to facilitate a new form of vacation by linking people more to the countryside and to the roots where they came from. The

associations also provided training for those who expressed their interest in starting this tourism service business in their farm households (Santucci, 2013).

The process of developing agro-tourism as specific segment of rural tourism in Italy coincided with other two circumstances as well; the ongoing policy reforms at the EU level which fostered rural tourism and agro-tourism development within multi-functional approach to agriculture, and the changing trends in visitors demand for specific tourism segments having strong links to environment, culture and traditions (Randelli, Romei, Tortora, 2014).

The lobbying and pressure from the agriculture sector, in 1985 has led to the preparation of the national law 730/1985 on agro-tourism which is based on the principle of connecting agriculture with tourist activities; agriculture activities must be dominant while tourist activities are allowed to be performed only as a secondary source of income. Italy is the first country in the EU which has defined agro-tourism and distinguishes it from rural tourism which is not the case in other countries of the EU. According to the regulation, agro-tourism can only take place in farm and the host has to be a farmer. The tourist activities include accommodation, food service, education activity for schools, recreational activities all of which are allowed to be generated as second source of income. Another, limitation for the use of agro-tourism is that the farming should prevail over tourism activities anyhow; this has not been determined by the level of income generated but by the number of working hours.

The Italian law on agro-tourism is unique in Europe and served as forerunner of the sustainable Agenda of the EU with some of its principles emphasizing the sustainable development of rural areas and additional sources of income for farmers to improve their living standards (Sidali, Spiller & Schulze, 2011). In 2006, this law was replaced by the law no.96 which regulates agro-tourism activity in the country. Beside regulations at the national level, agro-tourism is also defined by the laws issued at the regional level.

The data from the Italian National Institute of Statistics (ISTAT) shows increasing trends in agro-tourism activity; in 2013 the number of agro-tourism businesses has increased for 2.1% compared to previous year. Recently, there are more and more businesses which distinguish their offer with services that qualify with higher value agro-tourism activities compared to other activities which are taking place in the respective territory. In this regard, number of agro-tourism businesses which combine accommodation with other agro-tourism activities is higher compared to those which at the same time offer only accommodation and catering services (ISTAT, 2013).

In Italy, farmers are encouraged that through agro-tourism to promote traditional culture, customs and local food. Particularly, strong emphasis is given to adding value to food and promotion of traditional food, as preparation and eating meal has historically been important part

of social lives of people. The fact that agro-tourism is linked to local production, makes it more appealing to visitors who are interested in exploring new places, find out more about origin of the food they consume, learn about the practices which are applied in production, impact on environment, health and nutrition. The visitors' demand has been influencing even the shift of farmers from conventional farming to production of high value-added food products which could be marketed to visitors. Therefore, the agro-tourism system developed in Italy links locally produced food to traditions, culture and history thus providing opportunities not only for farmers themselves but also for young people and women.

#### 4.3 Introduction to the study area - Appennino Bolognese, North Italy



Figure 4.1. Geographic position of Appennino Bolognese, Italy

The area of Appennino Bolognese is located in the region of Emilia-Romagna in northern part of Italy and has a barycentric position between the Emilia-Romagna and Tuscany regions (Fig. 4.1). It consists of the largest part of Appennino Tosco-Emiliano which is located in the northern part of Appennini Mountains. In the north it is bordered with Padana plain and lies just below Bologna city, while in the south it is surrounded by three provinces of Tuscany such as Province of Florence, Province of Prato and Province of Pistoia. Appennini Imolese and Appennini Modenese extend on the eastern respectively western part while also in this area there

are valleys of Idice, Zena, Savena, Sambro, Setta, Brasimone, Limentra, Orsigna, Reno, Vergatello and Samoggia which extend from east to the west.

Appennino Bolognese is known for its big number of natural parks with high environmental values and interest, and historic importance, such as:

- Regional Park of Abbazia di Montevoglio
- Regional Park of lakes Suviana and Brasimone
- Regional Park of Corno alle Scale
- Regional Park of Gessi Bolognesi and “calanchi<sup>17</sup>” of Abbadessa
- Regional Historical Park of Monte Sole.

The engineering sector (‘metal meccanico’) represents vital part of the economy in Appennino Bolognese area same as for the whole region of Emilia-Romagna. Besides, agriculture and agribusiness sector are important economic sectors especially, dairy and meat processing have important contribution to the economy of the area (Minghini & Cavaliere, 2007). The availability of various tourist attractions of the territory, natural parks, cultural heritage, ski resorts (Corno alle Scale), spas, tourist facilities, agriculture households, oenological and gastronomy value chains have provided bases for rural tourism and agro-tourism development in the area.

The conservative approach and character of the people who live in the mountainous areas, the geographic isolation of high valleys have lead to preservation of traditions and culture. The area is known for its traditional dances known as “balli staccati” (detached dances in English) which are still performed during festivals and events and are attractive for the visitors.

The area is characterized with its environmental quality, certified water quality (Lizzano Municipality is known for highest quality water) and the availability of entrepreneurial “tissue”. In the region of Emilia Romagna, the Appennino Bolognese is known for highest number of photovoltaic systems installed (0.75 plants installed per 1,000 inhabitants, compared to regional average of 0.62) which is result of the suitability of the terrain and cooperation among actors for generation of sustainable energy (Minghini & Cavaliere, 2007). These resources are seen as important asset for Appennino with considerable economic potential in relation to increased production of electricity.

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<sup>17</sup> Calanchi are furrow, narrow and deep rocks on clay soils which are formed from erosion, surface water and rainwater.

Due to the physical configuration of the territory, the transportation service is not quite adequate in linking all centers and territories, thus contributing to differences between different territories yielding some tendency to localism. Besides, it is considered that there is still gap in coordination among actors particularly, with respect to the management of various tourist attractions of the area (Minghini & Cavaliere, 2007).

#### **4.3.1 The territory and population**

The surface area of Appennino Bolognese is 1,478 km<sup>2</sup> while the total number of population is 144,128 inhabitants. The area of Appennino Bolognese consists of 23 municipalities which are grouped in so called three Mountain Communities, and are the following:

1. High Mountains' Community and Middle Rhine Valley consisting of the following municipalities like Camugnano, Castel d'Aiano, Castel di Casio, Gaggio Montano, Granaglione, Grizzana Morandi, Lizzano in Belvedere, Marzabotto, Porretta Terme and Vergato;
2. Mountain Community Five Bolognese Valleys consisting of municipalities like Castiglione dei Pepoli, Loiano, Monghidoro, Monterezenzio, Monzuno, Pianoro, San Benedetto Val di Sambro and Sasso Marconi;
3. Mountain Community Valley of Samoggia consisting of the municipalities like Bazzano, Crespellano, Castello di Serravalle, Monteveglio, Monte San Pietro and Savigno.

Compared to flat land area, territories of Appennino face demographic changes with aging population and depopulation.

The hilly and mountainous area belongs to the Po side and lies over with uniform width of 40-50 km, characterized by a sequence of buttresses which gradually slope towards the plane (Agriconsulting, 2013).

This part of Appennino Tosco-Emiliano is particular for its great environmental variability with rocky habitat, forest and prairies which differentiate from each other, in which rare species of birds live such as peregrine falcon, lanner, buzzard, harrier, nightjar etc.

#### **4.3.2 Agriculture production and agro-tourism in the area**

Agriculture has gone through big transformations in the previous decades but it still constitutes a territorial asset for specific territories. The data from 6<sup>th</sup> agriculture census in Region of Emilia Romagna conducted in 2010, has shown decreasing trends in the number of agriculture enterprises (-30.8 %), utilized agriculture land (-6.9%), total agriculture land area (-5.8%) and

number of persons working on farms (-14.5%) compared to data from 2000 census (National Institute of Statistics, 2012). The Rural Development Plan of the Emilia Romagna Region, highlights that there are wide differences in terms of demographic structure and dynamics, economic tissue and the role of agriculture and specialized products between flat land areas and mountains, and provinces thus, it suggests a territorial management which brings in the centre cohesion and inclusive sustainable development of the provinces in the region (Regione Emilia Romagna, 2013). Anyhow, it should be stated that agriculture is still characterized with a big amount of typical products and with regulated quality which more and more is required to compete in a market which becomes more complex and competitive.

The region of Emilia Romagna where Appennino Bolognese is located is characterized with big number of agro-food producers and is known for its excellent production of Made in Italy products. The region is known for its highest representation with DOP and IGT products (total of 39) at the national level. Many DOP and IGT products which represent the region are produced in the municipalities belonging to Appennino area such as “*Ciliegia di Vignola*” (Vignola cherry as IGP), “*Amarene brusche di Modena*” (Cherris of Modena as IGP), “*Formaggio di Fossa di Sogliano*” (cheese of Fossa di Sigliano as DOP) <sup>18</sup>etc.

In terms of production systems, Appennino Bolognese is known for less economic diversification while concentration of agriculture enterprises is above the average number operating in the region (Regione Emilia-Romagna, 2013). Despite this big concentration, agriculture as rural activity has diminished within a decade, with multi-functionality assuming more focus with processing of agriculture products, agro-tourism and forestry activities. Based on a 2012 agriculture census, 34% of the agro-tourism facilities in Emilia-Romagna are located in the Appennino Bolognese area (Regione Emilia Romagna, 2013).

Rural areas of Appennino Bolognese with its own specificities, present a tourist attraction for visitors with availability of natural and historical resources. The combination of mountainous areas and pleasant hilly agrarian landscape, natural endowment of parks present important assets attracting wide public interest.

In Emilia Romagna agro-tourism activities are regulated by regional law March 31, 2009, number 4. According to the law, farmers who intend to start with agro-tourism activities must obtain the qualification from the relevant Province and appropriate certification proofing the

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<sup>18</sup> Specifications for the products with protected geographical indication (PGI) or protected designation of origin (PDO) are defined and approved by Ministerial Decree. Retrieved from: <https://www.politicheagricole.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/3338>

relationship with farming (need to specify types of agriculture activities already developed) and need to be registered in the relevant province where activity will take place. Before submitting the application for agro-tourism business, farmers are also required to attend a training course for agro-tourism businesses (Emilia-Romagna Region, 2009).

Farmers in the area have incorporated agro-tourism into their farming activity by emphasizing high-value food products associated with the region and culture of the area. Considering the visitors demand for local products, agro-tourism operators not only offer meal served at their sites but they also make and market products for purchase such as fresh made pasta and bread, jams, cheese, processed meat, honey, wine and fresh fruits and vegetables. In all these cases agriculture remains primary activity of the farms as it is also defined by law, while agro-tourism is secondary adding value to farm products and provides opportunities for sale and marketing. Agro-tourism facilities mainly operate with provision of food in their restaurants and less with accommodation service although they have a number of beds that could be used for hospitality. As accommodation and food service mobilizes women work force in the sector, during the research study many agro-tourism businesses which were visited were lead by women. Increased number of women in agro-business sector has also been reported by the recent study on Appennino Bolognese conducted by Municipality of Bologna, which presents positive trends showing women entrepreneurs prevailing in activities such as accommodation and restaurants (food service). The same study, states that agriculture marks positive and increasing trends with enterprises led by young entrepreneurs. The positive data detected at agricultural enterprises could be attributed to the policy supports for multifunctionality providing opportunities for innovation and diversification activities one of them being agro-tourism and didactic farms (Municipality of Bologna, 2014).

With rising trends in providing support to multifunctionality of agriculture, the Emilia-Romagna region in its rural development plan for the period 2000-2006, have supported agro-tourism actions and didactic activities performed by farms for schools. Agro-tourism businesses including didactic farms in Appennino, are dispersed more on plain and hilly areas than mountainous areas, to become reachable to people from urban areas and school facilities (Local Action Group Appennino Bolognese, 2007).

Those which are located in mountainous or remote areas due to weather conditions in winter have difficulties in operating during the whole year as they might become inaccessible and it is impossible to reach them even with public transportation means. Anyhow, to keep the area dynamic and attract visitors with interesting offers, range of activities are organized by agro-



tourism businesses in collaboration with the municipal tourism offices, Local Action Groups (LAGs) or any other tourism promotion authorities.

Outdoor activities are organized with guided tours for sightseeing of Appennino, discovery of animal tracks but also thematic tasting events at agro-tourism facilities with offers which reveal typical dishes of the territory or those which are made of seasonal ingredients.

Recreational activities offered include various ones, those linked to the farm and those which don't relate to farming, such as harvesting, assisting at dairy farm works, cooking, wine tasting, hiking, horse riding, hunting, cultural events such as music and film projections etc.

#### **4.3.3 Agro-tourism promotion and the role of tourism development authorities/structures**

The path towards transition of rural economy with specific emphasis towards specialization in tourism, in Italy has been assisted and occurred with the institutional support and policies at the regional and national level, as enabling contexts for sector's development and promotion.

Local authorities play a great role towards cooperation with private sector in organizing events such as fairs, exhibitions, recreational activities by linking local products, culture, music, sports and arts exhibition. Events facilitate promotion not only of products produced in the area but also promotion of culture and traditions. The Appennino Bolognese is the only area in the region where *Emilian* traditions of choral music are still preserved and are being promoted even beyond the natural border.

The important point here to emphasize is that success of tourism in Appennino Bolognese area has not been governed only by processes lead at the local level by farmers, private businesses, associations and municipalities but also by developments at regional and national level. Definition of focus areas and measures within regional policy to favor and foster diversification, creation and development of small enterprises has reinforced shift towards tourism development (Regione Emilia Romagna, 2013).

The CAP at EU level and various programs (among them LEADER Initiative) have co-financed initiatives for the expansion and improvement of agro-tourism in the area.

The agro-tourism model of Appennino Bolognese, demonstrates its crosswise character related to the preservation of natural resources and culture, and plays the role of sustainable development of the rural territory, through ensuring market access to typical traditional agriculture and food products, introducing and acknowledging local artisan production to visitors, and through territorial marketing of the area.

#### **4.4 How RT developed in Spain? Agro-tourism a perspective for agriculture sustainability in rural areas of Spain**

Rural areas of Spain depend at a considerable level on agriculture sector although its role in the overall economy has declined since the '80s contributing with only 2.9% in the total national GDP. Agriculture still presents the main employment sector for rural population and its share in total employment is 4.5% varying from one region to another. In total rural income from agriculture contributes with 15.9%, while services and industry have higher shares like 44.8% and 39.3% respectively (OECD, 2009).

Compared to other EU countries, Spain has faced late migration of population from rural to urban areas. Statistics show that in the last 50 years, between 1960 and 2006, total number of population has increased for 50% while number of rural and intermediate rural population has decreased from 43% to 23% (OECD, 2009). Depopulation of rural areas still remains the main challenge for Spain and it is mainly caused due to the poor living conditions as results of climate, topography and limited amounts of water.

The Spanish rural development policy mainly focused on supporting agriculture which was represented by small family farms, with a justification that the rural development focus should be slowly introduced in the policy without compromising agrarian interests. Anyhow, diversification activities such as rural tourism were not excluded and were promoted by the national policies. Thus in the '60s the Spanish Government provided grants to adapt and refurbish rural houses that could be used for tourist accommodation purposes and provide holiday adventures in countryside which were usual at that time (OECD, 2009; Cánoves, Villarino, Priestly & Blanco, 2004). During the '70s, rural tourism received institutional support through the Vacation Farm Houses Program (Sayadi & Calatrava, 2001). The aim of this policy which enhanced tourism sector was to maintain cultural heritage and improve the quality of rural buildings for rural tourism as a new source of rural income (OECD, 2009).

It could be stated that in the early stages of rural tourism development in Spain between the '60s and '80s, more efforts were concentrated in accommodation and lodgings for the tourists and these facilities were mainly managed by women from the farm families. They welcomed the guests, took care of the accommodation and food service and promoted the local cultures values. This stage is also characterized with specialized new products which were served to their visitors. Beginning from the early '80s, rural tourism has become important activity for rural areas particularly in those with strong rural and agrarian component.

The period of the '90s for rural tourism in Spain is characterized with diversification and provision of other services than accommodation and food service to enjoy and have adventures experiences. Agriculture was in decline and the number of agriculture households which diversify their income with activities in farm and outside the farm increased. Agro-tourism became an important source of income complementing income from agriculture. At this stage some recreational activities based on the natural and cultural heritage of the countryside were developed, such as thematic routes and trips/excursions which were still at infant stage compared to the rural tourism in countries of the EU such as France and United Kingdom. Spanish farmers seemed to have been more resistant in undertaking other activities than hosting the visitors while at the same time in the EU farmers were more prone to trainings which developed their skills for hiking, tourist guide, cycling etc (Cánoves, Villarino, Priestly & Blanco, 2004). This is why agro-tourism activities in Spain include accommodation activities, among which bed and breakfast, guest houses and self-catering while recreation activities are not so well merged with farms (OECD, 2009).

Among diversification activities, processing of agriculture products (meat processing, cheese and wine production) and rural tourism were most important and had positive impacts on the population, GDP and helped employment growth particularly in the rural areas of most diversified regions (OECD, 2009).

Thanks to the EU funds the number of rural tourism facilities in Spain has raised. LEADER initiative has greatly contributed to the local development of rural areas through rural tourism with 32.4% of funds being dedicated to rural tourism between 1995 and 2001. Same support was provided through PRODER<sup>19</sup> with 23.2% of these funds being invested in rural tourism between 1996 and 2001 (OECD, 2009).

In particular, rural tourism marked considerable growth by 20% each year between 2001 and 2007, in terms of overnight stays and visitors, both national and international. Even the lodging capacities in rural tourism raised in 2008 for 35% compared to 2007. The rising demand for rural tourism seems to have been complemented with the increased supply of this particular service. The number of agro-tourism places have increased for 60% in 2011 compared to 1994.

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<sup>19</sup> PRODER is a Spanish multi regional programme for local development which extended to those areas (NUTS 2 and with GDP per capita below 75% of the EU average) that were not eligible to benefit from the LEADER initiative. It was implemented in two phases from 1996 to 1999 and from 2000 to 2006 (OECD, 2009).

It could be stated that rural tourism has been rapidly accepted in Spain, as a tool to sustain migration trends and provide employment opportunity in the frame of multifunctionality but it did not reach the stage of maturation.

In some regions tourism growth has influenced further decline or abandonment of agriculture as it has been prevailing over farming activities as the main income generation activity.

Rural tourism in Spain is based on the environmental richness of rural areas, which is considered to be unique in Europe due to its landscape and ecosystems. Rural areas of Spain are attracted for the foreign visitors mainly coming from the United Kingdom, Germany and France.

In Spain, there is no uniform policy at the national level about tourism activity in rural areas or farm settings (Barke, 2004). Compared to other countries in Europe, it could be stated that agro-tourism has evolved later (Canoves, Villarino, Priestly, Blanco, 2004) and as its regions have autonomous and independent functioning, in some of it this is regulated as an activity within agriculture sector while in some as a tourist activity.

#### 4.5 Introduction to the study area - Alpujarra, South East Spain

Alpujarra is a region in Andalucía, Southern Spain, located between the slopes of Sierra Nevada Mountain and the Mediterranean coast. It is known as the region of mountain villages, with its natural and historical sites and it is famous in Spain because of its unique mini-ecology. Alpujarra lies in two provinces Granada and Almeria (Fig. 4.2) that is why sometimes it is known in plural as “Las Alpujarras”. The administrative center is Órgiva with 5508 inhabitants while Trevélez, is the highest village in Europe located in an altitude of 1486 meters above sea level.

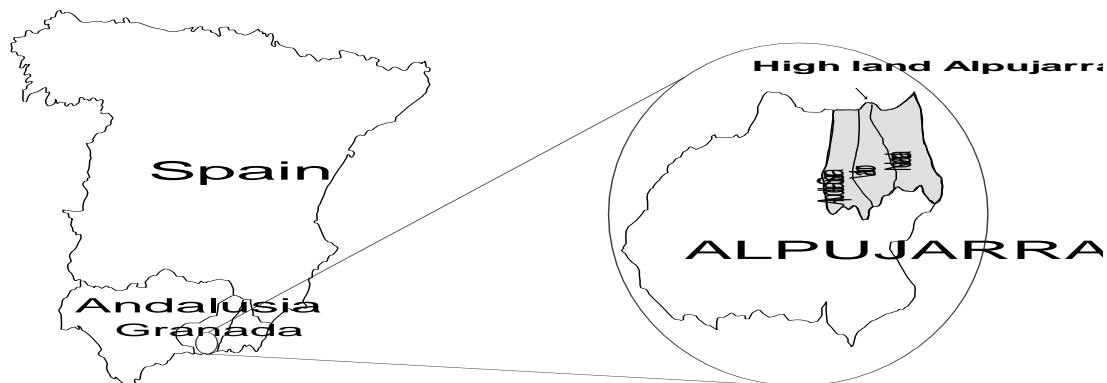


Figure 4.2 Geographic position of Alpujarra region, Spain

Alpujarra has astonishing landscape with its mountains and man-made terraced plots which remain green during the whole year due to the snowmelt in the spring and summer. The hilly terrain has made that towns are built dispersed in the uneven land extending on the south and affected by Mediterranean climate. The settlement of Alpujarra began with the Moors (inhabitants of North-Africa) in 711 AD who built settlements retaining their traditional architecture from Berbers time. The villages are built on the hillsides in their notable and identifiable architecture style as in the mountains of North-Africa with grey-white box like houses with flat clay roofs, with narrow winding streets and calm environment (Andalucia Tourist community).

The land in Alpujarra was traditionally dry but it has been adapted by the Moors who set up irrigation channels in the mountains to support polyculture cultivation of other cultivars beside oaks and grassland. The rise and decline of the area which was also associated with the depopulation in the latest century, has been greatly affected by the historical events and demographic changes caused in the region. Alpujarra became as destination of amenity migration as there are many foreigners mainly British, who decided to come and live in this region due to its pleasant climate, culture and openness of people (Bertuglia, Sayadi, López & Guarino, 2013).

#### **4.5.1 The territory and population**

The total surface area is 21,422 km<sup>2</sup> with population of 1,618,648 inhabitants. The region has in total 297 municipalities, out of which 103 belong to Almeria Province while 194 belong to Granada Province (Spanish National Institute of Statistics, 2014). The geographical position and variable climate, ranging from mild and temperate in the coastal areas, to cold with snowy winters and with winds followed by dry sunny weather in the higher altitudinal parts known as High Alpujarra or Alpujarra de la Sierra.

The urban planning and rural system are the result of historic and demographic events which are visibly seen even today. The villages are built based on urban architecture suited to the landscape and rolling down the hills. They devised a sophisticated and efficient irrigation system to create a flourishing arboriculture in an otherwise barren area. They also developed a prosperous silk industry that survived until they were thrown out of Spain and Las Alpujarras fell back into the dark ages.

Stunning scenery of vineyards, almond and olive trees, crops grown on terraces are still present today and present main attractions for the visitors. Big part of Alpujarra Municipalities belongs to National Park of Sierra Nevada which has been declared as Biosphere Reserve by UNESCO in 1986. This attribute is conferred due to its grandiose landscape and unique and

endemic species of flora which exist in this area. The area is also known for endemic invertebrates and mountain symbolic species, like Mountain Goat, Wall Creeper and the Royal eagle.

#### **4.5.2 Agriculture production**

The existing rural space configuration and development and evolution of agriculture systems is affected by historic process of settlements and demographic changes occurred in different historical periods.

Starting with the Arab conquest from the VII century, the agriculture has been developed based on the existing morphological, climatic and geographical conditions. They have treated the area by respecting the environment and adapting their way of living to preserve it, thus created a harmony between their work, nature and agriculture activities. They used natural water resources to extend and develop irrigation channels in each production plot, by using and improving the previously established systems by Romans. This is the period where even mountain slopes were adapted to terraces where agriculture activities began. Anyhow, the aim of these terraces was not only to extend artificial plots for cultivation but also to protect the land from erosion.

The area was known for its arboreal cultivation while with farming many new cultivars have been introduced such as figs, mulberry, pear, pomegranate, peach etc. Mulberry was the bases of the silk industry which was developed at that time. Vineyards, almond trees, figs and olive trees represented the main cultivars of the area and through irrigation system reached very high productivity levels. The agriculture economy in Alpujarra until XV century reached its peak based on multi crop production systems and very soon started with sheep and goat breeding.

The agriculture system raised by Arabs was maintained until XVI century. In this time the Kingdom of Granada began with expulsion of the Moors from Alpujarra and repopulated the area with Christians who were brought from other regions mainly from the Northern Spain. This period is characterized with huge drops in number of population and economic decline of the area which occurred apparently as a result of new inhabitants who could not adapt to the mountainous characteristics of the area as they came from other regions which were flat land. New inhabitants were used to other working and living conditions, other techniques and types of cultivation which were different from those being introduced by the Moors. That is the reason why agriculture systems created by the Moors failed and landscape transformed although a number of Moors were allowed to get back in the area to maintain it. In order to have each family with equal land plot for planting of different cultures, the land was fragmented and parcelized and as such remained until the end of XX century. During the XVIII century mulberry and other traditional arboreal plants

like olive and almonds were substituted with cereals. It is important to mention that agriculture production in Alpujarra was poly-cultural Mediterranean carried out on the mountains of Alpujarra and not typical mountainous agriculture.

Only in XIX century population gained familiarity with agriculture systems anyhow the irrigated land with terraces was decreasing together with forested areas in mountains, thus leading to environmental problems such as erosion.

In the '50s Alpujarra as other rural areas have been facing tremendous migration rates to urban areas and outside the country. Industrialization in 50s and '60s did not bring any positive changes to the agriculture economy, as the terrain was not suitable for mechanization and also due to the very small farming system which was basically at subsistence level and producing only for needs of the rural families. Depopulation and aging population also contributed to the agriculture decline and difficulties to be market competitive. In this period agriculture systems were abandoned causing degradation of the traditional landscape and loss of traditional production such as figs, olives and almonds. Loss of traditional primary production led to disappearance of practices related to preparation of typical local products (particularly those made of figs). Abandoned agriculture land has lead to loss and change of biodiversity due to the abandonment of traditional agriculture cultivars.

Agriculture land in Spain accounts for almost 50% of the total national territory and only 15% of this land is irrigated (OECD, 2009). Majority of the agriculture holdings in Spain are family farms. The area even now is characterized with polyculture production; in the meadows its know for production of horticulture, winter cereals and maize, arboriculture with different species of fruit trees grown depending on the altitudes such as orange, medlar, pears, apples and olives. In high altitude areas usually there is barley, rye and potato, cereals, vine, fig and almond. . Fig tree cultivation as traditional activity for Alpujarra is threatened due to the area's depopulation but also because of existing problems with part of the plant and introduction of plant material from other regions which are not previously tested for the suitability to the agronomic conditions of the area (Perez-Jiménez, López, Dorado, Pujadas-Salvá, Guzmán, & Hernández, 2012). Livestock is also present in higher altitudes with breeding of sheep, goats, cattle and small number of pigs (Sayadi & Calatrava, 2001).

#### **4.5.3 Agro-tourism development**

The period between '80s and '90s also known as the period of major crises for the Mediterranean mountains, has brought big demographic changes to Alpujarra with ageing population, migration of young people affecting even its agrarian system (Calatrava & Sayadi,

2004). The number of agriculture households declined almost by half in this period, while during the decade of '90s the process of abandonment was slower than the previous decade. Another trends which are highlighted in these periods show that between 80s and 90s the part-time agriculture which was practiced as secondary activity was increasing slowly while between 1991 and 2001 part time farming evolution was higher and that related with the implementation of the EU programs for rural development that promoted activities other than agriculture particularly tourism (Calatrava & Sayadai, 2004). Transition from agrarian society to rural ones requiring development of services sector, has been associated with socio-cultural changes.

In this period agro-tourism has been introduced through gaining access to European funds which encouraged tourism services and product development. Initially, the aim was to ensure additional income for farming community of the mountainous area of Alpujarra, which by the time did switch more and more from agriculture production to tourism. In particular LEADER I initiative which began from 1991 in Alpujarra have greatly supported promotion of entrepreneurship through their involvement in identifying and supporting entrepreneurs. LEADER groups in Spain have stimulated self-organizing and local resource mobilization attitude which are important elements within an entrepreneurial society (OECD, 2009).

Although number of farms in EU which provided tourist services starting with accommodation, have increased in the decade of the '90s, in Spain only 0.5% offer agro-tourism services which is far below the average of the EU countries.

Despite its potentials for agro-tourism activity such as natural heritage (high mountains terraces with unique landscape), cultural assets (traditional Alpujarran culture in farming, history, architecture, gastronomy, crafts etc) agro-tourism sector depicts very low level of development and is marginal activity in the area. This low rate of economic attractiveness could be attributed to both demand and supply of the offer. The demand for agro-tourism is still very low due to the fact that most Spanish urban families have recent generations which moved from rural to urban areas, so their level of interest in agriculture issues is very low. Another issue is that agro-tourism offer is poorly recognized as a concept among potential visitors of this area despite the values and appreciated assets which are already present in the area and certainly would make part of the offer. Among values and assets which are most appreciated among visitors should be mentioned the agricultural landscape, traditional agriculture system of Mediterranean polyculture cultivation and irrigations systems, typical agriculture and food products, traditional dishes etc. (Sayadi & Calatrava, 2001).

On the supply side, farmers do not have sufficient information on the tourism opportunities, and considering that socio-economic structure is traditional agrarian, for new



adventures like tourism, farmers need to be better prepared and encouraged to uptake from this new alternative.

The programs for rural development of the European Union, while aiming to provide alternatives for economic development based on farm diversification and non agriculture activities such as agro-tourism/rural tourism and artisans, they have contributed to deepening of the agrarian system's crises and environmental problems (Calatrava & Sayadi, 2004). The abandonment of agriculture in Alpujarra presents a high risk not only for economic decline and further out migration but to the non performance of other agriculture functions which present important elements of the European rural development policy. Degradation of agrarian system and of the traditional landscape threatens natural habitats of the area (Sayadi, González-Roa, Calatrava, 2008). Such trends are noted to bring negative effect on the areas where tourism development is based on the use and management of natural resources and agriculture environment by reducing demand for such service and reverse economic benefits for farmers. The abandonment of agriculture in rural areas presents a high risk not only for economic decline and out migration but to the non performance of other agriculture functions which present important elements of the European rural development policy.

According to the recommendations of experts which are based on the common agreements of all stakeholders for rural tourism management in Spain, there are few issues which have been identified and are recommended to be considered throughout the process of building a new model for the Spanish rural tourism and could also be considered for Alpujarra. Among these issues are diversification of the rural tourism product, improvement of entrepreneurs and workers' skills, generation of market intelligence, adjustment of the supply growth of demand generation and coordination of regional policy for the homogenization of the supply (Sayadi & Calatrava, 2001).

#### **4.5.4 Diversity of products and events within Alpujarran agro-tourism offer**

With its unique blend of landscape and architecture which visibly reminds of the colorful history, Alpujarra retains the old and charming characteristics which are interesting to visitors. The farmhouses are used as accommodation for tourists bear architectonic characteristics from the Moorish culture, white houses with flat roofs built over the natural cascades of the towns and villages.

The cultural and geographic diversification of the region has had influence on the production of various agriculture products and food. Arabs influence in gastronomy is present in the villages particularly in sweets and pastry. The wild products from the forestry such as

mushrooms and herbs are collected and used widely in the local cuisine together with the vegetables and fruits which are grown in the gardens of local people. Therefore, cuisine from Alpujarra is known for its pure local ingredients used in food and organic products (Traveller, 2010). Meat is also central to the diet of Alpujarra especially the air cured ham known as jamón serrano from the village of Trévelez which is typical local product greatly appreciated by the locals and visitors of the area (Alpujarra information, 2009). Trévelez is the highest village in Spain at 1476 m above the sea level. The ham is sweet tasting, dried in the mountain air and is protected as a product with Denomination of Origin. Traditional dishes which are prepared with ham are habas con jamón (broad beans and ham) and fresh trout (trucha). Trévelez is also known for Morrish sweets and desserts.



Figure 4.3 Jamón serrano from the Trévelez dried in the air and sun from the Trévelez



Figure 4.4 Jamón serrano(Picture by Francesca Regoli)

The figs and almonds are known as traditional products of Alpujarra. Figs from Turón are famous both black and white and their valuable organoleptic characteristics have been reported in the Spanish literature. Besides fig and almond tree cultivation there is grape cultivation which has been introduced in the area from the farmers who came from Levante region in Eastern Spain (Perez-Jiménez, López, Dorado, Pujadas-Salvá, Guzmán, & Hernández, 2012).

Wine is another product which is produced in the area the quality of which is improving. (Alpujarra information, 2009).

The natural landscape with steep mountains, deep gorges, and broad valleys is very adaptable for adventurous travelers therefore; it offers outdoor recreational activities for hiking and search for wildlife. The Sierra Nevada and el Cerro de la Corona have an interesting network of hiking paths which follow mule routes, tracks passing through forests and tourist tracks. The villages of Alpujarra are 1400 m above the sea level with very pleasant temperatures for walking in all seasons beside summer which is very warm and dry. The abundance of wildlife offers possibilities of walking tours to search for wildlife. The continuation of traditional agriculture practices has enhanced the preservation of biodiversity in different altitudes of the area, beautiful flowers, orchids and almond tree blossoms which are attended by various butterflies. Around 30% of the representative species of the Iberian Peninsula are found in Alpujarra, with 150 being endemic to the Sierra Nevada mountains (Naturtrack)



Figure 4.5 Hoopoe – *Upupa epops* bird

Besides hiking and search for wildlife, bird watching is another recreational activity within agro-tourism offer.

The tradition in pottery making is still living in the villages of Alpujarra thus providing ceramic products as attractive pieces for tourist to buy when visiting the area.

There are various events and activities which are organized with purpose of promoting products from the area, artisans and the culture. The so called Alpujarran festive calendar starts with Easter and marks different local fairs during the summer and autumn until the Christmas and Reyes Magos (Epiphany, or Wise Kings) on the 6th of January. Certain fiestas are associated with particular villages where they are traditionally happening and are attractive to many visitors. Among popular events organized in ALpujarra is Hecho en la Alpujarra (Made in Alpujarra) fair

which is held in Orgiva and is growing more and more every passing year. This event is organized by the Tourism Promotion Office and the Town Hall where different products from the area are presented and promoted such as food (cheese and ham), arts and crafts (rugs and ceramics). Farmers' market is also very attractive component of this fair.

## 5. Rural restructuring in Kosovo – new policy approaches for agriculture and rural development

### 5.1 Introduction to Kosovo

Kosovo is a country located in South-East Europe, with its position in the center of the Balkans. It is surrounded by Albania, the Former Yugoslav republic of Macedonia (FYROM), Serbia and Montenegro.



Figure 5.1 Kosovo's geographic position in Europe. Source: European Commission, DG Enlargement.

The total land area is 10,908 km<sup>2</sup> with an estimated number of population 1,820,631 and very densely populated at 166 person/km<sup>2</sup> (KAS, 2013).

Kosovo lies in a geographical basin with an altitude of 500 m while it is surrounded by range of mountains (heights ranging from 2000-2500 m) bordering it with neighboring countries. The range of Cursed Mountains (Bjeshkët e Nemuna) lies on the Western part and forms the border between Kosovo, Montenegro and Albania. In the north is Kopaonik Mountain which lies in border with Serbia and in the south, the Sharri Mountain which lies in border with FYROM. The country is rich in its water sources with many rivers and lakes covering the whole territory with

the natural network of water flows. The climate is continental characterized with cold winters with -20 °C and warm summers +35°C.

Kosovo has five main regions and 37 municipalities. The public administration is organized at two administrative levels, national and local. The number of villages is 1,467. Around 62% of the population lives in rural areas which cover a surface of 62% from the total territory (MAFRD, 2014).

The country is known for its youngest population in Europe with 50% belonging to age less than 25 years, which is considered as a very important asset if proper education system provided and opportunities for employment generated. The working age group (between 15-64 yrs) marks around 65% of the population.

Although Kosovo's economy has shown solid growth performance since 1999, it is a country with lower-middle income level and one of the poorest in Europe. It faces economic challenges with limited economic activities, trade imbalances and little employment opportunities, maintaining its macroeconomic stability through its dependency on the financial and technical assistance support from the international community and the remittances from diasporas. Economic activities concentrate mainly in services sector and that in retail and wholesale trade. The primary sector remains very limited, with agriculture being the one which contributes with 14.1% to the valued added of the economy. The unemployment rate of 45% has been the main factor of migration to urban and foreign countries (MAFRD, 2014). The unemployment prevails in rural areas with 40.1% unemployed while in urban areas it is 28.5%. The rate is significantly higher for women 44.4% than for men 32%.

Agriculture used to be important sector of the economy with its contribution to the GDP with 25% in the '80s which dropped to around 14.1% in 2011 (KAS, 2011). This reverse trends are subject to inefficient farming as a result of small agriculture plots, old mechanization, lack of advisory service, limited access to finances etc. Anyhow, it still remains one of the main sector providing employment (25% from total employment) and generating income for rural population. The trade balance in agriculture products of Kosovo is negative with value of exports (25.8 mil Euros) being insignificant compared to the value of imports (560.1 mil Euros)(World Bank, 2014).

## **5.2 The status of agriculture and rural development in Kosovo**

Kosovo is characterized with very small farming structure where 52.50 % have less than one hectare. These are mainly subsistence farms with low levels of investment and production, 43.60 % of farms range between 1-5 hectares and only 3.90 % have more than 5 hectares (from which only 0.8 % more than 10 hectares).

Small and fragmented farms are cause to low agricultural productivity and yields and lack of access to professional advisory services, outdated farming practices, limited access to finances and inefficient farm management practices add to the inefficiency problems at farm level. Majority of farmers produce for self-consumption and very little produce is brought for market and commercial purposes.

The size of the farms presented above lead to understanding that agriculture land is highly fragmented and dominated by subsistence and semi-subsistence farmers. The major crops which are considered to bring high output values are wheat, peppers, maize, watermelons, tomatoes, potatoes and grapes. Unfortunately, traditional production of sour cherries, hazelnuts and tobacco which was associated with certain regions, has been reduced and is concentrate in very small area. Beside, potatoes which fulfil the needs of local market (and is also exported) Kosovo agriculture sector is not self-sufficient. The horticulture value chain is not efficient due to the lack of producers' groups/farm associations which could provide abundant quantities for the market and have negotiation power to establish connections with market. The financial status of the sector is very weak which leads to limited access to financial institutions as agriculture is characterized as high risk sector. In this regard, expansion of vegetable production areas and orchards, supply of new mechanization or access to private advisory services is hardly possible. Good pre-conditions exist to have organic production but there were very few initiatives and the registered areas are only 85 ha of medicinal plants, fruits and vegetables (World Bank, 2007; MAFRD, 2014).

Fruit sector is greatly supported by the national level and donors and is given priority because there is still dependency on the imports although areas of production have been increased. There are 100-150 ha of new orchards which are established annually, out of which 40-50 ha are for apples. Apples and plums have traditionally been cultivated in Kosovo and they present the highest share in production area (50%).

Although all over Kosovo there is tradition in vegetable cultivation, the south-west of Kosovo in Dukagjini Plain is known for production of high quality vegetables (especially those situated along the Drini i Bardhë).

The vegetable production is still seasonal and there is lack of consistent market supply all over the year. Same as fruits vegetable production has been identified as priority within the national agriculture and rural development strategy providing substantial support to extension of the vegetable growing areas (open field and greenhouses). Dominant crops like peppers, tomatoes, onions, cabbages and watermelons account for more than 50% of the vegetable area.

The increasing capacities of fruit and vegetable processing industry has been the another factor influencing the farmers to increase their production capacities and yields to ensure consistent supply and guarantee market for their own produce.

The south is also known for its tradition in grape cultivation and wine production due to agro-climatic conditions for the development of vineyards. Kosovo has over 200 sunny days per year for grape ripening, and a suitable hilly landscape from 350-600 meter altitudes which is well exposed to the sun. Viticulture regions have soil which is suitable for vineyard development, and less adequate to be used for other purposes. Majority of grape produced is wine grape (78.16% of the total) and the rest is planted with table grapes.

The cereals are important for Kosovo's agriculture which covers almost 13% of the total area of the country, and involves approximately 40% of domestic households. The cereals involve biggest number of subsistence farms.

As sector is dominated by subsistence farms, livestock production is also carried out by rural households. Semi commercial and commercial farms have more intensive livestock production using higher quality animal breeds. Cattle are the largest livestock population (329,213 head) followed by small ruminants, sheep and goats (247,901) and poultry.

Kosovo has good natural resources for aquaculture, with significant potentials, especially in Western Kosovo. In a very limited amounts there are few value added initiatives carried out to produce smoked trout, which is packed and sold in local markets.

It could be stated that beekeeping has been one of the diversified activities which was performed not only by farmers but also people from urban centers which had some connection to rural areas (family, property, friends etc). The suitable conditions, including climate and land forms or even the high number of nectar and pollen plants (over 164 types), guarantees good production of bee products. The sector is dominated by small-scale farmers who have 1 – 10 beehives. Cost of 1 kg of honey in Kosovo was and still remains to be the highest in the region and although majority of Kosovars have middle to low standard of living, honey is one of the most accepted healthy products which is highly consumed despite its relatively high price (7-12 Euro per kilo).



As a consequence of low levels of productivity and the dominance of subsistence production, factories have to deal with many small farmers whose production and collection costs are too high to allow the processing industry to be competitive. Weak rural infrastructure affects farming but also rural sector in general with poor roads, limited access to drinking water, issues with waste disposal and a limited electricity supply. Irrigation system also requires extension of the network to ensure provision of access to majority of farmers.

Beside initiatives in beekeeping and aquaculture, rural tourism is another potential sector to diversify the rural economy of Kosovo.

Many donors have already supported projects for the diversification of economic activities in rural areas in Kosovo in recent years, such as rural tourism, small-scale agricultural production and processing at farm level for women entrepreneurs (*'ajvar'* or pepper spread and jam production, etc.) and handicrafts. The experience so far shows that there is a great need for investment support schemes, support in promoting new economic opportunities and support for vocational education and training. The main problems are linked to difficult access to loans, a lack of national support schemes for the diversification of activities in rural areas, low awareness and promotion of local products, unskilled human resources, and the lack of specialized advisory services.

### **5.3 Management and implementation of the Agriculture and Rural Development Plan (ARDP) 2007-2013**

The Ministry of Agriculture, Forestry and Rural Development (MAFRD) has prepared the Kosovo's Agriculture and Rural Development Plan for 2007-13 (ARDP 2007-13) with the support of an EU funded project "Agriculture Master Plan for Kosovo" (AMPK),<sup>20</sup>. The ARDP 2007-13 was considered a national strategy to align the agriculture and rural development sector with that of the EU and was a first step for Kosovo to learn the techniques of EU-style development planning, which involves partnership development and consultation with stakeholders and increased engagement of public.

Kosovo is a potential candidate and strikes to reform and structure the agriculture and rural sector to comply with EC regulations for accessing pre-accession structural funds that will be available under IPARD. The ARDP 2007-2013 was prepared following the same framework as of the EU's Common Agriculture Policy with four axes of rural development strategy for

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<sup>20</sup> Supported by a two-year EAR-funded project, the Agricultural Master Plan for Kosovo.

2007-13: (competitiveness; environment and sustainable land use; quality of rural life and rural diversification; and community-based local development strategies).

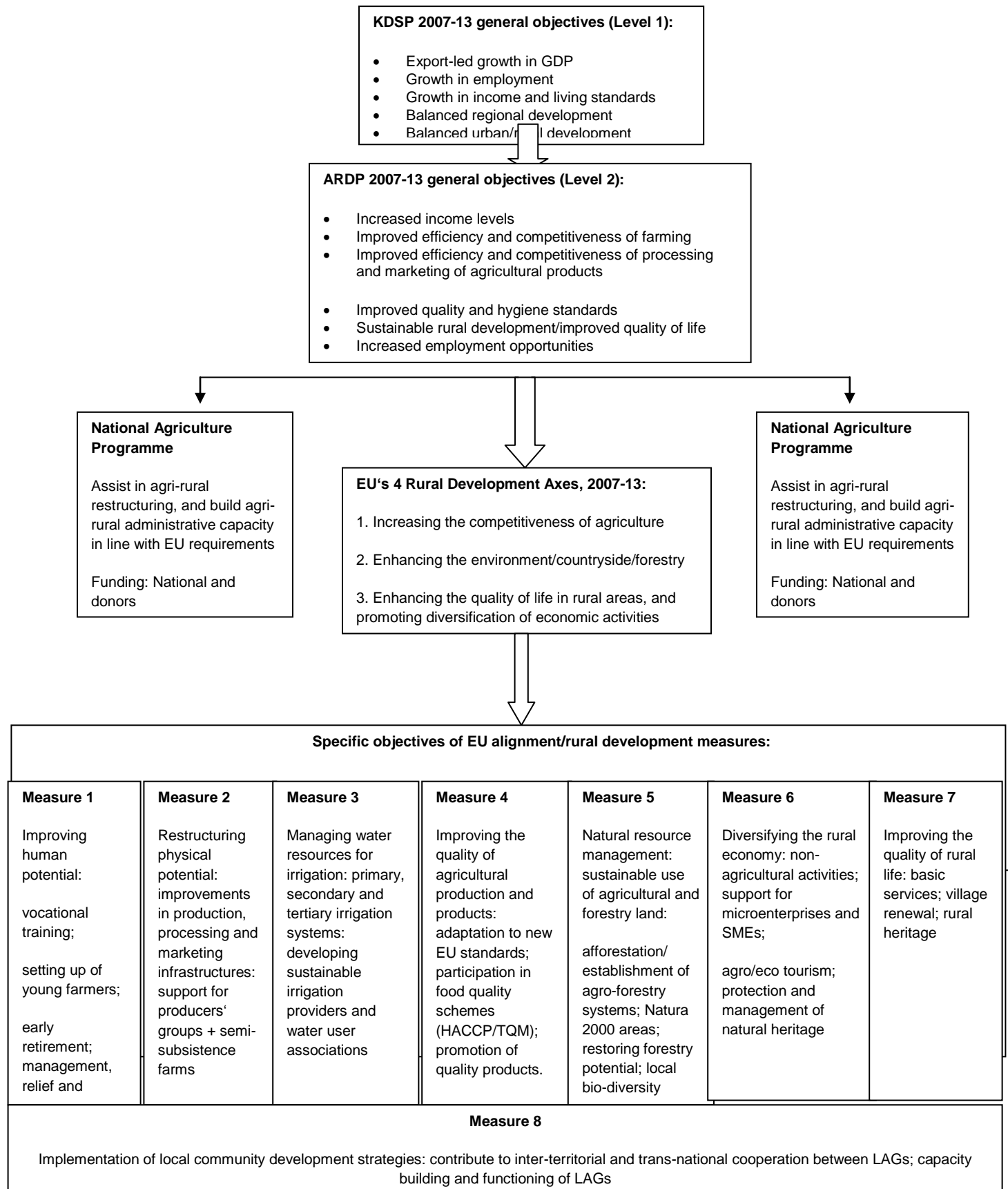


Figure 5.2 National and rural development objectives hierarchy

The funds for the implementation of the ARDP were limited therefore, immediate priorities, were linked to available financial resources (including support from donors) and implementation capacity. The approach in implementation of the ARDP 2007-2013 has mainly focus on agriculture production with justification to increase the production capacities and competitiveness of the sector to be able to compete with imported products. Among measures which were implemented during this period was Measure 1 to Develop vocational training to meet rural needs, Measure 2 - physical restructuring process for agricultural production as well as Measure 3 support to strengthen the irrigation sector, (particularly of tertiary irrigation, the irrigation providers and water users' associations). Measure 4 has been supported by the European Union office while government support to the implementation of this measure started only in 2013 with the rationale that primary sector got large support and that efforts should be concentrated on processing sector as well. Measure 8 which supported local community development through LAGs has been supported symbolically, with limited budget of EUR 201,245 for the period 2007-11, just for the sake of keeping LAGs sustainable and avoid their disappearance.

Due to the lack of national financial resources some of measures are not supported. One of the measures not supported by national funds was Measure 6: Farm Diversification and alternative activities in rural areas.

#### **5.4 ARDP 2014-2020 addressing challenges beyond agriculture production: transition or new functions for the rural areas**

#### **5.5 Rural areas and potentials for economic development in Kosovo**

Rural areas in Kosovo are characterized by rich natural and cultural heritage; natural resources are still untouched or almost untouched in some newly exploited places, which harbor wide diversity of flora and fauna. Due to lack of industry the quality of the air and water is very good and the environment calmer than in urban centers which are chaotic and air relatively polluted. The cost of living is lower compared to urban areas and majority of rural areas are close to the cities with relatively good infrastructure, beside those which belong to less favored areas.

The natural conditions in terms of soil and climate are very adaptable for agriculture production which performs as the main economic activity in rural areas having an increasing institutional support to achieve growth and competitiveness in the sector. Agronomic conditions provide for very tasty vegetables and fruits which are still outside the loop of homogenization of the taste applied by the standards of big

supermarket chains. The production season in agriculture has been extended from 2 months earlier to 2-3 months later than the usual production in the open field thanks to support by the government and donor programs but also efforts by the private sector to enhance agriculture development. According to the World Bank Poverty Assessment Report (2007) 90% of the rural population has land, 55% has livestock and 15% is subsistence farm living from their own agriculture production. The report also reveals that at least 70% of the rural households depend on agriculture. Agriculture has competitive advantages particularly in production of high-value horticulture products while processed milk and meat products are challenged by big competition from imports. Currently, the prices of local products are significantly lower than those from the region therefore, investments in supply chain and adding value activities are inevitable (World Bank, 2010). There is an increasing demand for local products which could gain from the still existing knowledge and tradition of farmers on processing of fruits and vegetables but also milk to cheese (like Sharri cheese, goat milk cheese) and meat to dry and smoked meat and sausage to earn higher price margins. Other natural products such as forest fruits, herbs and mushrooms are natural resources that could be explored more and marketed to visitors in the area who are interested in buying fresh local products (Kastner International, Austrian Federal Institute of Agricultural Economics & MAFRD, 2012).

The number of young population is very high with 60% being under the age of 30 although their interest in remaining in these areas is quite depending on the employment opportunities. The labor offer in rural areas is still very cheap and abundant compared to other countries in the region.

The level of education marks better scores for men than women where only 50% of women engaged in agriculture have finished only primary school. Small family farms are mainly managed by women who unfortunately, have no legal/commercial rights since usually the ownership and decision making in most cases lies with men.

Considering that rural areas offer other resources to be used beside agriculture, these potentials should be captured including existing human resources such as LAGs, young population and women to create synergies through networks of cooperation and investments for improving the quality of life and living conditions in rural areas. Rural tourism for example is a sector which could be proposed in those areas which have natural and cultural assets, local production and potential rural actors that could engage in common efforts to mobilize the capital and develop tourism as employment generation sector.

## **5.6 Supporting tourism development as a tool for sustainable economic growth and development of rural areas in Kosovo: Programs and initiatives supported by donor organizations**

Agriculture and rural development have been supported by the donor community as soon as the Kosovo exited from the emergency phase and efforts were concentrated in building the market economy which would have production able to be competitive in local market first and then fulfill necessary standards to become regionally competitive.

Before the preparation and start of implementation of the ARDP in 2007, various donor initiatives were implemented according to their specific program objectives where only after adoption of the ARDP 2007-2013 coordination between projects in the sector and the objectives of the ARDP started to improve.

For any years donors have supported agriculture sector, but since 2007 considerable investments were made in diversification activities mainly rural tourism through investments in preservation of objects with historic and cultural importance to be used for tourism services, investments in accommodations, local produce, tourism infrastructure, trainings for farmers and rural communities to develop their entrepreneurship skills for tourism business, recreational activities, tourist guides etc. Unfortunately, as diversification measure from the ARDP 2007-2013 was not implemented; all rural tourism activities lacked coordination and could not build synergies for proper and sustainable use of assets during the process of developing the sector. The Mid-term evaluation of the ARDP 2007-2013 did not produce any information on the implementation of rural tourism initiatives funded by other donors although those initiatives should have been seen as complementing the agriculture and rural development strategy respectively the implementation of Measure 6 which is about diversification of rural economy.

For the purpose of answering to research question 1.1 information has been gathered through contacting donor representatives and staff involved in the implementation of the rural tourism projects in Kosovo to understand what was the impact of these projects in overall rural economy and society at all.

### **European Union**

Since 2009, the European Union has been implementing its EU Regional Economic Development Program (EURED) under IPA funds with purpose of creating sustainable development in regions of Kosovo, by creating opportunities for employment. The same program facilitated the establishment of five Regional Development Agencies (RDAs) in Kosovo to ensure coordination of efforts for economic development at the regional level, design projects, seek funds for project implementation and ensure implementation of regional development strategies. Starting from 2010 EURED grant schemes were launched by the EU office in Kosovo funded by EU and co-financed by the municipalities which are awarded a grant for implementation. The EURED program is still ongoing, with specific objectives to

create favorable conditions for business development and infrastructure development for small scale businesses. Among actions funded which fall in the scope of rural tourism and enhance sector's development are the following:

- product development and design, innovation, marketing, environmental protection and other issues of private sector development
- cooperative production, group marketing and promotion
- Develop, improve and promote tourism. Develop and market targeted tourism product packages for selected target group (e.g. hiking, water sports, fishing, winter sports, eco- and agro-tourism);
- Development of regional branding and its use across agricultural and horticultural products like: dairy, meat, fruit and vegetable, wine routes etc.;
- Increase local/regional added value by promoting processing of local agricultural produce in the region or vicinity
- Support/create producer-supplier chains
- Provide facilities and services to start-up entrepreneurs, including social enterprises, arts and crafts producers and other creative developments
- Signposting and access to business facilities including tourism attractions

Other actions which improve business impact on environment, development technology and business networking etc were funded under this program.

EU was the biggest donor giving grants to rural tourism in Kosovo with total of ??? Euro investment in rural areas.

## **USAID**

Through its Kosovo Private Enterprise Program (KPEK), USAID has provided support to the private sector in Kosovo. Among sectors with potential for economic development was identified rural tourism as well.

## **Swiss Cooperation Office**

Swisscontact, Riinvest Institute and PEM Consult are implementing the project Promoting Private Sector Employment (PPSE) funded by the Swiss Agency for Development and Cooperation in Kosovo (SCO-K) which started in October 2014 and will be implemented until November 2017.

The aim of the project is to assist small and medium size businesses (hereafter SMEs) operating in competitive and well-organized economic sectors, particularly aiming to provide increased sustainable employment for women and men. Among sectors targeted by the project is also tourism in rural areas

which includes promotion of tourist enterprises and destination promotion, tourism product development, promotion of the inbound tour operators and establishment of Destination Management Organization (DMO).

### **The Government of the Netherland**

CARE International in partnership with the Municipality of Novobërdë, implemented rural tourism project in Novobërdë funded by the government of the Netherlands in 2008.

The aim of the project was to support municipality in drafting the Rural Tourism Development Strategy 2008-2015 (Care International, Municipality of Novobërdë, 2008) which presents natural and cultural resources existing in this rural area that could be used to develop tourism. Project invested in upgrading the accommodation facilities in the area and provided training to farmers on tourism and service provision and established youth center for promotion of the products and services to visitors. 15 families as well in developing their bed & breakfast businesses. B&B owners were provided training on how to provide quality services and young people who work at the Youth center (which has been lately transferred into Tourist Information center) were trained to provide and promote services for the visitors. The center has been equipped with number of bikes because of its natural ground suitable for biking and for promotion of biking activity in the area.

Visitors of this place can enjoy local food prepared by community but if willing can experience the real life of a rural farm family having the meal served together with the hosting families.

Novobërdë is a multiethnic municipality with Albanian and Serbian community living together bringing the element of the cultural diversity to the area.

The process engaged many public and private actors and was a starting point to build the territorial capital in the destination area. The local actors such as service providers, producers associations, tourist information center and local government, are perceiving the benefits that this sector is providing for the community in economic, social and political aspect therefore, are aware of the need to contribute to the sustainable development of the sector but no additional initiatives have been carried out further.

### **Cultural Heritage without Borders Sweden.**

Since 2001, the Cultural heritage without Borders, a Swedish NGO funded by Sida (Swedish Development Agency) has implemented a project to rebuild cultural heritage with the aim of providing economic benefits and to add value to the local resources which represent Kosovo heritage and tradition.

Several initiatives have been focusing on developing and promoting the Protection Regulations for cultural heritage in urban and rural areas which aimed at raising awareness on preservation of the cultural and traditional amenities, capacity building and strengthening of relevant institutions and professional management of cultural heritage in Kosovo in accordance with international standards<sup>21</sup>. The project has restored some of the kullas in Junik and Deçan (Western Kosovo) which are well known as the home of kulla's<sup>22</sup>. Some of these kullas were further utilized as facilities for tourism purpose and are opened to provide visitors with accommodation, traditional food and space for event organizing such as workshops and seminars and are mainly managed by women who lost their husbands during the '99 war. Project also helped networking among women and established women association which manages the catering business (Dansk Bygningsarv A/S, 2009). Kullas are over 100 years old buildings which are still today used for living. During the Kosovo war in 1999, more than one third of the houses were damaged and destroyed.

Table 5.1 synthesizes investments which were made in Kosovo since 2001 through support from the donor agencies which information was possible to collect during the course of the research.

Progress in the implementation of the programs which supported rural tourism in Kosovo has been illustrated by means of financial, output and result indicators linked to the Measure 313 - Encouragement of tourism activities which has been extracted from the Common Monitoring and Evaluation Framework (CMEF) of the EU's monitoring and evaluation system (European Network for Rural Development, 2013). Other two indicators such as number of tourist in the area, number of beneficiaries are defined in discussion with stakeholders met during the course of this study but unfortunately, very few were able to present such data for the purpose of this study.

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<sup>21</sup>Some of the initiatives undertaken in rural heritage field in Kosovo could be seen at the website of the Cultural Heritage without Borders Sweden. Available online at: <http://www.chwb.org/kosovo/english/home.htm>

<sup>22</sup> It is a traditional Albanian tower type building built of stone and served people as their home place and protected them from enemies.



					<b>Output indicators</b> Total volume of investments	<b>Output indicators</b> No of new tourism activities supported					
<b>Donor</b>	<b>Implementing agency/ partners</b>	<b>Project title</b>	<b>Location</b>	<b>Implementation period</b>	<b>Total volume of investments (Euro)</b>	<b>Small-scale infrastructure (information centers, signposting of tourist sites, ...)</b>	<b>Recreational infrastructure (offering access to natural areas, small-capacity accommodation,..)</b>	<b>Development/marketing of rural tourism products and services</b>	<b>Networking and types of cooperation between stakeholders</b>	<b>No of beneficiaries</b>	<b>No of visitors</b>
EU & Municipalities of Podujeva and Prishtina	Municipality of Podujeva & Municipality of Prishtina	Developing, improving and promoting tourism in Batllava Lake	Podujeva	2010-2012	371,233.86	Signposting, paving the walking path around the lake, waste collection points	Recreational infrastructure around the lake (small beaches), supply with set of canoes for sailing	Training for product and service development	NA	NA	NA
EU & Municipality of Prishtina, Gracanica, Lipjan	ISDY/Municipality of Prishtina, Gracanica, Lipjan, YMCA	Developing the rural tourism potentials	Pristina, Gracanica, Lipjan	2010-2012	260,000			Training for product and service development; Training of 10 individuals for tourist guides		NA	NA
EU & Municipality of Peja, Deqan and Junik	Municipality of Peja, Deqan and Junik	?	Municipality of Peja, Deqan and Junik	2010-2012	540150.71						
EU & Municipalities of Klina, Deqan, Istog, Peja	Macedonian Enterprise Development Foundation (MEDF) Macedonia/ LAG Mirusha, LAG Gjeravica,	?	Klina, Deqan, Istog, Peja	2010-2012	364953.86		Forestation, signposting, Construction of walking path and observation points		Training on tourism product identification and development ; Develop local tourism	Representatives of LAGs, local businesses engaged in tourism sector	

	LAG Agroturizmi, LAG Burimi-IS								products (food and handicrafts), promotion of tourism products Organize local fairs for tourism promotion		
EU & Municipality of Peja, Deqan, Junik	Cultural Heritage without Borders		Peja, Deqan, Junik	2010- 2012	487892.45	Regional Tourism Centre,	Adopt premises within traditional houses	Providing tourism management support to tourism operators (SMEs)			
EU & Municipality of Istog, Peja, Junik, Deqan, Gjakova	Cultural Heritage without Borders	Welcome in Dukagjin	Municipality of Istog, Peja, Junik, Deqan	2011- 2013	427464.54		Upgrade local buildings for accommodation; One (1) public space improved with minimum 800 m2 connecting at least five (5) heritage sites or buildings;	Training in catering and hospitality/business management for local businesses/SME's owners and staff and owners/managers of accommodation facilities; Visibility of tourism offers		150 local businesses/ SME's owners and staff and owners/managers	
EU & Kosova Development Center (KDC)	KDC/ Municipality of Gjakova	WEST Means Business – Enabling business environment in Region West	Municipality of Istog, Peja, Junik, Deqan Klina & Gjakova	2013- 2015	519,737.16	Three agro-tourism accommodations: Junik, Deqan and Istog;  10 Signposts (including information maps); Waste collection bins and energy efficient public lighting in agro-tourism areas	One (1) public space in Municipality of Gjakova, that will serve as multifunctional business center for local businesses in Region West	Agro-tourism Strategy for Region West; Marketing packages for 2 rural agro-tourism products	Establishment of the regional management group for Region West; study visits to agro-tourism facilities in Albania	More than 100 local businesses including farmers	800 visitors

EU & Municipality of Gjilan	Care International/Municipality of Gjilan	Regional Economic Development project	Municipality of Gjilan	2010-2012	483,820	Regional Tourism Centre, signposting,	Upgrade the quality of accommodation facilities	Development of tourism packages for recreation purpose; promotional materials; goat cheese production as local product; Training on cooking and food serving; organize tourism promotional festival	Establish farmers' groups for goat milk production and honey production;		
EU & Municipality of Ferizaj		Development of Tourism in the East Region of Kosovo									
EU & Municipality of ????	ARBEITER-SAMARITER-BUND DEUTSCHLAND e.V/ Municipality of Prizren, Dragash & Suhareka, NGO "Youth Centre Fisniket", NGO "Agricultural Recovery"	The Economic Development of the Prizren region through improvement of tourist potential, tourist infrastructure, establishment of a regional Tourist Association and rural tourist orientated business start-up	Municipality of Prizren, Dragash & Suhareka	2010-2012	385,579	Signposting in Municipalities of Prizren, Dragash and Suhareka  Establishment of tourist association for Prizren area		Support to promotion of handicrafts made by women in the destination area Training for tourist guides, animators, trainers for courses of paragliding, caving, mountaineering, climbing, and fly-fishing  Training on rural tourism for farming households Training on business management and grant application  Training on tourism development targeting local authorities Study visits to Croatia Tourism marketing		40 rural households  20 young individuals and women over the age of 40  15 individuals  20 representatives of the local authorities	NA

								strategy Tourism promotion materials			
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Table 5.1 Investments in rural tourism through donor organization

### **5.6.1 Use of territorial capital: are all resources mobilized and used properly?**

Investments in developing rural tourism as presented in above sub-chapter, have in general covered different aspects required and needed to be addressed at the introductory stage of development in this specific sector. Initiatives covered infrastructure development and improvement such as capacities for accommodation and food provision (building and restoration activities), set up of tourist information centers providing information at the regional or local level and regional recreational infrastructure which includes paving of walking paths, supplying bikes for biking around the area etc. Beside donors' support, investments in rural tourism have been undertaken by private sector but were not focus of our study as they mainly include restaurants and in few cases services for accommodation.

Considering that financial means were provided by the projects, the overall approach in these initiatives was intersection of many aspects and consideration of different dimensions of rural areas, such as natural, cultural and social. and valorization of each differed from one territory to another.

These projects were also able to capture the identity and rurality of these areas therefore, showcase more original products and services such as inherited cultural objects which are put in use for rural tourism ("kullas" and due to the inherited goods/assets are more familiar to the ...), local food which is usually made by women applying their skills in making/cooking of traditional recipes, handicrafts which are typical from the respective areas. Women and youth used as human capital of the area...

The traditional architecture style of buildings used for tourism purpose (kullas made of stone and simple wooden furniture) demonstrates the efforts made in terms of using and promoting the cultural capital of the area, together with the hospitality which is important element of the rural culture in Kosovo. Visitors particularly in the East of Kosovo, can share the rural style of living and engage in household activities if express their interest to do so they can learn more about the identity of the area, traditions, food and culture.

### **5.6.2 Linking rural tourism to agriculture**

The main incentive to introduce tourism in rural areas of Kosovo was to diversify rural economy and to provide additional income for farmers and rural households, complemented by exploration and use of natural and cultural capital of the rural areas. Although agriculture is not the main activity fostered and enhanced, anyhow it does present an important component in almost all initiatives carried out. It should be also stated that the initiatives have been based on the potentials that agriculture traditionally presents for certain areas whether through horticulture production, wine or livestock, which have been further explored to the level of valorizing and marketing them as part of tourist offer.

Agriculture and food products which have traditionally been cultivated and associated with the area, have been identified and promoted as part of territorial marketing for tourist purposes. All efforts were put in creating identities of the areas through presentation of food, cultural and natural assets. Efforts in bridging agriculture with tourism required involvement of farmers and producers of other food products, their cooperation and awareness rising in becoming part of the supply chain which extends from farm to processors and tourism service providers.

The observations during data collection and discussion with implementers and donors of these initiatives, lead to conclusion that links between tourism and agriculture were not specifically incorporated as developing tourism in the farm or better to use the terminology agro-tourism explicitly but they developed to use the potential agriculture has in enhancing the tourist offer with traditional local products and as these products are already exposed to the visitors market them directly (Hjalager, 1996). This work has contributed to reallocate farm labour particularly women in more efficient use of this resource for tourism and thus engage them in value adding through farm scale processing of products and food preparation. Engagement and use of local human resources, particularly their knowledge and practices in production and cooking has tremendously lead to preservation of culture through re-introduction of some traditional home made recipes which require certain skills and time to be made and produced. Farm structures in Kosovo are relatively small with an average size of 2.5 ha, but agriculture produce in rural areas is cultivated in every household, meaning tourism by default targeted those who have small agriculture and livestock farm and use their produce to serve the customers. Uses of products from own farm and other farms from the area is another sign of receiving fresh local product within the service offer.

### **5.6.3 Diversity of products and services offered within rural tourism offer in Kosovo and their promotion**

Certain share of investments have been made in infrastructure for small capacity accommodation and food service (restaurants), tourist information centers, walking paths for visitors and signposting.

Although during implemented projects, farmers and rural households have been brought to work together and trained on certain aspects of products and service management and group marketing, the level of cooperation has not reached yet the level of becoming able to sustain promotion and marketing of the products and service offered in their respective territories. In this regard tourist information centers have been established to mainly offer information service to

visitors on the availability of the offers and local products from the area. During the course of this study it has been noticed that in cases where stakeholders such as women, youth and farmers are organized in formal groups such as associations and NGOs, they exhibit higher level of sustainability in promoting the territories through products and services which continue to be delivered and found their markets. While those areas which lack in establishment or sustainability of local formal networks of cooperation exhibit low level of success in becoming actual and present in the local tourist market.

Processing of agriculture and livestock products is an integrated activity of almost all projects which have been implemented in the area of tourism with purpose of enriching the tourist offer through adding value to local products from the area. These activities play an important role in terms of multi-functionality of farm thus beside production, efforts are put in processing using the tradition, natural ingredients from the farm, local knowledge and practices in processing. Nevertheless, processed food products from the farm could not be upgraded and reach the level of becoming always convenient to be found by the visitors either in the local market or directly purchased at the farm. Production and marketing of these products require more organized way of

Tourist itineraries are developed in some of the regions (like region East) but they lack promotion and visibility through limited presentation of maps, panels, information centers etc.

Rural tourism have received substantial promotion in the recent years, as every project has been having promotional component with marketing initiatives undertaken by international NGOs, local NGOs, LAGs and in some cases private sector. In some particular areas there are considerable efforts and support undertaken but it seems that there are still some sustainability issues confronting tourism development process which could be attributed to the limited participation of local communities and their role in taking the ownership over the development process; lack of perception on rural tourism as a business activity to ensure sources of income and shift the balance of economic power within farming families.

After years of investments and little outcomes achieved from the promotional activities, the lack of proper organization for tourism promotion at local regional or national level has been certainly identified. The SDC supported initiative focuses on the development of a Destination Management Organization (DMO) with the purpose of promoting activities in the scope of rural tourism in the region of west where most of investments have been made and products and services developed so far. Promotion of tourism activity is made mainly through brochures and websites which are produced and maintained only during the time projects are ongoing whereas after completion no

efforts are made to continue using these materials as advertisement tools for tourism businesses in rural areas. The reason is that these materials require funds for investment, knowledge in ICT and human resources to update materials with relevant information. It is also believed that word of mouth, recommendations made by friends and relatives are effective way of getting visitors in destination area. In this regard, lack of surveys indicating information sources for visitors when visiting rural areas is big handicap that would tell which is the best marketing channel to be used to reach rural visitors. Another way of rural tourism advertising are events where public is invited to the destination area to get familiar with products and services which are developed with the support from the projects. These events are usually covered by media to raise awareness of public on the new adventures offered by rural areas.

#### **5.6.4 Networking activities and role of LAGs in local development**

Local development in Kosovo is still at its initial stage and the rural society's involvement and participation in rural development processes although very limited it has been assessed as positive and worth contribution to encourage local development. Due to the reliance on the centralized top-down planning system and the inherited rural conditions, involvement of communities in the local development planning and decision making process in Kosovo is not happening very fast. The areas with strong agrarian tradition have been able to better adapt to the economic restructuring and market changes through creating farmers groups or associations which slowly but still building on the experiences gained have to certain extent created networks of cooperation. In rural tourism due to its intersectoral nature, the networks of cooperation among various actors are new activities within the process, taking up more emphasis in the recent initiatives by involving the Local Action Groups in the implementation.

Introduction of rural tourism projects in Kosovo initially has been made by the donor projects and the process itself was presented and lead by the foreign agencies with very few local consultants working on these projects. At this stage the whole focus was on presenting the benefits of rural tourism as an business opportunity for diversification of rural economy, development of some tourism products and services (mainly accommodation, food) depending on the destination area and less efforts were made to establish tourism development and promotion structures and building networks of cooperation to sustain the progress achieved or train actors on the role of networking.



This development approach which was lead by outsiders (exogenous) coincidentally shifted to combined approach (exogenous and endogenous) by involvement of Local Action Groups who represent the public and private sector and various sectors interests from the relevant areas where rural tourism projects were implemented. Hall (1998) states that local community participation in rural tourism projects is essential to the sustainability of the process and the involvement of LAGs as partners in the implementation of rural tourism projects, no matter how limited their contribution must have been, is a sign of willingness and awareness to be part of the local development process which consequently would lead to more sustainable development of rural tourism. This should be considered as a valuable step particularly in a society where bottom-up approach is a new practice and community's ownership over the local development process is weak, still embedding this approach in planning and development takes time and lots of efforts.

Experience in local development through LAGs in Kosovo is very recent and still not enough to have these entities gearing the process by fully mobilizing territorial assets, by coordinating the development initiatives in their respective areas and having the power to adapt/change top-down policies to the needs of local people.

Through the information gathered from the actors who were involved in funding, preparation and/or implementation of the projects in the area of rural tourism (Table ???) and through discussions with the same people, it has been noticed that those projects which facilitated networking through established associations of women or youth during project implementation (cases in Deqan and Novobërdë) or included LAGs as partners in the project implementation, those seem to demonstrate higher sustainability. These associations were more likely to continue running the same activities which were initiated during the course of the project implementation and for which these associations were trained. These cases show that investments which were made at local infrastructure were able to be put in use only because there were investments made at human resources in building their capacities to manage and use the natural and cultural goods of the areas. The projects in which the role of networking during the implementation was undertaken by the implementers who were outsiders without participation of local people, and did not have any formal or informal organization or structure as an output which would bring local people together in continuing to run the already launched initiatives are likely to demonstrate lower signs of sustainability.

## 6. Field research- Demand for rural tourism and agro-tourism: Comparative approach between Kosovo and Appennino Bolognese and Alpujarra

### 6.1 Comparative analyses of demand from survey conducted in Kosovo, Appennino Bolognese in Italy and Alpujarra in Spain

#### 6.1.1 Locations where surveys were conducted

The study in Kosovo, was performed with 270 respondents in all 5 regions of Kosovo respectively, 24.4% (n=66) from Peja, 21.9% (n=59) from Prishtina, 20.7% (n=56) from Prizren, 17% (n=46) Mitrovica and 15.9% (n=43) from Gjilan (Table 6.1)

	Frequency	Percent (%)
Peja	66	24.4
Prishtina	59	21.9
Prizreni	56	20.7
Mitrovica	46	17
Gjilan	43	15.9
Total	270	100.0

Table 6.1 Distribution of respondents by survey areas in Kosovo

In the Appennino Bolognese area, 66 visitors were interviewed in several municipalities (Table 6.2). Distribution by municipality is as follows, from Calderino there were 21.2% (N=14) from total respondents, Castel D'Aiano 18.2% (n=12), Grizzana Morandi 13.6% (n=9), Marzabotto 12.1% (n=8), Monghidoro 7.6% (n=5), Monte San Pietro 9.1% (n=6), Camugnano 9.1% (n=6) and Lizanno in Belvedere 9.1% (n=6).

	Frequency	Percent
Calderino	14	21.2
Castel D'Aiano	12	18.2
Grizzana Morandi	9	13.6
Marzabotto	8	12.1
Monghidoro	5	7.6
Monte San Pietro	6	9.1
Camugnano	6	9.1
Lizzano in Belvedere	6	9.1
Total	66	100.0

Table 6.2 Distribution of respondents by survey areas in Italy

Same as in Italy, the sample in Alpujarra consisted of 66 visitors who were interviewed in 3 villages such as Nevada, Alpujarra de La Sierra and Valor. Among total number of respondents, 34.3% (n=23) were interviewed in Nevada, 14.9 % (n=10) in Alpujarra de La Sierra and 49.3 % (n=33) in Valor.

	Frequency	Percent
Nevada	23	34.3
Alpujarra de La Sierra	10	14.9
Valor	33	49.3
Total	66	100.0

Table 6.3 Distribution of respondents by survey areas in Spain

### 6.1.2 Socio-demographic and lifestyle characteristics of visitors

#### Socio-demographic traits of respondents

Among the total respondents in Kosovo, 63.7% (n=172) were male and 36.3% (n=98) female. In Italy, 45.5% (n=30) of respondents were male and 54.5% (n=36) were female. In Spain, 53% (n=35) were male and 47% (n=31) were female.

Gender of respondents	Kosovo		Italy		Spain	
	Frequency	Percent (%)	Frequency	Percent (%)	Frequency	Percent (%)
Male	172	63.7	30	45.5	35	53
Female	98	36.3	36	54.5	31	47

Table 6.4 Gender of participants in Kosovo, Italy and Spain

The majority of the respondents in Kosovo were between 25 to 34 years old with percentage 38.1% (n=103), followed by age group of 35 to 44 years old 22.6% (n=61). On the other hand in Italy dominated the age between 35 to 44 years old with percentage 36.4% (n=24), followed by group of 25 to 34 with 30.3% (n=20). In Spain in contrast to Kosovo and Italy the age of major group of respondents was much older which revolved between 55 to 64 years old with 33.3% (n=22), followed by group of 25 to 34 and 45 to 54 years old 21.2% (n=14) both of them.

Table 6.5 The age groups of respondents in Kosovo, Italy and Spain

	Kosovo		Italy		Spain	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
From 18 to 24 years	43	15.9	5	7.6	1	1.5
From 25 to 34 years	103	38.1	20	30.3	14	21.2
From 35 to 44 years	61	22.6	24	36.4	13	19.7
From 45 to 54	43	15.9	11	16.7	14	21.2

years						
From 55 to 64 years	17	6.3	4	6.1	22	33.3
More than 65 years	3	1.1	2	3.0	2	3.0
Missing						

Table 6.5 The age groups of respondents in Kosovo, Italy and Spain

According to family size, the majority of the respondents in Kosovo reported to have 5 people in their household more specifically 33.3% (n=?? of them, followed by 21.5 % reporting for 4 members in a household. In Italy the respondents reported to have 2 members of family with 34.8% (n=23), by 25.8% (n=17) reporting that they have 3 members in a household., while in Spain the respondents answered to have 2, 3 and 4 people in their household more specifically 28.4% for each of the family group, followed by 7.6 % (n=??? who reported to have 5 members in a household. The other percentages for each country are presented in table bellow (table 6.6).

	Kosovo		Italy		Spain	
No of family members	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1	1	0.4	7	10.6	4	6.1
2	11	4.1	23	34.8	19	28.8
3	26	8.5	17	25.8	19	28.8
4	61	21.5	4	6.1	19	28.8
5	93	33.3	5	7.6	5	7.6
>5	2	0.7	2	3.0	0	0
Missing		3.3	3	4.5	1	1.5

Table 6.6 Number of family members per household in Kosovo, Italy and Spain

Majority of the respondents in Kosovo had university degree 63.7% (n=172), followed by secondary education or high school degree 28.9% (n=78), only primary education 1.5% (n=4), without studies were 1.1% (n=3) and 5.9% (n=16) didn't specify their education level. In Italy as well, the highest number of respondents had university degree 63.6% (n=42), followed by secondary studies 30.3% (n=20), with only primary studies 1.5% (n=1), without education did not have any and 4.5% (n=3) didn't specify. In Spain the percentage of respondents with university degree was the highest with 78.8% (n=52), followed by secondary studies 16.7% (n=11), with only primary studies 4.5% (n=3), without studies did not have any and 1.5% (n=1) didn't specify.

	Kosovo		Italy		Spain	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Primary Studies	8	3	1	1.5	3	4.5
Secondary Studies	79	29.3	22	33.3	12	18.2
University Studies	179	66.3	43	65.2	52	77.3
Without Study	4	1.5	0	0	0	0

Table 6.7 Educational status of the respondents in Kosovo, Italy and Spain

As we can see from the Table 8, half of respondents in Kosovo reported to be employed 50.7% (n=137), followed by independent businessman/woman 15.9% (n=43), 14.8% (n=40) student, 8.5% (n=23) unemployed, 4.1% (n=11) housewives and 3% (n=8) farmers. In Italy the respondents were employed 42.4% (n=28), followed by the group who have other professions like teacher, civil servant, lawyer etc. 18.2% (n=12), autonomous businessman/woman 15.2% (n=10), student 15.2% (n=10), retired 4.5% (n=3) and farmer, unemployed and housewife with 1.5% (n=1) each of them. In Spain the respondents were employed 65.2 (n=43), followed by some who have other professions like professor and public employee, 13.6% (n=9), retired 7.6 (n=5), student 4.5% (n=3), housewives 3% (n=2) and autonomous businessman/woman 3% (n=2).

Occupation	Kosovo		Italy		Spain	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage

Farmer	8	3.0	1	1.5	0	0
Employed	137	50.7	28	42.4	43	65.2
Independent businessman/Woman	43	15.9	10	15.2	2	3.0
Unemployed	23	8.5	1	1.5	2	3.0
Retired	4	1.5	3	4.5	5	7.6
Housewife	11	4.1	1	1.5	2	3.0
Student	40	14.8	10	15.2	3	4.5
Other	4	1.5	12	18.2	9	13.6

Table 6.8 Nature of employment of the respondents in Kosovo, Italy and Spain

Considering that the income levels in Kosovo are lower than compared with Italy and Spain, ranges of income for Kosovo survey have been adapted to the real circumstances with lower rates. In this regard in Kosovo, 35.2% (n=95) of the respondents stated that their average family monthly income ranges from 501 to 1000 euro per month, followed by 19.6% (n=53) with family income ranging from 201 to 500 euro per month, other income levels are presented in figure bellow (Table 9).

Family monthly income	Frequency	Percent
Less than 200 €	15	5.6
From 201 to 500 €	53	19.6
From 501 to 1000 €	95	35.2
From 1001 to 1500 €	50	18.5
More than 1500	43	15.9
Don't know/Don't reply	10	3.7
Missing	4	1.5

Total	270	100.0
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Table 6.9 Family monthly income of respondents in Kosovo (in Euros)

In Italy and Spain monthly income were higher, in Italy were 27.3% which stated that their average family income ranges from 801 to 1600 euro per month, followed by 22.7% (n=15) the family incoming ranging from 1601 to 2400 euro per month, and in Spain 23.9% (n=16) stated that their average family income ranges from 2401 to 3200 euro per month, followed by 22.4% (n=15) the family incoming ranging from 801 to 1600 euro per month, other income levels are presented in figure bellow for both of countries.

Family monthly income	Italy		Spain	
	Frequency	Percentage	Frequency	Percentage
Less than 800 €	5	7.6	4	6.1
From 801 to 1.600 €	18	27.3	15	22.7 shto ketu missing data
From 1.601 to 2.400 €	15	22.7	14	21.2
From 2.401 to 3.200 €	10	15.2	16	24.2
More than 3200 €	7	10.6	12	18.2
Don't know/don't reply	7	10.6	1	1.5
Missing	4	6.1	4	6.1

Table 6.10 Family monthly income of respondents in Italy and Spain (in Euros)

### **Relationship of visitors with rural areas and agriculture**

Almost half of the respondents in Kosovo, 48.1% (n=130), stated that they have lived in rural areas at some point in their lives whereas 51.9% (n=140) of respondents stated that they haven't lived in rural areas. On the other hand 65.2 % (n=176) of respondents stated that they didn't have anyone involved in agriculture sector and 34.8% (n=94) reported that they had a relative involved in agriculture or rural tourism. Also in Italy 47% (n=31) of respondents stated that



they lived in rural areas and 53% (n=35) stated they haven't lived in rural areas. The 61.6% (n=41) of respondents reported they didn't have anyone involved in agriculture sector while 38.4% (n=25) reported that they had a relative involved in agriculture and rural tourism. Spain distinguishes with highest percentage of respondents 71.2 % (n=47) who stated that they lived in rural areas and 28.8% (n=19) stated they haven't lived in rural areas. The 51.5% (n=34) of respondents reported that they had a relative involved in agriculture and rural tourism, and 48.5% (n=32) didn't have anyone involved in agriculture sector.

	Kosovo (%)	Italy (%)	Spain (%)
Yes	48.1	47	71.2
No	51.9	53	28.8

Table 6.11 Respondents' connections to rural areas: Have you lived at some time in a rural area?

	Kosovo (%)	Italy (%)	Spain (%)
Yes	34.8	34.8	51.5
No	65.2	61.6	48.5

Table 6.12 Respondents' connections to rural areas: Is someone of your nearby relatives engaged in any activity related to the agriculture sector?

### **Main lifestyles of respondents**

Respondents' lifestyles for each area were reported through scorings for specific behaviors which range from 1 never do it to 9 always do it. As it can be observed from the figure bellow the highest average score in Kosovo was observed for checking the quality of the food 7.16, followed by consuming organic/green products with 6.97, then 6.16 exercise some sport, 5.77 eating lunch or dinner out, 3.94 average score for those that consume wine/alcohol and lowest averages were observed for smoking 3.53 Table No???? . In Italy the highest average score was observed for monitor the quality of food 8.20%, followed by recycling waste 7.71%, eating out lunch and dinner 5.61%, collaboration/participation in any national or local association or NGO 4.67 %, consume organic products 6.15%, to exercise some sport 5.92, consume wine/alcohol 4.80% , and lowest averages were observed for smoking 2.50%. As well as in

Spain the highest average score was observed for checking the quality of food 7.73, followed by recycling of waste 7.26, interest in environmental topics 7.18, engagement in sport activities 6.97, consume organic products 5.44, eating out lunch and dinner 5.27, collaboration/participation in any national or local association or NGO 5.03, consume wine/alcohol 3.74 and lowest averages were observed for smoking 1.98.

	Kosovo	Italy	Spain
Monitor the quality of food: reading of labels, checking the expiry dates, etc.	7.16	8.20	7.73
To exercise some sport	6.16	5.92	6.97
Eating out lunch and dinner	5.77	5.61	5.27
Smoke	3.53	2.50	1.98
Consume wine/alcohol	3.94	4.80	3.74
Consume organic/green products	6.97	6.15	5.44
Collaboration/participation in any national or local association or NGO	3.75	4.67	5.03
Recycle waste	-*	7.71	7.26

Table 6.13 Respondents' lifestyle behaviors: Comparison between Kosovo, Italy and Spain (reported in a scale from 1-never do it to 9-always do it )

*\*In the questionnaire for Kosovo, the option of 'Recycling waste' has not been included since recycling habits at household level are very poor and do not exist .*

### 6.1.3 Opinions and preferences of the visitors towards the tourist attractions, resources, goods and services in rural areas

#### Frequency of visiting rural areas and the duration of the stay

Figure 13 presents the frequency of visiting the rural areas, where for Kosovo 27% (n=73) visit the rural areas at least once in a month, 21.9% (n=59) 2 to 3 times per year, 20% (n=54) once every 2 to 3 months, 18.9% (n=51) once a week, 7.8% (n=21) more than once during the week, 3% (n=8) stated that they visited for the first time, 1.1 % (n=3) stated under other that they visit once a year during holidays. In Italy the frequency of visiting rural areas is about 31.8 % (n=21) 2 to 3 times per year, 22.7% (n=15) at least once a month, 9.1 % (n=6) once a week, 7.6 % (n=5) for the first time, other 7.6% (n=5), and 3% (n=2) didn't specify. In Spain the frequency of visiting the rural areas reports 50.7% (n=34) 2 to 3 times per year, 32.8% (n=22) other frequency of visiting, 7.5% (n=5) once every 2 to 3 months, 4.5% (n=3) it is the first time, 1.5% (n=1) once a week, 1.5% (n=1) at least once a month and 1.5% (n=1) didn't specify.

	Kosovo (%)	Italy (%)	Spain (%)
More than once during the week	7.8	-	-
Once a week	18.9	9.1	1.5
At least once a month	27.0	22.7	1.5
Once every 2 to 3 months	20.0	18.2	7.6
2 or 3 times per year	21.9	31.8	51.5
It is the first time	3.0	7.6	4.5
Other	1.1	7.6	33.3
Missing	0.4	3.0	-

Table 6.14 Distribution of respondents according to their frequency of visits to rural areas: Comparison between Kosovo, Italy and Spain (%)

The question about duration of stay when visiting rural areas for tourism purposes in Kosovo, shows frequency of 80.7% of the respondents (n=218) undertaking daily visits. Only 21.1% (n=57) responded that they stay overnight. The data analysis show that 5 respondents answered to both of the items positively. Furthermore, the respondents were asked about the duration of stay when visiting the areas during the day. The average number of hours respondents spend in rural areas is  $M=5.16$ ,  $SD=2.6$  hours, with responses ranging from 1.5 to 12 hours. The average number of nights indicated for longer stay was  $M=2.7$ ,  $SD=2.38$  nights and with responses ranging from 1 to 14 nights.

In Italy 59.1% (n=39) of the respondents stated that they visit rural areas for stay during the day, while 48.5% (n=32) responded to have stayed overnight. When respondents were asked about their duration of stay during daily visits, the average resulted with  $M=1.08$ ,  $SD=0.480$  and with responses ranking from 2 to 10 hours. The average number of nights for those who stay longer than a day is reported with  $M=1.08$ ,  $SD=0.480$  with responses ranging from 1 to 4 nights.

In Spain 72.7% (n=48) of the respondents stated that they mainly visit the rural areas for stay during the day and 34.4% (n=23) stated that they stay overnight in the rural areas. The average number of hours spent during the day visit was  $M=1$ ,  $SD=0.00$  with responses ranking from 1.5 to 12 hrs. The average number of nights was reported with  $M=1.0$ ,  $SD=0.00$  with responses from 1 to 7 nights (Table 6.15).

	Daily visit						Overnight					
	%	Average hours	Min hours	Max hours	SD	Mode hours	%	Average nights	Min nights	Max nights	SD	Mode nights
Kosovo	80.7	5.16	1.5	12	2.6	1	21.1	2.7	1	14	2.38	1
Italy	59.1	1.08	2	10	0.480	1	40.9	1.08	1	4	0.480	1
Spain	72.7	1.0	1.5	12	0.00	1	34.4	1.0	1	7	0.00	1

Table 6.15 Duration of visit in rural areas: Comparison between Kosovo, Italy and Spain

Age group \ Frequency of visits	18-34	35-44	45-65
More than once during the week	52.4%	38.1%	9.5%
Once a week	45.1%	27.5%	27.5%
At least once a month	49.3%	20.5%	30.1%
Once every 2 to 3 months	61.1%	16.7%	22.2%
2 or 3 times per year	62.1%	20.7%	17.2%
It is the first time	50%	25%	25%

Table 6.16 Distribution of respondents according to their frequency of visits to rural areas in Kosovo by age groups

The frequency of visiting rural areas for tourism purpose was compared by age groups in Kosovo, were age group between 35 to 44 visited more frequently rural areas compared to other age groups (Table 6.16) However, there were no significant differences between the frequencies of the visit in the area with different age groups when analyzed with chi square  $\chi^2$  (1duhet me qene 18, N=268)=13.223,  $p>0.353$  which is more than 0.05.

Age group \ Frequency of visits	18-34	35-44	45-65
More than once during the week	/	/	/
Once a week	33.3%	33.3%	33.3%

At least once a month	21.4%	35.7%	42.9%
Once every 2 to 3 months	25.0%	66.7%	8.3%
2 or 3 times per year	47.4%	26.3%	26.3%
It is the first time	40.0%	0.0%	60.0%

Table 6.17 Distribution of respondents according to their frequency of visits to rural areas in Italy by age groups

However the relationship between frequency and age groups is analyzed for Italy as well. The frequency of visiting rural areas for tourism purpose was compared by age groups in Italy, where also age group between 35 to 44, show to be more frequent of rural areas compared to the other age groups. There were no significant differences when frequencies analyzed with chi square  $\chi^2$  (1, N=61)=14.293,  $p>0.160$ .

Age group \ Frequency of visits	18-34	35-44	45-65
More than once during the week	/	/	/
Once a week	0.0%	0.0%	100.0%
At least once a month	0.0%	0.0%	100.0%
Once every 2 to 3 months	0.0%	40.0%	60.0%
2 or 3 times per year	23.5%	14.7%	61.8%
It is the first time	33.3%	33.3%	33.3%

Table 6.18 Distribution of respondents according to their frequency of visits to rural areas in Spain by age groups

In contrast to Kosovo and Italy, the frequency of visiting rural areas for tourism purpose in Spain compared by age groups, show the age group between 45-65, visit more frequently rural areas

compared to other age groups. Also in case of Spain, there were no significant differences when frequencies analyzed with chi square  $\chi^2(1, N=66)=5.465, p>0.858$ .

### **Reason for visiting rural areas for tourism purposes**

With purpose of better understanding the demand side, respondents in case of Kosovo were asked to state the main reasons they visit rural areas for tourism purposes. The respondents were given 8 options and were allowed to circle more than one option. Figure bellow presents the percentages of each option chosen by respondents. As it can be seen from the figure majority of the respondents visit rural areas for relaxing purposes 76.7%, followed by 44.8% due to attraction to natural resources, 40.7% stated for lunch and dinner, 34.8% mentioned as reason recreational activities, 22.2% family gatherings, 17% attraction to cultural resources, 16.3% buy typical agriculture and food products, 13% participation in events and 3.7% under other stated to make photos, to stay overnight, to spend weekend, picnic, business meeting and school excursions.

Reasons for visit	Kosovo	
	Frequency	Percentage
Eat out food (lunch and dinner)	110	40.7
Buy local and typical agriculture and food products	44	16.3
Attraction to natural resources	121	44.8
Attraction to cultural resources	46	17.0
Family gathering	60	22.2
Relax	207	76.7
Participation in events (festivals, agriculture fairs, traditional cultural activities etc)	135	13.0
Recreational activities (hiking, hunting etc)	94	34.8
Other	10	3.7

Table 6.19 Distribution of respondents according to their reasons for visit to rural areas for tourism purpose in Kosovo

### Source of information for visiting rural areas

In terms of information source when visiting rural areas for tourism purpose, respondents were provided with 6 options, which also could be circled more than once. Figure bellow presents the percentage of the sources of information mentioned by the respondents. In Kosovo almost three quarter of the respondents stated that main sources of information are their friends and relatives 74.8%, followed by internet 50%, 19.3% local newspapers, 13% associations/NGO's, 12.5% from municipal information centers, 7.1% from tourist agencies and 4.1% mentioned other sources such as brochures, named association, TV programs, self-initiative and friends. In Italy the main source of information is internet 69.7%, friends and relatives 63.6%, local newspapers 15.2%, municipal information centers 9.1%, NGOs 4.5% and from other sources 1.5%. Same as in Kosovo, the main source of information in Spain are the friends and relatives 59.7% , followed by internet 37.3%, mentioned other sources 17.9%, municipality information centers 10.4%, local newspaper 7.5%, NGOs 1.5%.

	Kosovo	Italy	Spain
Municipality Information Centre	11.5	9.1	10.4
Tourist agencies	7	/	/
Associations/NGO's	13	4.5	1.5
Internet	50	69.7	37.3
Local Newspapers	19.3	15.2	7.5
Friends and relatives	74.8	63.6	59.7
Other	3.7	1.5	17.9

Table 6.20 Distribution of respondents according to sources of information when visiting rural areas for tourism purpose: Comparison between Kosovo, Italy and Spain (%)

### Importance given to tourist products and services and satisfaction with the tourism offer in the area

In each study area, respondents were asked to assess according to the importance they give, public and private goods and services grouped in four major components consisting the basis of tourist offer such as (i) economic activities and local food products, (ii) socio-cultural activities and preservation of local cultural resources, (iii) natural resources and nature based activities and (iv) public services to satisfy their demand for recreation, leisure and aesthetic preference, in a scale from 1-not important to 9-very important. In Kosovo, highest averages in terms of importance were



obtained for the natural resources valued with  $M=7.62$ ,  $SD=1.9$ , followed by economic activities and local production  $M=7.37$ ,  $SD=1.7$  presence of appropriate public services (road, public infrastructure)  $M=6.94$ ,  $SD=2.1$  and last being socio-cultural activities and preservation of local cultural resources  $M=6.81$ ,  $SD=2.1$ . Also in Italy, for the same question, the highest averages were obtained for the natural resources valued with  $M=7.38$ ,  $SD=1.8$  and economic activities and local production also with  $M=7.38$ ,  $SD=1.5$ , socio-cultural activities and preservation of local cultural resources with  $M=7.5$ ,  $SD=1.5$  and public services with  $M=6.44$  and  $SD=2.1$ . Similar results were obtained in Spain, with highest averages recorded for the natural resources valued with  $M=7.94$ ,  $SD=1.3$ , followed by economic activities and local production with  $M=6.8$ ,  $SD=1.5$ , socio-cultural activities and preservation of local cultural resources with  $M=6.7$ ,  $SD=1.5$  and public services with  $M=6.5$  and  $SD=2$ .

	Kosovo			Italy			Spain		
	N	Mean	Standard Deviation	N	Mean	Standard Deviation	N	Mean	Standard Deviation
Economic activities and traditional local production (food and drinks)	269	7.37	1.707	65	7.38	1.507	65	6.8	1.593
Socio-cultural activities and preservation of local cultural resources (ex. Use of traditional old buildings for tourism purpose lodging or restaurants, activities promoting cultural heritage, handicraft production etc)	264	6.81	2.081	64	7.25	1.584	65	6.69	1.55
Natural resources and nature based activities	252	7.62	1.893	64	7.38	1.804	66	7.94	1.334
Presence of appropriate public services (i.e. road infrastructure, public transports, health services etc.)	262	6.94	2.131	63	6.44	2.123	64	6.5	2.016

Table 6.21 Level of importance given to components of tourist offer: Comparison between Kosovo, Italy and Spain

One way Anova was used to compare the mean differences of level of importance given to for four components of the tourist offer in Kosovo, (i) economic activities and traditional local production (food and drinks), (ii) socio-cultural activities and preservation of local cultural resources, (iii) natural resources and nature based activities and (iv) public services, with education groups in four study levels (i) Primary studies, (ii) secondary studies, (iii) university studies and (iv) without studies. The Anova analysis show higher significant mean difference for 'natural resources and nature based activities' compared to other three components with  $[(F3, 235)=2.764, p=.043]$ . Anyhow, no significant mean differences in the importance of these components and the level of education groups.

An independent-sample t-test was conducted to compare the mean differences of level of importance for four components of the tourist offer in Kosovo with the fact if they lived or not in rural areas. There were significant differences between the means of the level of importance in three components; people who lived in rural areas give higher importance to 'economic activities and traditional local production (food and drinks)' with  $(M=7.62, SD=1.646)$  compared to those who didn't live, where the mean is lower  $(M=7.14, SD=1.761)$ ;  $[t(258)=2.229, p=.02]$ ; also those who lived in rural areas gave higher importance to 'socio-cultural activities and preservation of local cultural resources'  $(M=7.24, SD=1.897)$  when compared to those who didn't live  $(M=6.44, SD=2.175)$ ;  $[t(253)=3.092, p=.02]$  and same results were found for the 'Natural resources and nature based activities', people who lived in rural areas valued with higher mean  $(M=8.01, SD=1.671)$  compared to those who didn't live in rural areas,  $(M=7.28, SD=2.035)$ ;  $[t(243)=3.039, p=.03]$ .

There were no significant differences between the components who were assessed by level of importance with the fact if respondents have lived or not in rural areas, when T-test analyses conducted for Italy and Spain.

Beside the assessment based on the level of importance given to tourist offer, respondents in all three study areas were asked to indicate their level of satisfaction with public and private goods and services for the same components consisting the tourist offer in terms of quality and quantity (i) economic activities and traditional local production (food and drinks), (ii) socio-cultural activities and preservation of local cultural resources, (iii) natural resources and nature based activities and (iv) public services, using the same scale from 1 to 9 (1-not satisfied, 9-very satisfied). Level of satisfaction for the same components were in lower averages for Kosovo, expressing the least satisfaction with presence of appropriate public services (road, public

infrastructure) M=5.18, SD=2.38. Highest satisfaction rate is observed for ‘natural resources and nature based activities’ which was valued with M=6.52, SD=2.24 followed by ‘economic activities and traditional local production’ M=6.31, SD=2.1, while the average of satisfaction observed for ‘socio-cultural activities and preservation of local cultural resources’ was M=5.53, SD=2.24. In Italy, results show the highest mean for ‘economic activities and traditional local production’ with M=7.49, SD=1.2, followed by natural resources which were valued with M=7.14, SD=1.6, ‘socio-cultural activities and preservation of local cultural resources’ with M=7.11, SD=1.4 and public services with M=6.57 and SD=2. Same as in Kosovo, in Spain the highest level of satisfaction is observed for natural resources which were valued with M=6.8, SD=1.9, followed by ‘economic activities and traditional production’ with M=6.3, SD=1.7, socio-cultural activities and preservation of local cultural resources’ with M=5.9, SD=1.7 and public services with M=5.2 and SD=1.8.

	Kosovo			Italy			Spain		
	N	Mean	Standard Deviation	N	Mean	Standard Deviation	N	Mean	Standard Deviation
Economic activities and traditional local production (food and drinks)	268	6.31	2.098	65	7.49	1.226	66	6.30	1.727
Socio-cultural activities and preservation of local cultural resources (ex. Use of traditional old buildings for tourism purpose lodging or restaurants, activities promoting cultural heritage, handicraft production etc)	268	5.53	2.239	64	7.11	1.449	66	5.91	1.778
Natural resources and nature based activities	253	6.52	2.244	64	7.14	1.641	66	6.82	1.921
Presence of appropriate public services (i.e. road infrastructure, public transports, health services etc.)	264	5.18	2.386	60	6.57	2.020	64	5.20	1.827

Table 6.22 Level of satisfaction given to components of tourist offer: Comparison between Kosovo, Italy and Spain

In order to understand if there is a relationship between the level of satisfaction with education, one way Anova was conducted to compare the mean differences of level of satisfaction given to four components of the tourist offer in Kosovo (i) economic activities and traditional local production (food and drinks), (ii) socio-cultural activities and preservation of local cultural resources, (iii) natural resources and nature based activities and (iv) public services, with education groups in four study levels (i) Primary studies, (ii) secondary studies, (iii) university studies and (iv) without studies. The analysis show higher significant mean difference for ‘socio-cultural activities and preservation of local cultural resources’ compared to other three components with  $[F(3, 251)=2.685, p=.047]$ . But, no statistically significant differences were observed between the means of other three components when assessed by level of satisfaction with the education groups. Same analysis was conducted for Italy and no significant differences were observed.

One way Anova for results from Spain was also conducted to compare the mean differences of level of satisfaction given to four components of the tourist offer, with education groups in four study levels. The analysis show that higher significant mean difference has been observed only for ‘public services (i.e. road infrastructure, public transports, health services etc) compared to other components for different education levels with  $[(F(2, 63)=3.823, p=.027)]$ . For this component, respondents with secondary studies show higher level of satisfaction compared to respondents with primary studies with significant rate  $p=.031$ .

An independent-sample t-test was conducted for Kosovo to compare the mean differences of four components of the tourist offer assessed by level of satisfaction with the fact of living or not at some time in rural area. The analysis show significant mean differences for all four components. The respondents who have lived in rural area show higher level of satisfaction with the ‘economic activities and traditional local production’ ( $M=6.60, SD=2.019$ ) compared to those who didn’t live, ( $M=6.07, SD=2.142$ );  $[t(257)=2.040, p=.042]$ ; also those who lived in rural area show higher level of satisfaction for ‘socio-cultural activities and preservation of local cultural resources’ ( $M=5.98, SD=2.208$ ) compared to those who didn’t live ( $M=5.20, SD=2.181$ );  $[t(257)=2.853, p=.005]$ . Same observations were noticed for ‘Natural resources and nature based activities’ where higher

satisfaction is shown by those who lived ( $M=7.04$ ,  $SD=2.122$ ) compared to those who didn't live in rural area ( $M=6.08$ ,  $SD=2.252$ ); [ $t(243)=3.445$ ,  $p=.001$  and for public services where those who lived in rural areas show higher level of satisfaction ( $M=5.50$ ,  $SD=2.432$ ) compared to those who didn't live ( $M=4.90$ ,  $SD=2.230$ ); [ $t(253)=2.039$ ,  $p=.043$ .

There were no significant mean differences for the above mentioned components of the offer when analyzed with T-test for Italy and Spain.

### **Visitors' appreciation of public goods: natural and environmental resources**

In order to have better understanding on the attributes which are mostly appreciated by respondents, socio-cultural and natural resources and activities have been presented by specific elements which are present in rural areas and could be attractive to respondents.

Thus, in the beginning respondents were asked to indicate which specific natural and environmental resources are most appreciated in terms of quality and quantity when visiting a rural area for tourism purposes. The respondents answered in a scale from 1- not interesting at all, without values and it's not appreciated at all to 9 - it is excellent, very valuable and is high appreciated. The averages below show for 6 attributes listed under natural and environmental resources (Table 6.23). Highest averages in Kosovo with  $M=8.10$  were observed for the quality of air and water and lowest for the abandoned farming land with  $M=3.52$ . Due to extension of surfaces with green houses in Kosovo, option of green houses was also included under this question and was appreciated with  $M=4.80$ . In Italy the highest averages were observed for the natural landscape (mountains, slopes and gorges; rivers, lakes ; virgin land) with  $M=8.06$  and lowest for the abandoned farming land with  $M=3.68$ . In Italy 'calanchi' was introduced as typical natural resource of the area, which was appreciated with  $M=6.91$ . In Spain, same as in Kosovo the highest averages were observed for the quality of air and water with  $M=8.42$  and lowest for the abandoned farming land  $M=5.30$ . Considering that terraces and traditional irrigation systems are part of the natural environment in Spain, these public goods have been included as typical for Spain and assessed as follows, terraces with  $M=6.38$  and ditches and traditional irrigation systems  $M=7.12$ .

	Kosovo			Italy			Spain		
	N	Mean	Std. Deviation	N	Mean	Std. Deviation	N	Mean	Std. Deviation
Wild autochthonous flora and fauna (biodiversity) of tourist interest	267	6.21	2.088	65	7.31	1.550	66	7.83	1.343
Agricultural landscape (ex. orchards, vines, pasture land )	268	6.81	1.974	63	7.48	1.564	66	8.23	1.005
Natural landscape (mountains, slopes and gorges; rivers, lakes ; virgin land)	265	7.81	1.716	64	8.06	1.271	66	8.41	.822
Abandoned farming land	262	3.52	2.366	22	3.68	2.589	64	5.30	2.091
Quality of the air and water	266	8.10	1.687	62	8.00	1.403	66	8.42	.978
Green houses*	264	4.80	2.429	-	-	-	-	-	-
Calanchi**	-	-	-	54	6.91	1.628	-	-	-
Terraces ***	-	-	-	-	-	-	66	6.38	1.928
Ditches and traditional irrigation	-	-	-	-	-	-	66	7.12	1.836

systems***									
Other	30	6.53	2.596	6	5.67	3.204	9	8.44	1.014

Table 6.23 The most appreciated public goods: natural and environmental resources. Comparison between Kosovo, Italy and Spain

\**Green houses* was among attributes included in Kosovo questionnaire which is very wide extended in Kosovo.

\*\**Calanchi* are typical natural assets of the Appennino Bolognese therefore, were included in the questionnaire with Italian respondents.

\*\*\**Terraces and Ditches and traditional irrigation systems* are very typical for the Alpujarra landscape and have been included among natural assets in the questionnaire with Spanish respondents.

One way Anova for Kosovo was conducted to compare the mean differences of subcomponents of 'Natural and environmental resources' by respondents' 'Age' groups. The analysis show significant mean differences for the following subcomponents such as 'Wild Autochthonous flora and fauna of tourist interest' with  $[(F2, 265)=6.996, p<0.001]$ , 'Natural Landscape (mountains, slopes and gorges; rivers, lakes, virgin land)' with  $[(F2, 263)=4.845, p<0.009]$ , and 'Abandoned farming land' with  $[(F2, 260)=4.934, p<0.008]$ . The highest mean under subcomponent 'Wild Autochthonous flora and fauna of tourist interest' was observed for the age group between 45-65 compared to age group 18-34 with significant difference  $p<0.002$ , for Natural Landscape (mountains, slopes and gorges; rivers, lakes, virgin land) the age group between 45-65 show a higher mean average compared to age 18-34 with significant difference  $p<0.009$  and also for 'Abandoned farming land' the age group 45-65 show a higher average compared to age 18-34 with significant difference  $p<0.036$ .

There were no significant mean differences when subcomponents of 'Natural and environmental resources' were compared by respondents' age groups in Italy and Spain.

An independent-sample t-test was conducted for Kosovo to compare the mean differences of subcomponents of 'Natural and environmental resources' with two options 'Yes' or 'No' of the question 'Have you ever lived in rural area'. There were significant differences between the means for two subcomponents; respondents who lived in rural area were observed to have assessed with

higher mean the ‘Wild autochthonous flora and fauna’ option ‘Yes’ (M=6.63, SD=2.033) compared to respondents who didn’t live in rural area, option ‘No’ (M=5.84, SD=2.086) ;[t(256)=3.062, p<0.002]. ‘Agricultural landscape’ sub-component was assessed with higher mean by respondents who lived in rural area, option ‘Yes’ (M=7.17, SD=1.946) compared to those who didn’t, option ‘No’ (M=6.52, SD=1.950) ;[t(257)=2.672, p<0.008].

There were no significant mean differences for subcomponents of the ‘Natural and environmental resources’ for options Yes’ or ‘No’ of the question ‘Have you ever lived in rural area’ when T-test analyses was conducted for Italy and Spain.

### **Visitors’ appreciation of public goods: socio-cultural resources**

The appreciation of socio-cultural resources for each has been measured with three different items. Similar as for the environmental resources the respondents responded in scale from 1 to 9 respectively from not important to very important. As it can be observed from the figure 15 the highest averages of appreciation in Kosovo were observed for ‘Local gastronomy and typical products based on area’ with M=7.15, followed by ‘Cultural heritage and buildings and history’ M=6.84 and third being ‘Agriculture fairs, traditional festivals related to the agriculture’ with M=6.17. In Italy the highest averages of appreciation were observed for ‘Local gastronomy and typical products based on area’ M=8.27, followed by ‘History, cultural heritage and identity of the area’ M=7.45, and third being ‘Agriculture fairs, traditional festivals related to the agriculture’ with M=7.35. Same as in Kosovo and Italy, in Spain the highest averages of appreciation were observed for ‘Local gastronomy and typical products based on area’ M=7.98, followed by ‘History, cultural heritage and identity of the area’ with M=7.48 and third being ‘Traditional social festivals (local dances, events)’ with M=6.50 which is typical aspect considered for Spain, and the last one is ‘Traditional festivals related to the agriculture’ with M=6.37.

	Kosovo			Italy			Spain		
	N	Mean	Std. Deviation	N	Mean	Std. Deviation	N	Mean	Std. Deviation
History, cultural heritage and	267	6.84	2.187	64	7.45	1.522	65	7.88	1.293



identity of the area, architecture and historical/artistic heritage									
Local gastronomy and typical products based on area	262	7.15	1.787	63	8.27	.919	65	7.98	.992
Agriculture fairs, traditional festivals related to the agriculture (Apple day, First day of grape harvesting, “matanza”* etc)	266	6.17	2.278	63	7.35	1.833	64	6.37	2.012
Traditional social festivals (local dances, civic events etc)**	-	-	-	-	-	-	65	6.50	1.613
Other	34	7.50	1.879	4	5.50	3.697	3	7.67	.577

Table 6.24 The most appreciated public goods: socio-cultural resources. Comparison between Kosovo, Italy and Spain

\**Matanza* has been included as an agriculture related event in Alpujara survey as a typical activity of the area.

\*\* *Traditional social festivals (local dances, civic events etc)* has been included as specific social attribute in the questionnaire for Alpujarra since social festivals are common for the area.

One way Anova for Kosovo was conducted to compare the mean differences of subcomponents of ‘Socio-cultural resources’ by groups of ‘Level of education’. The analysis show

that significant mean differences were observed for ‘Agriculture fairs, traditional festivals related to the agriculture’ with  $[(F3, 248)=2.612, p<0.05]$ , and for Other options with  $[(F1, 32)=4.689, p<0.038]$ . No significant mean differences were observed for each of this subcomponent when compared with respondents’ education groups.

There were no significant differences observed for subcomponents of ‘Socio-cultural resources’ by groups of ‘Level of education’ when Anova was conducted for Italy and Spain.

An independent-sample t-test for Kosovo was conducted to compare mean differences of subcomponents of ‘Socio-cultural resources with two options ‘Yes’ or ‘No’ of the question ‘Have you ever lived in rural area’. There were significant mean differences for subcomponents such as ‘Cultural heritage and buildings, history’ where higher mean is observed for those who lived in rural areas responding with option ‘Yes’ ( $M=7.50, SD=1.824$ ) compared to those who didn’t live and responded with option ‘No’ ( $M=6.29, SD=2.306$ ) ; $[t(256)=4.626, p<0.001]$ ; ‘Local gastronomy and typical products based in area’ is assessed with higher mean by respondents who lived in rural areas responding with ‘Yes’( $M=7.63, SD=1.569$ ) compared to those who didn’t live and responded ‘No’ ( $M=6.82, SD=1.805$ ) ; $[t(252)=3.782, p<0.001]$ . Subcomponent ‘Agriculture fairs, traditional festivals related to the agriculture’ has also been assessed with higher mean by respondents who lived in rural areas with ‘Yes’ ( $M=6.80, SD=2.110$ ) compared to those who responded with option ‘No’ ( $M=5.69, SD=2.250$ );  $[t(255)=4.058, p<0.001]$ .

There were no significant mean differences for the same items when T-test conducted for Spain and Italy.

### **Visitors’ appreciation of typical agriculture and agro-artisan products**

In all three study areas, respondents were asked to state their level of appreciation for certain typical agriculture and agro-artisan products that they could buy when visiting rural areas. The figure and table below presents the averages for products in Kosovo rated from 1 to not important to 9 very important. As it can be seen from figure and table the respondent’s top four articles that they would prefer to purchase in rural areas are honey, cheese, fruits and vegetables and smoked meat. Least preferred products were wine and ‘raki’ both alcoholic drinks. In Italy top four articles that they would prefer to purchase in rural areas are fresh homemade pasta, cheese, grape and wine. Least preferred products are honey and grappa. Also for the Spain, the respondent’s top four articles that they would prefer to purchase in rural areas are ham, honey,

cheese, grape and wine. Least preferred products are raisins and ‘soplilos’ (typical pastry from the area).

Agriculture and agro-artisan products	N	Minimum	Maximum	Mean	Std. Deviation
Wine	255	1	9	4.95	3.072
Pickles	265	1	9	5.78	2.280
Ajvar	261	1	9	6.12	2.251
Homemade jams	256	1	9	6.46	2.199
Cheese (traditional from the area, or handmade in farm)	265	1	9	7.48	1.985
Smoked meat/Ham	262	1	9	6.97	2.181
Honey	264	1	9	7.71	1.772
Fruits and vegetables	258	1	9	7.16	2.186
Raki	250	1	9	4.32	3.109
Other	35	1	9	7.34	2.114

Table 6.25 Appreciation for agriculture and agro-artisan products from rural areas in Kosovo

Agriculture and agro-artisan products	N	Minimum	Maximum	Mean	Std. Deviation
Grape and Wine	60	1	9	7.42	1.889
Ham	61	1	9	7.15	2.151
Olive Oil	58	2	9	6.95	1.680
Natural jams	61	3	9	6.89	1.539
Cheese	61	2	9	7.52	1.794

Honey	60	1	9	6.85	2.024
Fruits and vegetables	61	1	9	7.28	1.714
Fresh homemade pasta (typical from Appennino)	62	1	9	7.79	1.641
Grappa(A kind of spirit typical from Appennino)	57	1	9	5.35	2.629
Chestnut (typical from Appennino)	59	1	9	6.86	2.193
Other products	5	1	9	7.00	3.391

Table 6.26 Appreciation for agriculture and agro-artisan products from rural areas in Appennino Bolognese

Agriculture and agro-artisan products	N	Minimum	Maximum	Mean	Std. Deviation
Grape and Wine	65	1	9	6.20	2.320
Ham	66	1	9	8.05	1.758
Olive Oil	66	2	9	7.23	1.726
Natural jams	64	1	9	6.97	1.790
Cheese	65	3	9	7.66	1.450
Honey	65	4	9	7.83	1.409
Fruits and vegetables	64	3	9	7.09	1.488
Bread of figs (typical of Alpujarra)	64	1	9	6.83	1.980
Almonds (typical of Alpujarra)	64	2	9	7.14	1.798

Soplilos (typical sweet of Alpujarra)	64	1	9	6.70	2.029
Roscas (typical sweet of Alpujarra)	64	1	9	6.91	1.908
Raisins (typical of Alpujarra)	62	1	9	6.68	2.079
Other	7	8	9	8.86	.378

Table 6.27 Appreciation for agriculture and agro-artisan products from rural areas in Alpujarra

And for the question if they have purchased and tasted any typical local products (food and/or handicrafts products), in Kosovo furthermore, 81.9% (N=221) of the respondents stated that they have purchased and tasted typical local products. In Italy 83.3 % (n=55) of the respondents stated that they have purchased and tasted typical local products (food and handicraft products) while in Spain 100.0% (n=66) of the respondents stated that they have purchased and tasted typical local products.

One way Anova for Italy was used to compare the mean differences of appreciation indicated by respondents in a scale from 1 not appreciated at all to 9 excellent for agricultural and agro-artisan products which they buy when visit rural areas, by 'Level of education. The analysis show significant mean differences for 'Chestnut (typical from Appennino) with [(F2,52)=3.272,  $p<0.045$ ].

There were no significant differences between these options for Kosovo and Spain.

An independent-sample t-test for Kosovo was conducted to compare the mean differences of appreciation indicated for agricultural and agro-artisan products when visiting rural areas' by gender (male and female). There were significant mean differences of appreciation shown for some products, where female show higher means of appreciation than male such as for "Pickles" which show to be most appreciated by female with higher mean of appreciation (M=6.54, SD=2.234) compared to 'Male' (M=5.37, SD=2.200) ;[t(242)=-3.993,  $p<0.001$ ]; "Ajvar" has also higher mean of appreciation by 'Female'(M=6.69, SD=2.289) compared to 'Male' (M=5.84, SD=2.217) ; [t(248)=-2.846, $p<0.005$ ]; "Cheese" shows higher mean of appreciation by 'Female' (M=7.84, SD=2.107) compared to 'Male' (M=7.26, SD=2.130) and;[t(253)=-2.239,  $p<0.026$ ]and "Fruits and vegetables" have also higher mean of appreciation by 'Female' (M=7.51, SD=2.218) compared to 'Male' (M=6.91, SD=2.171) and; [t(246)=-2.043,  $p<0.042$ ].

An independent-sample t-test for Italy was conducted also to compare the mean differences of appreciation indicated for agricultural and agro-artisan products when visiting rural areas' by gender (male and female). There was a significant difference in means between female and male for 'Fruits and vegetables' where again higher mean is scored for 'Female' (M=7.88, SD=1.034) compared to 'Male' (M=6.50, SD=2.083); [t(58)=-3.321, p<0.002] .

An independent-sample t-test for Spain was conducted for the same item. Results show that there were significant mean differences between female and male when buying some products such as, 'Natural jams' show higher mean for 'Female'(M=7.52, SD=1.550) compared to 'Male' (M=6.50, SD=1.895) ; [t(61)=-2.306, p<0.025]; 'Almonds (typical of Alpujarra) are also more appreciated by 'Female' with higher mean (M=7.79, SD=1.740) than by 'Male' (M=6.59, SD=1.708) ; [t(61)=-2.767, p<0.007]; 'Roscos (typical sweet of Alpujarra) show higher mean by 'Female' (M=7.41, SD=2.027) compared to 'Male' (M=6.47, SD=1.745) ;[t(61)=-1.985, p<0.052].

	Kosovo		Italy		Spain	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Yes	221	81.9	55	83.3	66	100.0
No	49	18.1	11	16.7	-	-

Table 6.27 Purchase and tasting of typical local products (food and/or handicrafts products):

Comparison between Kosovo, Italy and Spain

#### 6.1.4 **Tourism and its connections to agriculture: preferred model, opinions and attitudes of visitors**

##### **Agriculture's role in relation to tourism development and promotion**

Considering that rural tourism is still at its early stages of development, and possibilities of linking it to agriculture are explored, the respondents in Kosovo were asked to state their opinion for agriculture's role in relation to tourism development and promotion. This was done by asking respondents opinion for 4 items that are presented in figure 18. The respondents in Kosovo highly believe on the 'Role that agriculture activities have to sustain rural tourism' showing highest averages for this item with M=7.76, than followed by average on 'Agriculture's role of for the economic development of rural areas and the production of traditional food' with M=7.69, third is

important ‘Agriculture’s role in environment protection and the ecological sustainability of rural areas’ with  $M=7.62$ , third and the fourth is item on ‘Agriculture’s role on preservation of social and cultural values’ with  $M=6.87$ . In Italy, where rural tourism or more specifically agro-tourism has traditionally relatively long life of development questions to respondents were put to get their opinion for agro-tourism’s role in sustaining traditional economic activities such as agriculture, its role in preservation of natural and cultural resources etc. Items that are assessed are presented in table 18 and figure 16, where highest averages show for ‘Agro-tourism’s important role to maintain local economic activities such as agriculture, preparation of traditional food, handicraft production’ with  $M=7.97$ , than for choice of ‘Agro-tourism, bed and breakfast and family style accommodations as a temporary accommodation’ when visiting rural areas with  $M=7.74$ , third is ‘Agro-tourism’s important role for the protection of the environment’ with  $M=7.46$ , fourth ‘Agro-tourism’s important role for the preservation of local cultural heritage’ with  $M=4.39$ , fifth is ‘Eco-friendly attitude and/or practices which are promoted in the structure’ (i.e. Promotion of awareness initiatives towards eco-friendly attitudes actions with a low environmental impact; adopted practices in the waste) with  $M=7.31$ , and lowest average is for item ‘I cannot really find any significant difference between agro-tourisms and other family accommodations’ with  $M=4.29$  and last one is item ‘If I am looking for a temporary accommodation, I am usually looking for hotels’ with  $M=3.73$ . Same as in Italy, respondents in Spain were asked for 7 items where the higher average is for ‘Eco-friendly attitude and/or practices which are promoted in the structure’ with  $M=8.03$ , followed by ‘Agro-tourism’s important role in maintaining local economic activities such as agriculture, preparation of traditional food, handicraft production etc’ with  $M=7.67$ , the third is ‘Agro-tourism’s important role for the preservation of local cultural heritage’ with  $M=7.56$ , fourth is choice of ‘Agro-tourism, bed and breakfast and family style accommodations as a temporary accommodation’ with  $M=7.14$ , fifth is ‘Other reason for development and promotion of tourism’ with  $M=6.80$ . The lower average is shown for ‘If I am looking for a temporary accommodation, I am usually looking for hotels’ with  $M=6.27$  and the last one is ‘I cannot really find any significant difference between agro-tourisms and other family accommodations’ with  $M=5.0$

	N	Minimum	Maximum	Mean	Std. Deviation
Agriculture is an important sector for the economic development of rural areas and	268	1	9	7.59	1.881

the production of traditional food					
Agriculture has important role for the environment protection and the ecological sustainability of rural areas	266	1	9	7.62	1.705
Agriculture has important role on preservation of social and cultural values	265	1	9	6.87	2.142
To sustain rural tourism, it is necessary to maintain local agricultural activities in rural areas where they have been developed for centuries	264	1	9	7.76	1.919

Table 6.28 Agriculture's role in relation to tourism development and promotion in Kosovo

	N	Minimum	Maximum	Mean	Std. Deviation
If I am looking for a temporary accommodation, I am usually looking for hotels	59	1	9	3.73	2.658
If I am looking for a temporary accommodation, I am usually looking for agro-tourism, bed and breakfasts and family style accommodations	62	1	9	7.74	1.890
When you visit an area do you consider eco-friendly attitude and/or practices which are promoted in the structure?(I.E. Promotion of awareness initiatives towards eco-friendly attitudes actions with a low environmental impact; adopted practices in the waste	61	1	9	7.31	1.893



Agro-tourisms are important to maintain local economic activities such as agriculture, preparation of traditional food, handicraft production etc.	63	5	9	7.97	1.092
Agro-tourisms have an important role for the preservation of local cultural heritage	62	2	9	7.39	1.551
Agro-tourisms have an important role for the protection of the environment	61	4	9	7.46	1.336
I cannot really find any significant difference between agro-tourisms and other family accommodations	56	1	9	4.29	2.762

Table 6.29 Respondents' attitudes towards agro-tourism's role in economic, natural and cultural development of rural areas in Italy

	N	Minimum	Maximum	Mean	Std. Deviation
Agro-tourisms are important to maintain local economic activities such as agriculture, preparation of traditional food, handicraft production etc	66	2	9	7.67	1.429
Agro-tourisms have an important role for the preservation of local cultural heritage	66	1	9	7.56	1.628
Agro-tourisms have an important role for the	65	2	9	7.09	1.568

protection of the environment					
If I am looking for a temporary accommodation, I am usually looking for hotels	66	1	9	6.27	2.521
If I am looking for a temporary accommodation, I am usually looking for rural houses, farmhouses for tourism etc	66	1	9	7.14	2.119
I cannot really find any significant difference between agro-tourisms and other family accommodations	64	1	9	5.00	2.410
When you visit an area do you consider eco-friendly attitude and/or practices which are promoted in the structure? (I.E. Promotion of awareness initiatives towards eco-friendly attitudes actions with a low environmental impact; adopted practices in the waste	65	1	9	8.03	1.369
Other	5	1	9	6.80	3.347

Table 6.30 Respondents' attitudes towards agro-tourism's role in economic, natural and cultural development of rural areas in Spain

Only respondents from Kosovo were asked whether they have heard of "agro-tourism" term before; 62.2% (n=168) of the respondents stated that they have heard about the term whereas, 37.8% (n=102) said that they haven't heard about the term.

	Frequency	Percentage (%)
Yes	168	62.2
No	102	37.8

Table 6.31 Respondents' knowledge on agro-tourism term in Kosovo

### Visitors' willingness to visit agro-tourism facilities

Considering that the agro-tourism is not wide used term in Kosovo, respondents were asked about their willingness to visit a tourism facility which is offered within a farm. Quite big range of respondents 90.7% (n=245) stated that they would be willing to visit a tourism facility managed inside a farm (agro-tourism) which would offer tourism product and services for recreational purpose. Only 3.3% (n=9) were not willing to visit facilities inside farms, while other 5.6% (n=15) did not respond to this question.

Table 6.32 Willingness to visit a tourism facility managed inside a farm: responses from Kosovo

	Frequency	Percentage
Yes	245	90.7
No	9	3.3
Missing	15	5.6

Table 6.32 Willingness to visit a tourism facility managed inside a farm: responses from Kosovo

When respondents were asked about their participation in the farm activities in Kosovo, the results show that majority of them, 44.4% (n=120) choose *to be active* and participate but to other non-farming activities (hunting, fishing, fauna observation etc), followed by 27% (n=73) who choose *not to be active and enjoy passive* tourism during their visits, while only 22.2 % (n=60) choose *to be active* and participative in farm activities, while 6.3% (n=18) didn't specify. In Italy 47 % (n=31) of respondents choose *to be active* and participate in farming labors and other activities of the farm, 19.7 % (n=13) to be active and participate to other no-farming activities such as hunting, fishing, to observe fauna and 21.2% (n=14) are more into *passive* agro-tourism, 12.1 % didn't specify their choices. Also in Spain the results show that majority, 75.5% (n=50) choose *to be active* and participate in farming labors and other activities of the farm, 19.7 % (n=13)

participation to other non farming activities such as hunting, fishing, to observe fauna and other outdoor activities, and 4.5% (n=3) didn't specify.

Table 6.33 Participation in farm activities during visits: Comparison between Kosovo, Italy and Spain

	Kosovo		Italy		Spain	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Active and participative tourism (Participation in farming labors and other activities of the farm	60	22.2	31	47.0	50	75.5
Participation to other non farming activities such as hunting, fishing, to observe fauna and other outdoor activities	120	44.4	13	19.7	13	19.7
Passive tourism	73	27.0	14	21.1	-	-
Missing	18	6.3	8	12.1	3	4.5

Table 6.33 Participation in farm activities during visits: Comparison between Kosovo, Italy and Spain

### **Model of farms for agro-tourism purposes preferred by visitors**

In all three study areas, respondents were asked if they receive the offer of enjoying few days for tourism in the farm, which type of farm they would select. Within the offer 8 options were provided and scale ranged from 1 not interested to 9 excellent. As we can see from table 33 the top four farm types and services preferred in Kosovo case are 'Restaurant and food based dishes made with farm products', followed by 'Horticultural farm', 'Beekeeping farm' and fourth 'Farm offering equestrian activities'. In Italy the top four farm types and services preferred are 'Restaurant and food based dishes made with farm products', followed by 'Guest's rooms in the

farm’, ‘Awareness raising events towards nature protection’ and ‘Participation in production of dairy products’. In case of Spain, as we can see in table 35, the top four farm types and services preferred are ‘Tastings’, followed by ‘Awareness raising events for nature protection, Restaurant and food based on dishes made with farm products and Participation in the home made production of oil.

	N	Minimum	Maximum	Mean	Std. Deviation
Horticultural farm	246	1	9	6.77	2.157
Livestock farm	247	1	9	6.06	2.275
Forestry farm	243	1	9	5.75	2.422
A beekeeping farm	245	1	9	6.66	2.335
Didactic farm providing better understanding on agriculture and livestock	245	1	9	6.26	2.363
Restaurant and food based on dishes made with farm products	249	1	9	7.77	1.805
Hunting and / or fishing	243	1	9	6.36	2.641
Equestrian activities	243	1	9	6.63	2.432
Others (please to indicate):	24	1	9	5.62	2.841

Table 6.34 Type of farms/structures preferred to satisfy visitors’ demand in Kosovo

	N	Minimum	Maximum	Mean	Std. Deviation
Horticultural farm	63	1	9	7.24	1.965
Livestock farm	63	1	9	6.90	2.441
Participation in	61	1	9	6.69	2.370

homemade production of wine					
Forestry farm	60	1	9	6.55	2.012
Children's educative reception (didactic farm)	63	1	9	5.51	2.845
Participation in homemade production of dairy products (dairy farm)	62	1	9	6.31	2.330
A beekeeping farm	61	1	9	5.48	2.371
Hunting and/or fishing	60	1	9	4.25	2.601
Space of camping inside the area	63	1	9	4.89	2.591
Guest's rooms in the farm	63	1	9	7.25	1.759
Restaurant and food based on dishes made with farm products	62	6	9	8.40	.819
Equestrian activities	63	1	9	5.37	2.654
Participation in the home made production of bread	62	1	9	6.47	2.324
Tastings	62	1	9	7.61	2.035
Awareness raising events for nature protection	61	1	9	6.95	2.327
Harvesting and processing of chestnuts (typical from Appennino	62	1	9	6.19	2.408

Bolognese)					
Other	2	1	1	1.00	.000

	N	Minimum	Maximum	Mean	Std. Deviation
Horticultural farm	65	1	9	6.18	2.061
Livestock farm	65	1	9	5.38	2.336
Participation in homemade production of wine	65	1	9	6.75	2.450
Forestry farm	61	1	9	6.20	2.120
Children's educative reception (didactic farm)	64	1	9	6.36	2.263
Participation in homemade production of dairy products (dairy farm)	64	1	9	6.81	1.991
A beekeeping farm	64	1	9	5.48	2.430
Hunting and/or fishing	65	1	9	4.35	2.375
Integrated farm	65	1	9	6.48	2.209
Nut farm	58	1	9	4.66	2.283
Rural house with a garden to enjoy	65	1	9	6.65	2.124
Camping space inside farm	63	1	9	5.60	2.643
Restaurant and food based on dishes made	64	2	9	7.14	1.622

with farm products					
Equestrian activities	65	1	9	6.37	2.447
Participation in the home made production of bread	64	2	9	7.11	2.009
Participation in the home made production of oil	65	3	9	6.89	1.724
Slaughter	65	1	9	5.48	2.762
Tastings	64	1	9	7.20	2.072
Awareness raising events for nature protection	65	3	9	7.18	1.550
Other	5	1	9	6.60	3.286

Table 6.35 Type of farms/structures preferred to satisfy visitors' demand in Spain

Certain activities which are more common in rural tourism offers in Italy and Spain to satisfy demand of visitors, have been included in the surveys carried out in these two countries and results presented; the highest averages for Italy were scored in tastings  $M=7.61$ , second was awareness raising events for nature protection  $M=6.95$ , third participation in homemade production of wine  $M=6.69$  and participation in the home made production of bread  $M=6.47$ . In Spain the highest averages were also scored for tasting with  $M=7.20$ , awareness raising events for nature protection with  $M=7.18$ , participation in the home made production of bread  $M=7.11$  and participation in homemade production of dairy products (dairy farm) with  $M=6.81$ .

Figure 6.1 shows scorings of respondents for the typical structure/events of each country. The typical activities for Italian respondents were 'Guests rooms in the farm' with  $M=7.25$ , followed by 'Harvesting and processing of chestnuts' with  $M=6.19$  while in Spain the typical activities were 'Participation in the home made production of oil' with  $M=6.89$ , followed by 'Rural house with a garden to enjoy'  $M=6.65$ , then slaughter with  $M=5.48$  and the last one was 'Nut farm' with  $M=4.66$ .



Figure 6.1 Preferred types of structures/farms to be visited: Comparison between Kosovo/Italy/Spain-



Respondents in Italy and Spain were asked if sustaining tourism in the area is important because of its contribution to the preservation of agricultural activities that have developed in the area for centuries, and for Italy results show that 90.9 % (n=60) of respondents are of the opinion that it is important to sustain tourism in the area. Very little percentage 1.5% (n=1) don't support this opinion while 7.6% (n=5) didn't specify. Also in Spain the percentage of respondents who support the importance of sustaining tourism in the area is prevailing with 84.6% (n=57), those who are not of the opinion to sustain tourism cover 10.6% (n=7) of total respondents, while only 3.0 % (n=2) didn't specify their opinion on this issue.

Table 6.36 Respondents' opinion on the importance of sustaining tourism in the area and its contribution to the preservation of agricultural activities: Comparison between Italy and Spain

	Italy		Spain	
	Frequency	Percentage	Frequency	Percentage
Yes	60	90.9	57	86.4
No	1	1.5	7	10.6
Missing	5	7.6	2	3.0

Table 6.36 Respondents' opinion on the importance of sustaining tourism in the area and its contribution to the preservation of agricultural activities: Comparison between Italy and Spain

One way Anova for Kosovo was used to compare the mean differences scored by respondents for the types of farms and activities offered that would be considered more appropriate to satisfy their demand in a scale from 1 not to important to 9 very important, by four levels of education. The analysis show that respondents scored significant higher mean for the activity 'Hunting and/or fishing' with  $[(F3,230)=7.314, p<0.01]$  among other farm types and activities. Anyhow, no significant mean differences were observed for this item when compared by education levels.

One way Anova for Spain was conducted to compare the mean differences indicated by respondents for the types of farms and activities offered that would be considered more appropriate to satisfy their demand in a scale from 1 not to important to 9 very important, by four levels of education. Among the farm types and activities proposed, the analysis show that respondents have indicated significant higher mean rate for 'Slaughter' with  $[(F2,64)=3.001, p<0.05]$ . But no significant differences were observed for the mean rates of this activity when compared by levels of education.

An independent-sample t-test for Kosovo was conducted to compare mean differences indicated by respondents on four items showing the importance of agriculture on 'economic development of rural areas and the production of traditional food', environmental protection and the ecological sustainability of rural areas', 'preservation of social and cultural values' and importance to 'sustain rural tourism particularly in areas where agriculture was developed in centuries', by options 'Yes' or 'No' when responded if they have ever lived in a rural area. There were significant differences among means for four items showing agriculture importance on socio-economic and environmental protection by visitor's who lived and didn't live in rural areas. Respondents who lived for some time in rural areas show higher mean differences when scored for 'Agriculture is an important sector for the economic development of rural areas and the production of traditional food' with  $(M=7.92, SD=1.773)$  compared to those who didn't and responded 'No'  $(M=7.72, SD=1.948)$ ;  $[t(258)=2.772, p<0.006]$ . Significant higher means where observed by respondents who lived in rural areas when indicating agriculture's important role for the environment protection and the ecological sustainability of rural areas with  $(M=8.06, SD=1.410)$  compared to those who responded with option 'No'  $(M=7.26, SD=1.866)$ ;  $[t(256)=2.772, p<0.001]$ . Also respondents who lived in rural areas at some time, indicated significantly higher means for the role of agriculture on preservation of social and cultural values with  $(M=7.31, SD=2.036)$

compared to those who didn't live ( $M=6.53$ ,  $SD=2.131$ ) ; $[t(255)=2.957$ ,  $p<0.003]$ . Also same trend of significantly higher mean ( $M=8.13$ ,  $SD=1.420$ ) have been indicated by those who lived in rural areas for the importance to main local agricultural activities in rural areas where they developed for centuries, to sustain rural tourism, compared to those who didn't live in rural areas and responded 'No' ( $M=7.39$ ,  $SD=2.240$ ) ; $[t(254)=3.134$ ,  $p<0.002]$ .

There were no significant differences observed for the same items when T-test was conducted for Spain and Italy.

From the total tourism offer in the area (100%), including natural and cultural resources and recreational activities, respondents in Italy and Spain were asked to rate the contribution of agricultural activity within this offer. Results for Italy show  $M=60.6$  and  $SD=21.949$  expressed in percentages while for Spain the average with  $M=65.49$  and  $SD=19.633$ .

#### **Distribution of budget support (100 €) enhancing development and promotion of rural areas**

Another hypothetical question was asked to respondents, if they would imagine themselves as political leaders, how would they distribute the budget within rural policy development. They were asked to distribute symbolic 100 euro among 4 expenditure lines which were presented to them. Table 37 and figure 36 present the averages of budget distribution as stated by respondents in Kosovo. Highest averages were observed for the item "Public services (i.e. road infrastructure, public transports, renewable energy sources, health services etc.)", second being "Economic activities and traditional local productions", third "Preservation of environmental and natural resources and nature based activities" and fourth "Preservation of local cultural resources and socio-cultural activities". In Italy, for the same question, the highest averages were observed for the item "Preservation of environmental and natural resources and nature based activities", second "Economic activities and traditional local productions", third "Public services (i.e. road infrastructure, public transports, renewable energy sources, health services etc.)", fourth "Preservation of local cultural resources and socio-cultural activities". In Spain, the highest averages were observed for the item "Public services (i.e. road infrastructure, public transports, renewable energy sources, health services etc.)", second being "Preservation of environmental and natural resources and nature based activities", third "Economic activities and traditional local productions" and fourth "Preservation of local cultural resources and socio-cultural activities".

	N	Minimum	Maximum	Mean	Std. Deviation
Economic activities and traditional local productions	260	0	100	26.29	13.611
Preservation of local cultural resources and socio-cultural activities	253	5	80	23.88	10.151
Preservation of environmental and natural resources and nature based activities	253	5	100	23.97	10.026
Public services (i.e. road infrastructure, public transports, renewable energy sources, health services etc.)	258	0	100	28.53	14.648

Table 6.37 Average budget support for the implementation of rural policy measures: Respondents' opinions from Kosovo

	N	Minimum	Maximum	Mean	Std. Deviation
Economic activities and traditional local productions	59	5	50	26.32	10.636
Socio-cultural activities and preservation of local cultural resources	59	5	40	21.80	8.113
Nature based activities and preservation of environmental and natural resources	61	10	60	28.87	11.708
Public services (i.e. Road infrastructure, public transports, renewable	60	2	50	24.32	11.432

energy sources, health services etc)					
Other	3	9	20	16.33	6.351

Table 6.38 Average budget support for the implementation of rural policy measures: Respondents' opinions from Italy

	N	Minimum	Maximum	Mean	Std. Deviation
Economic activities and traditional local productions	66	10	60	25.30	11.398
Socio-cultural activities and preservation of local cultural resources	66	5	30	18.56	6.948
Nature based activities and preservation of environmental and natural resources	66	5	50	25.76	10.237
Public services (i.e. Road infrastructure, public transports, renewable energy sources, health services etc)	66	0	80	29.62	15.400

Table 6.39 Average budget support for the implementation of rural policy measures: Respondents' opinions from Spain

### **Role of the policies related to rural tourism/agro-tourism development in rural areas**

Respondents were asked to evaluate five various items for Kosovo and seven items for Italy and Spain, to understand their opinions on the role of the policies that are related to development of the tourism in the rural areas. Figure 27 present the average scores for each item

scored from 1 to not important to 9 very important for each country. As it can be observed from the table, respondents highest average on the role of policies is related to “Raising awareness among rural people about their role within tourism development”, second “Protect the natural resources and rural landscape”, third “Renovate autochthonous buildings to receive tourists”, fourth “Support to agriculture production in the country as important resource for tourism offer” and fifth “Promote local gastronomy and local production”. For Italy the figure presents that the highest evaluated item was “Promote local gastronomy”, second “Protect the ecosystem and the natural environmental of the area”, third “Keep agriculture production continuing in the area”, fourth “Promote partnership between local stakeholders and local resources”, fifth “Renovate agricultural autochthonous households to receive tourists”, sixth “Raise awareness among rural people about their role within tourism development”, seventh “Maintain agricultural farms by subsidies and other support as a complementary revenue for farms”. And in Spain the highest item was “Protect the ecosystem and the natural environmental of the area”, second “Promote local gastronomy”, third “Keep agriculture production continuing in the area”, fourth “Promote partnership between local stakeholders and local resources”, fifth “Raise awareness among rural people about their role within tourism development”, sixth “Renovate agricultural autochthonous households to receive tourists”, seventh “Maintain agricultural farms by subsidies and other support as a complementary revenue for farms”

	N	Minimum	Maximum	Mean	Std. Deviation
Support agriculture production in the country as important resource for tourism offer	260	1	9	7.30	1.704
Promote local gastronomy and local production	259	1	9	7.15	1.883
Protect the natural resources and rural landscape	262	1	9	7.76	1.742
Renovate autochthonous buildings to receive tourists	260	1	9	7.67	1.726

Raise awareness among rural people about their role within tourism development	260	1	9	7.84	1.739
Other	19	1	9	6.79	2.507

Table 6.40 Role of the policies related to rural tourism/agro-tourism development in Kosovo

	N	Minimum	Maximum	Mean	Std. Deviation
Keep agriculture production continuing in the area	59	2	9	7.42	1.744
Promote local gastronomy	59	5	9	7.78	1.190
Protect the ecosystem and the natural environmental of the area	59	2	9	7.54	1.915
Renovate agricultural autochthonous households to receive tourists	59	2	9	6.64	2.041
Raise awareness among rural people about their role within tourism development	59	1	9	6.64	2.140
Maintain agricultural farms by subsidies and other support as a complementary revenue for farms	60	1	9	5.92	2.452
Promote partnership between local stakeholders and local resources	56	1	9	6.82	2.046
Other	3	8	9	8.33	.577

Table 6.41 Role of the policies related to rural tourism/agro-tourism development in Italy

	N	Minimum	Maximum	Mean	Std. Deviation
Keep agriculture production continuing in the area	66	4	9	7.29	1.367
Promote local gastronomy	66	3	9	7.33	1.351
Protect the ecosystem and the natural environmental of the area	66	4	9	8.32	1.010
Renovate agricultural autochthonous households to receive tourists	65	1	9	6.65	1.643
Raise awareness among rural people about their role within tourism development	65	2	9	7.25	1.581
Maintain agricultural farms by subsidies and other support as a complementary revenue for farms	65	1	9	6.00	1.969
Promote partnership between local stakeholders and local resources	65	3	9	7.25	1.511
Other	1	9	9	9.00	.

Table 6.42 Role of the policies related to rural tourism/agro-tourism development in Spain

Considering that national policies in Italy and Spain, and at the EU level contribute to the agro-tourism development, a question has been included only for respondents in these two study areas to assess their willingness to contribute financially to policies for agro-tourism development.



Kosovo still don't have access to structural funds of the EU which support implementation of the national agriculture and rural development strategy, and due to the socio-economic situation the same question has not been included for respondents in Kosovo as their priorities at this stage would be not to have additional burden in paying the government policies. In Italy, 62.1% (n=41) of respondents stated they were available to fund these policies, while 31.8% (n=21) said No and 6.1% (n=4) didn't specify. In Spain the respondents who said Yes were 50 % (n=33) and those who said No were also 50 % (n=33), and there are no missing data.

	Italy		Spain	
	Frequency	Percent	Frequency	Percent
Yes	41	62.1	33	50.0
No	21	31.8	33	50.0
Missing	4	6.1		-

Table 6.43 Visitors' financial contribution to a policy for tourism development: Comparison between Italy and Spain

The maximum willingness/capability to contribute per year to policy for agro-tourism development in the area in Italy with highest percentages was 12.1% (n=8) for each group of values of 10 and 20 Euros, followed by 9.1% (n=6) for 50 Euros of maximum willingness to contribute for year. The other percentages are presented in table below.

Euro	Frequency	Percent
0	1	1.5
5	1	1.5
10	8	12.1
15	2	3.0
20	8	12.1
25	3	4.5
30	4	6.1

50	6	9.1
100	5	7.6
>100	4	6.1
Missing	24	36.4

Table 6.44 Visitors' willingness to contribute financially (Euro) to policy for agro-tourism development: Case study in Italy

In Spain the willingness/capability to contribute per year to policy for agro-tourism development where with highest percentages of respondents 15.2% (n=10) to contribute 50 Euro, followed by 9.1% (n=6) with 30 Euro of maximum willingness to contribute for year. The other percentages are presented in table bellow

	Frequency	Percent
0	3	4.5
5	2	3.0
10	3	4.5
15	2	3.0
20	4	6.1
30	6	9.1
35	1	1.5
40	1	1.5
50	10	15.2
60	1	1.5
Missing	30	45.5

Table 6.45 Visitors' willingness to contribute financially to policy for agro-tourism development: Case study in Spain

The last item for the same topic, relates to those who would not pay and contribute to these policies, where for both cases in Italy and Spain, highest stated reason was that 'It is a public policy

and should be funded by public funds’, with 16.7% (n=11) of respondents for Italy and 24.2% (n=16) for Spain.

Reasons	Italy		Spain	
	Frequency	Percentage	Frequency	Percentage
I pay already enough taxes	3	4.5	11	16.7
It is a public policy and should be funded by public funds	11	16.7	16	24.2
I distrust the subsequent use of proceeds	6	9.1	2	3.0
Other reasons	1	1.5	3	4.5
Missing	45	68.2	32	48.5
I have sufficient income/SPAIN	-	-	2	3.0

Table 6.46- Reasons for not contributing financially to agro-tourism policy: Comparison between Italy and Spain

One way Anova for Spain was conducted to compare the differences between the means indicated by respondents for seven items assessing the role of policies related to agro-tourism activities such as ‘Support agriculture production in the country as important resource for tourism offer’, ‘Promote local gastronomy and local production’, ‘Protect the natural resources and rural landscape’, ‘Renovate autochthonous buildings to receive tourists’, ‘Raise awareness among rural people about their role within tourism development’, ‘Maintain agriculture activity through subsidies and other forms of support as a complementary revenue for the farms’ and ‘Promote partnership among local actors and resources’ in a scale from 1 not at all to 9 completely, by level of education. The analysis show that respondents have scored significantly higher mean for the role of policies in ‘Maintaining agricultural farms by subsidies and other support as a complementary revenue for farms’ with  $[(F2, 64)=3.601, p<0.03]$ . While post hoc as follow up analyses show that for the same item, respondents belonging to ‘Primary studies’ show higher mean with significant rate  $p<0.034$  than those belonging to ‘Secondary studies’.

No significant mean differences were observed when the same analysis were conducted for Kosovo and Italy.

An independent-sample t-test for Kosovo was conducted to compare differences between the means indicated by respondents for the same items assessing the role of policies related to agro-tourism activities, in a scale from 1 not at all to 9 completely, by options 'yes' showing that respondent has lived at some time in rural area, and 'No' showing that they didn't live in a rural area. Respondents who lived at some time in rural areas showed higher means when assessed item 'Support agriculture production in the country as important resource for tourism offer' ( $M=7.53$ ,  $SD=1.641$ ) compared to those who didn't live in rural areas and responded with option 'No' ( $M=7.11$ ,  $SD=1.733$  ;  $[t(250)=1.989, p<0.048]$ ). Also higher mean was observed for those who lived in rural areas and assessed role of the policies to 'Promote local gastronomy and local production' with ( $M=7.58$ ,  $SD=1.755$ ) compared to those who didn't live in rural areas who report lower mean ( $M=6.89$ ,  $SD=1.864$ ) ;  $[t(251)=3.010, p<0.003]$ . Role of policies in relation to agro-tourism activities to 'Protect the natural resources and rural landscape' was also scored with higher mean by those who lived in rural areas, option 'Yes' ( $M=8.10$ ,  $SD=1.349$ ) compared to those who responded with option 'No' ( $M=7.46$ ,  $SD=1.996$ ) ;  $[t(252)=2.941, p<0.004]$ . Also item 'Renovate autochthonous buildings to receive tourists' was scored with higher mean by those who lived in rural areas ( $M=8.06$ ,  $SD=1.385$ ) compared to those who didn't and have lower mean ( $M=7.68$ ,  $SD=1.970$ );  $[t(251)=2.898, p<0.004]$ .

## **6.2 Discussion: Comparative analysis of the demand side between Kosovo and Appennino Bolognese and Alpujarra**

Based on the current situation of rural tourism development in Kosovo and further potentials to be explored and used to enhance the offer, such as natural and cultural resources, particularly agriculture, study was carried out using the comparative analyses approach between Kosovo and other two areas from different EU countries, Appennino Bolognese in Italy and Alupjarra in Spain, to propose a model for linking agriculture to tourism and develop it as agro-tourism as a more integrated approach for rural development in Kosovo.

In this regard, through field research undertaken in three study areas, data has been collected to analyze demand for rural tourism or agro-tourism which is still at its early stages of development in Kosovo while more widespread and at advance stage in Italy and Spain. Discussion of results in the following sub-chapters shows differences and similarities in demand between three

study areas and following the experiences of the two EU countries proposes a model for tourism development in rural areas of Kosovo by linking it to agriculture activities and/or structures.

#### Profile of the rural tourism/agro-tourism visitors

In this sub-chapter discussion is based on the block of questions focusing on the profile of the visitors of rural areas.

Rural areas in Kosovo, seem to be chosen as places of interest to be visited by young people at the age between 25 to middle 40s and who have families same as for Italy, while in Spain results show that older groups of people, above age of 40's and have families are among more frequenting visitors of these areas. In all three cases it could be seen that the highest percentage of the visitors (above 60%) have university education, and more than half are employed and have sources of income, where in cases of Kosovo and Spain the percentage of employed people is even higher than for Italy. In Kosovo and Italy students should be considered an important target group as they dominate with around 14% in each case and should be treated as potential visitors for the future to consider their needs and demands when developing the offer. On the contrary in Spain, students do not represent significant share of visitors.

Rural areas seem to be attractive for groups of visitors with different income levels; referring to the Kosovo standards, families from low to medium income level are among those dominating the share of visitors but even those with higher level of incomes (16% with more than 1500 Euros/month) find rural areas as appropriate places to visit for tourism purpose. Similar situations are drawn for Italy and Spain (although referring with different income thresholds compared to Kosovo, due to higher standards of living), where families with low to middle level of income represent half or almost half of the visitors' share. In all three case the prevalence of groups with middle income could be explained with affordability these families have in visiting rural areas as they are close and don't require high costs of expenditures. Similar to Kosovo, also in these study areas there is a group of respondents with higher level of income (more than 3200 Euros/month) who represent an important share of respondents 11% in Italy respectively 18% in Spain who should be considered as potential group to reach when marketing of tourism offer with possible attentions to not exclude other groups of visitors which are more representative ones.

In Spain, prevailing group of visitors is with higher income compared to Italy which could be explained by the frequency of older people who might have reached a certain financial status.

In Kosovo and Italy, more than 40% of visitors have lived in rural areas while in Spain the number of those who lived in rural areas is significantly higher than in other two countries (71.2%). Even the percentages of the visitors who used to be farmers or worked at farm, in Spanish survey report to be significant around 15% of respondents. Similarities are observed for Kosovo and Spain, where more than a half of visitors reported to have relatives engaged in agriculture sector, which could be a mean to facilitate stronger links with rural areas. In Italy engagement of relatives in agriculture are relatively lower compared to other two case studies.

To complete the picture on the profile of the visitors, a range of questions have been asked to understand their awareness on healthy living and environmental safeguard matters. Results show that people are very alert and aware of the importance of checking the information related to food quality and safety issues, assessing this behavior with the highest average in all three study areas (Italy having the highest mean and Kosovo lowest). In Kosovo, lack of proper food tracking systems and limited institutional capacities at the local and national level to undertake food inspection and application of safety measures could be considered as push factors raising peoples' awareness to monitor food quality during purchase and shopping. Recycling waste, is not common for the households in Kosovo as economic and legal instruments for waste management through recycling are not used at all therefore, recycling habit is lacking. In Italy and Spain due to the waste management policies which are required to be implemented by the EU Member States, households are engaged in waste selection for recycling which habit is also assessed with second higher average by respondents from Italy and Spain. Kosovo respondents have scored 'consumption of organic or green products' with second highest average due to the still existing consumer behavior of getting fresh products from the green market which are produced by local farmers and taste better than imported ones. Although 'organic' branded products are very limited in Kosovo, there is still production of fruits and vegetables which could be considered green as the use of pesticides is at very low thresholds. The behavior of consuming organic/green products in Italy has third highest average while in Spain the third highest average is given to interest in environmental topics. Trends in becoming more serious about sports in Kosovo are visible with increasing number of fitness centers and people exercising in open-air and that is exhibited in results which show that participation in sport activities is a behavior which was assessed with third highest average while in Italy and Spain this is assessed as behavior with fourth highest average.

Overall it could be concluded that in Italy and Spain awareness on environmental issues is higher than in Kosovo which could be attributed to the public awareness and education programs, and policy measures undertaken to improve the environmental quality.

### **Opinions and preferences of the visitors towards the tourist attractions, resources, goods and services in rural areas**

#### **Frequency of visiting rural areas and the duration of the stay**

In Kosovo, highest percentage of visitors seem to visit rural areas for tourism purpose at least once a month which could be attributed to the close proximity from urban to rural areas, but also relatively significant percentages of respondents choose to visit rural areas every second or third month. Same as in Kosovo, in Italy more than 20% of respondents visit rural areas once a month. Anyhow, in Italy and Spain majority of respondents 32% respectively 51%, visit rural areas 2 or three times per year. In terms of duration of stay, results show that in Kosovo and Spain, respondents' interest in visiting rural areas is focused during the day, and there are very little who reported to have stayed overnight, 21% for Kosovo and 34% for Spain. In Italy, respondents show high interest in undertaking visits during the day with relatively high percentage of respondents around 48% who stated to have stayed overnight.

Results from Kosovo and Italy show that respondents belonging to age groups between 35-44 years old, visit rural areas for tourism purpose more often than any other age group while in Spain the age group between 45-65 performs more often visits compared to other age groups.

#### **Reason for visiting rural areas for tourism purposes**

Majority of visitors of rural areas in Kosovo, seem to seek some space for relaxing within natural environment when visiting for tourism purpose. Another reason for visit is to have a meal which could be attributed to nice restaurants that usually in their menus contain traditional food or typical from the area while their locations are situated in quiet places with beautiful landscape and natural resources. Due to raising trends in awareness for healthy leaving, more than one third choose to visit rural areas for recreational purpose although the package of recreational activities is very limited this has to be a very important information to develop these services and attract this specific group who is looking more after active vacation. Family gatherings are another reason for visits, whereas more often family gatherings among Kosovars occur during months of summers when family members from diaspora come to visit their families and/or during holidays when people have more time to spend with their families. Limited but still representative groups visit rural areas because of their interest in cultural resources and to buy agriculture and food products. It should be

stated that in few regions information on the rural tourism offer, including natural and cultural resources, recreational activities have been compiled in various promotional material but the outreach to wider population is very limited and poor.

In all three case studies, friends and relatives, and internet seem to be the main sources of information for visitors when visiting rural areas; majority of respondents from Kosovo and Spain resulted to get the information from friends and relatives, second being the internet, while in Italy majority has stated internet as source of information followed by friends and relatives. Marketing and promotion which relies on 'word of mouth' requires special attention to maintain quality of products and services always at high level as little failures could damage tourism business a lot and recovery will take longer time. Internet seems to be very important source of information which could be used to present all novelties reference to products, services and perhaps events which are organized, always ensuring that information is up to date to stimulate continuous search by visitors in the future. Particularly in case of Kosovo, as visitors show specific interest in relaxing, natural and cultural resources, food and family gatherings, all information feeding their interest from different aspects should be virtually presented using the internet tool which is not such an expensive mean of promotion and is open for unlimited visitors local and international, who search for new places to visit.

### **Visitors' appreciation of public goods: natural and environmental resources**

The increased awareness of public on agriculture's role and expectations on provision of public goods are becoming more and more demanded by public but also challenging for the policy makers. Implementation of policy to deliver on public expectations is challenging not only for policy makers but also for the farmers and could be rather expensive, therefore understanding public preferences for public goods and services is important to determine priorities and prepare program measures to reach the expected objectives (Nickerson, Cooper, Feather, Gadsby, Mullarkey, Tegene, & Barnard (2002). Results from the three study areas show that respondents appreciate highly natural resources when visiting rural areas for tourism purpose and these are public goods often provided as by-products of agriculture activities (landscape and biodiversity). On the other hand importance given to economic activities and traditional local production is second highest appreciated item by respondents in all study areas, in Italy being appreciated at the same level with the natural resources. Traditional production although has market for consumption



as commodity goods and is associated with employment generation for rural areas, it does help to maintain the agrarian culture which makes part of the public goods. Respondents highly appreciate these activities as they keep rural areas alive in terms of economic and social regeneration. In all three study areas, respondents give third importance to socio-cultural activities and preservation of local cultural resources, and is a sign of appreciation given to public goods. Although rural areas are known to face the challenges with public services such as poor infrastructure, public transport, access to health services etc. in all three study areas respondents don't see them as important compared to other components of the tourist offer which are more important to satisfy their demands when visiting rural tourism destinations. Still, it should be underlined that in Kosovo, highest appreciation is given to natural resources and nature based activities when compared by education groups, therefore these potentials should be considered as important assets to be included in the tourist offer of the regions which are rich in natural resources. Also, very important information related to Kosovo, is that level of appreciation of components of tourist offer (particularly for traditional agriculture activities and production, socio-cultural activities and preservation of local cultural resources, and natural resources and nature based activities) is higher for those who lived in rural areas compared to those who didn't live.

In all three study areas, access to public services and infrastructure should be improved as this is the least satisfactory component of the tourist offer and could affect visitors' decision making to visit rural areas. In Kosovo and Spain, in general the level of satisfaction with other components of tourist offer is lower compared to Italy, therefore, in these two countries special attention and efforts should be made in improving and maintaining the quality and access to natural resources, agriculture traditions and local production and socio-cultural resources and cultural activities.

Another interesting results that could perhaps show people's different expectations in Kosovo, could be explained with results which show that respondents who lived in rural areas at some time, are more satisfied with agricultural, cultural and natural component of the offer than those who didn't live in rural areas, which could be attributed perhaps to the familiarity with rural environment for those who spent some time there.

### **Visitors' appreciation of public goods: natural and environmental resources**

In Kosovo and Spain, among the highest appreciated public goods, are quality of the air and water, than natural landscape and agriculture landscape. Similar natural attributes have been appreciated by respondents in Italy as well with highest appreciation given to natural landscape, than quality of the air and agricultural landscape. Natural attributes which are typical for the rural areas are also appreciated by respondents; in Italy '*calanchi*' and in Spain traditional irrigation system which is inherited during the history. Abandoned farming land seems to be present in all three study areas and least appreciated among public goods. In Kosovo, wild autochthonous flora and fauna, seem to attract more the interest of the visitors above the age of 40's compared to younger people, same as for abandoned farming land. Agriculture landscape although preferred among three rural attributes, it is more appreciated by those visitors who have lived in rural areas which could be related either to the nostalgia for the origin of their place or closer familiarity with the sector.

### **Visitors' appreciation of public goods: socio-cultural resources**

Among other public goods belonging to cultural component, local gastronomy and typical products from the area are the highest appreciated by respondents in all three study areas, which show the interest of visitors to local particularities in food and dishes of the area which exhibit the identity and culture. Cultural heritage, including buildings and history of the area, is second appreciated public good in all three study areas followed by events such as fairs and festivals which are appreciated particularly by visitors in Kosovo and Italy. In case of Spain, traditional social festivals as very typical for Alpujarra, have been included as another option for the respondents and have been rated as third highest appreciated good followed by agriculture fairs and festivals. The conclusion from the results is that planning and development of rural tourism, in case of Kosovo or advancement and rejuvenation in case of Spain respectively Italy should inevitably consider cultural elements whether it's local food, traditional architecture, events which could exhibit in the best way the capital and characteristics of the area, to show the distinguishing aspects and typicality that makes destination areas attractive for visitors.

In Kosovo particularly, it should be considered that agriculture fairs and festivals are highly appreciated when compared by education groups, so perhaps identification of events per region to use them as a mean of bringing visitors in the area, could be seen as another way of marketing tool

for promotion but at the same time of enriching the tourism offer with proper information. Most of rural areas in Kosovo, have gone through terrible destruction during the war and lost architecture and buildings from old Visitors who lived in rural areas show higher level of appreciation for cultural heritage, buildings and history than those who have never lived in rural areas, which could be

**Visitors' appreciation of typical agriculture and agro-artisan products**

**Tourism and its connections to agriculture: preferred model, opinions and attitudes**

**Agriculture's role in relation to tourism development and promotion**

**Visitors' willingness to visit agro-tourism facilities**

**Model of farms for agro-tourism purposes preferred by visitors**

**Distribution of budget support (100 €) enhancing development and promotion of rural areas**

**Role of the policies related to rural tourism/agro-tourism development in rural areas**

## **7. Conclusions**

There is need to have LAG's bigger involvement in the implementation with role of identifying not only natural and cultural resources but what's most important adequate human resources to be engaged in the tourism product and service development; train these people and build the required human capital in collaboration with international or other local NGOs (exogenous resources) and sustain the activities in the area

In majority of the projects, it is particularly noticed that there is no intervention or engagement of national level government but only of the local government. The engagement of local government as partners in the implementation of actions in tourism are rather "symbolic" and their participation was due to the donor program's requirements as mandatory to have municipalities' engagement to be eligible for grants award. Although some municipalities have approved tourism as important sector for the local economic development they did not commit much to ensure longer-term sustainability in the sector. The capacities of the public administration in Kosovo are relatively poor and weak, lacking specialized knowledge and expericen for particular sectors such as tourism which is another factor hindering the proper guidance and support from the public administration in municipalities where there is potential for tourism. In this regard LAGs involvement is important and necessary that would build up the required capacities needed and shift the knowledge to better manage and maintain the activities already brought up in the area.

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Annex 1

Pytsori No. \_\_\_\_\_

Emri i lokacionit ku është administru pytsori \_\_\_\_\_

Regjioni \_\_\_\_\_

No I telefonit të intervistuarit \_\_\_\_\_

**TURIZMI RURAL DHE NDËRLIDHJA ME BUJQËSINË - STUDIM HULUMTUES NË VISET RURALE TË KOSOVËS**

Të nderuar, qëllimi i këtij hulumtimi është të analizojë kërkesën në sektorin e turizmit rural në Kosovë nga perspektiva e vizitorëve dhe potencialin për të ndërlidhur këtë sektor me veprimtarinë bujqësore, resurset mjedisore dhe kulturore në ato zona të Kosovës ku turizmi rural është në zhvillim e sipër.

Ju lutemi që mundësisht të i përgjigjeni pyetjeve të mëposhtme, që në total janë 27 pyetje. Ato janë të ndara në tri blloqe:

1. pjesa e parë për të mbledhur opinionet dhe preferencat e vizitorëve ndaj atrakcioneve turistike, resurseve, të mirave dhe shërbimeve të zonës;
2. e dyta është e përqendruar në interesin dhe dëshirën për të vizituar fermat që do të ndërlidheshin me oferta turistike për të ofruar të mira dhe shërbime për vizitorët.
3. Pjesa e tretë ka për qëllim grumbullimin e karakteristikave socio-demografike të të anketuarve.

Pyetjet janë të strukturuar sipas modaliteteve të mëposhtme:

- a) shkalla e rangimit; në këtë rast ju kërkohet të zgjedhni nivelin e interesit në një shkallë nga 1 deri në 9 (1 = aspak të interesuar, pa asnjë vlerë dhe nuk e vlerësoj 9 = shkëlqyeshëm, shumë e vlersuar, dhe shumë e çmuar)
- b) pyetje të mbyllura, ku ne kërkojmë nga ju që të zgjidhni njërin nga përgjigjet e ndryshme,
- c) pyetje të hapura, ku ju ftoheni të ofroni përshtypjet dhe motivimet tuaja në lidhje me temën në fjalë.

**Informatat e mbledhura do të trajtohen në formë konfidenciale.**

Ju lutem mos harroni se NUK KA PËRGJIGJE TË SAKTË APO TË PASAKTË.

Qëllimi është për të mbledhur mendimet e vizitorëve për zonat.

Për informata apo kuartësime ju mund të kontaktoni tek: [arlinda.arenliu@gmail.com](mailto:arlinda.arenliu@gmail.com)

**Ju faleminderit shumë për bashkëpunimin tuaj!**

**OPINIONET DHE PREFERENCAT E VIZITORËVE NDAJ ATRAKSIONEVE,  
RESURSEVE TURISTIKE, SI DHE SHËRBIMET DHE PËRFITIMET**

**1. Sa shpesh vizitoni zonat rurale për qëllime turistike:**

- ☐ më shumë se një herë gjatë javës
- ☐ një herë gjatë javës
- ☐ së paku një herë në muaj
- ☐ një herë në 2 – 3 muaj
- ☐ 2 apo 3 herë në vjet
- ☐ kjo është hera e parë
- ☐ tjera (të cekët):.....

**2. Sa kohë qëndroni në këtë zonë (ju lutem të përgjigjeni në njërin nga optionet më posht)**

a) E vizitoj zonën gjatë ditës

*Ju lutem shënoni numrin e orëve (për shembull herën e fundit sa keni qëndruar) .....*

b) Qëndroj në zonë për më shumë se një natë

*Ju lutem shënoni numrin e netëve.....*

**3. Cilat janë arsyet për të vizituar zonat rurale për qëllime turistike?**

- ☐ Për të ngrënë jashtë ushqim (drekë apo darkë)
- ☐ Për të blerë produkte bujqësore dhe ushqimore
- ☐ Joshja/atrakcioni ndaj resurseve natyrore

- ☐ Joshja/atrakcioni ndaj resurseve kulturore
- ☐ Takime familjare
- ☐ Relaksim
- ☐ Pjesëmarrja në ngjarje (festivale, panaire bujqësore, aktivitete kulturore tradicionale etj)
- ☐ Aktivitete rekreative (ecje/hiking, bjeshkatari, çiklizëm, gjueti etj.)
- ☐ Të tjera .....

**4. Ku i merrni informatat rreth ofertave për turizmin në zonat rurale, për iniciativat dhe aktivitetet e promovuara?**

- ☐ Qendra Informuese e Komunës
- ☐ Agjencionet turistike
- ☐ Shoqatat / OJQ
- ☐ Interneti
- ☐ Gazetat
- ☐ Shokët dhe të afërmit
- ☐ Të tjera.....

**5. Kur i vizitoni zonat rurale për qëllime të turizmit, çfarë rëndësie i jepni aktiviteteve/shërbimeve turistike dhe resurseve turistike për të përmbushur kërkesat e juaja për rekreacion, kohë të lirë dhe preferencat estetike. Ju lutem ti rangoni sipas rëndësis që kanë për ju aktivitetet apo resurset e më poshtme.**

**Në anën tjetër, duke menduar konkretish për zonën, ju lutemi të rangoni shkallën/nivelin e juaj të kënaqshmërisë me ofertën duke u bazu në kualitet dhe kuantitet në një shkallë prej 1 deri në 9 (1 = e parëndësishme/e pa kënaqur; 9 = shumë e rëndësishme /shumë e kënaqur). *Ju lutem vendosi një (X) në fushën përkatëse***

Shkalla e rëndësisë që i jipet produkteve dhe shërbimeve	Aktivitetet, resurset dhe të mirat publike	Niveli/shkalla i juaj i kënaqshmërisë me ofertat turistike ezistuese në zonat rurale duke marrë parasysh kualitetin
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turistike										dhe kuantitetin								
1	2	3	4	5	6	7	8	9		1	2	3	4	5	6	7	8	9
									a. Prodhimet lokale tradicionale bujqësore (ushqimi dhe pijet)									
									b. Aktivitetet socio-kulturore dhe ruajtja e resurseve kulturore lokale (psh. Përdorimi i objekteve të vjetra për qëllime turistike si për fjetje apo restorante; aktivitetet për promovimin e trashëgimisë kulturore, produkteve artizanale etj.									
									c. Resurest natyrore dhe ativitetet e bazuara në natyrë									
									d. Prezenca e shërbimeve të duhura publike (psh. Infrastruktura rrugore, transporti publik, shërbimet mjeksore etj.)									

**6. Ju lutem tregoni cilat nga resurset natyrore dhe mjedisore në vijim i vlerësoni më së shumti sa i përket kualitetit dhe kuantitetit, kur vizitoni një zonë rurale për qëllime turistike. Ju lutem rangoni prej 1 (aspak të interesuar, pa asnjë vlerë dhe nuk e vlerësoj aspak) deri tek 9 (e shkëlqyeshme, shumë e vlefshme dhe shumë e vlerësuar). Ju lutem vendosi një (X) në fushën përkatëse**

		1	2	3	4	5	6	7	8	9
Nr.	<b>Resurset natyrore dhe mjedisore</b>									
1	<b>Flora dhe fauna autoktone (bio-diversiteti) me interes turistik</b>									

2	Pejsazhet bujqësore (psh. pemishtet, vreshtat, kullosat)									
3	Pejsazhet natyrore (bjeshkët/malet, shpatet dhe grykat; lumenjtë, liqenet ; tokat e virgjëra të paprekura)									
4	Tokë e braktisur bujqësore (djerrina)									
5	Serat									
6	Kualiteti i ajrit dhe ujit									
7	Të tjera (të cekën):									

7. Ju lutem tregoni cilat nga resurset socio-kulturore në vijim i vlerësoni më së shumti sa i përket kualitetit dhe kuantitetit, kur vizitoni një zonë rurale për qëllime turistike. Ju lutem rangoni prej 1 (aspek të interesuar, pa asnjë vlerë dhe nuk e vlerësoj aspak) deri tek 9 (e shkëlqyeshme, shumë e vlefshme dhe shumë e vlerësuar). *Ju lutem vendosi një (X) në fushën përkatëse*

Nr.		1	2	3	4	5	6	7	8	9
	<b>Resurset socio-kulturore</b>									
1	Trashëgimia kulturore-historike dhe ndërtesat									
2	Gastronomia/Kuzhina lokale dhe produktet tipike të zones									
3	Panaire bujqësore, festivale tradicionale të ndërlidhura me bujqësi (Dita e mollës, Dita e parë e vjeljes së rrushit etj)									
4	Të tjera (të cekën):									

8. Në mesin e produkteve bujqësore dhe artizanale të mëposhtme, të cilat do të mund ti bleni kur i vizitoni zonat rurale, ju lutem, tregoni sa i vlerësoni secilën sipas shkallës së vlerësimit ku 1 (aspek e vlefshme) deri në 9 (e shkëlqyeshme):

Nr.	Produktet agro-artizanale	1	2	3	4	5	6	7	8	9
1	Verë									
2	Turshi									



3	Ajvar																		
4	Reçel të shtëpisë																		
5	Djathëra (tradicionale nga zona apo artizanale)																		
6	Mish i terur																		
7	Mjalt																		
8	Pemë dhe perime																		
9	Raki																		
10	Produkte të tjera (të cekën):																		

9. A keni blerë dhe provuar ndonjë produkt tipik lokal (ushqim dhe/apo prodhime artizanale)?

☐ Po

☐ Jo

Nëse po, cilat produkte: \_\_\_\_\_

#### **TURIZMI DHE NDËRLIDHJA E TIJ ME BUJQËSINË: MODELI I PREFERUAR, OPINIONET DHE QËNDRIMET**

10. Ju lutem përgjigjuni në pyetjet e mëposhtme duke i ranguar nga 1 deri në 9 (1: Nuk pajtohem, 9: Pajtohem plotësisht). *Ju lutem vendosni një (X) në fushën përkatëse*

Nr.		1	2	3	4	5	6	7	8	9
1.	Bujqësia është një sektor i rëndësishëm për zhvillimin ekonomik të zonave rurale dhe për prodhimin e ushqimit tradicional									
2.	Bujqësia ka rol të rëndësishëm për mbrojtjen e mjedisit dhe qëndrueshmërinë ekologjike të zonave rurale									
3.	Bujqësia ka rol të rëndësishëm në ruajtjen e vlerave shoqërore dhe kulturore									
4.	Për të ruajtur/vazhduar turizmin rural, është e nevojshme që të vazhdoen aktivitetet bujqësore lokale në zonat rurale ku ato janë									

[illegible]

### 11. A keni dëgjuar më parë për termin: Agro-turizëm

- ☐ Po  
☐ Jo

## 12. A mund të përshkruani se çfarë është agro-turizmi?

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**13. Në të ardhmen, a do të ishit të gatshëm të vizitoni një objekt turistik që menagjohet brenda një ferme (turizëm në fermë) e cila ofron produkte dhe shërbime turistike për qëllime rekreative (ushqim dhe pije, hiking/bjeshkatari, çiklizëm, edukim për të kuptuar më mirë bujqësinë etj.)?**

- ☐ Po (nëse po vazhdoni tek pyetja nr. 14)
- ☐ Jo (nëse jo ju lutem shpjegoni pse) .....

Më tej vazhdoni tek pyetja nr. 16

**14. Nëse do të ju ofrohej mundësia për ti shijuar disa ditë për turizëm në fermë, cilin model do ta preferonit?**

- ☐ Turizmin aktiv dhe me pjesëmarrje në aktivitete (pjesëmarrje në punë të fermës dhe aktivitete të tjera brenda fermës)

Ju lutem cekni aktivitetet për të cilat do të ishit më të interesuar.....

- ☐ Pjesëmarrja në aktivitete të tjera jashtë fermës siç janë gjuetia, peshkimi, vëzhgimi i kafshëve dhe aktivitete të tjera në natyrë

Ju lutem cekni atkivitetet.....

☐ Turizëm pasiv (thjesht për të pushuar, etj.)

Ju lutem shpjegoni  
pse.....

**15. Nëse ju do të kishit mundësinë për të vizituar një objekt turistik të menaxhuar brenda një ferme për qëllime rekreative, cilin lloj të fermës dhe aktiviteteve të ofruara do ti konsideroni më të përshtatshme për të përmbushur kërkesat e juaja? Ju lutem rangoni prej 1 (aspak të interesuar, pa asnjë vlerë dhe nuk e vlerësoj) deri tek 9 (e shkëlqyeshme, shumë e vlefshme dhe shumë e vlerësuar). Ju lutem vendosi një (X) në fushën përkatëse**

No.	Lloji i fermës dhe aktivitetet/shërbimet me interes në objektet turistike	1	2	3	4	5	6	7	8	9
1	Fermë e cila prodhon pemë dhe perime									
2	Fermë blegtorale									
3	Fermë pyjore									
4	Fermë bletësh									
5	Fermë Didaktike <sup>23</sup> që ofron njohuri për bujqësi dhe bagëti									
6	Restorant dhe ushqim i pregaditur me produktet e fermës									
7	Gjueti dhe/apo peshkim									
8	Kalërim									
9	Të tjera (ju lutem cekni):									

**16. Supozoni se ju jeni një lider politik dhe do të keni në dispozicion 100 € (shuma simbolike) për të mbështetur dhe për të zbatuar masat e politikës rurale që synojnë rritjen e zhvillimit dhe promovimin e zonave rurale të Kosovës, përmes aktiviteteve të diversifikimit dhe praktikave për mbrojtjen e burimeve mjedisore dhe kulturore. Si do ta shpërndani buxhetin ndër veprimtaritë e mëposhtme?**

<sup>23</sup> Ferma didaktike është një fermë e cila ofron shërbime të edukimit për qytetarët për aktivitete bujqësore, rolin e fermës dhe mirëmbajtjen e mjedisit dhe traditave rurale.

No		€ / Aktiviteti
1	Aktivitete ekonomike dhe produkte tradicionale vendore	
2	Ruajtja e resurseve lokale kulturore dhe aktivitete socio-kulturore	
3	Ruajtja e resurseve natyrore dhe mjedisore dhe aktivitete të bazuara në natyrë	
4	Shërbime publike (p.sh. infrastruktura rrugore, transporti publik, burime të energjisë së ripërtërishme, shërbime mjeksore etj..)	
	<b>Totali</b>	100 Euro

**17. Sipas mendimit tuaj, çfarë konsideroni të jetë roli i politikave në lidhje me zhvillimin e turizmit në zonat rurale të Kosovës Ju lutëm rangoni prej 1 (aspak, pa asnjë vlerë) deri tek 9 (plotësisht, shumë të vlefshme). Ju lutem vendosni një (X) në fushën përkatëse.**

No		1	2	3	4	5	6	7	8	9
1	Mbështes prodhimtarinë bujqësore në vend si një burim i rëndësishëm për ofertën turistike									
2	Promovoj gastronominë lokale dhe prodhimin vendor									
3	Ruajtja e resurseve natyrore dhe pejsazhit rural									
4	Renovoj ndërtesat autoktone për pritje të turistave									
5	Rris vetëdijën në mes të populates rurale lidhur me rolin e tyre në zhvillimin e turizmit									
6	Të tjera (ju lutem cekni):									

## KARAKTERISTIKAT SOCIO-DEMOGRAFIKE TË VIZITORËVE

### 18. Prej nga vini?

Emri i vendbanimit .....

Vendi ku është plotësuar ky pyetësor.....

19. Gjinia: ☐ Mashkull ☐ Femër

### 20. Cilës grup moshë i takoni? (Ju lutem vendosi një X në fushën përkatëse)

- ☐ Prej 18 deri 24 vjet ☐ Prej 35 deri 44 vjet ☐ Prej 55 deri 64 vjet  
☐ Prej 25 deri 34 vjet ☐ Prej 45 deri 54 vjet ☐ Më i vjetër se 65 vjet

### 21. Duke llogaritur edhe vetën, sa persona jetojnë në shtëpinë tuaj,? (Ju lutem vendosi një X në fushën përkatëse)

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ > 5  
sa? \_\_\_\_\_ (shëno)

### 22. Niveli i shkollimit? (Ju lutem vendosi një X në studimet të cilat i keni përfunduar, diplomën që e keni.)

- ☐ Shkollën Filllore ☐ Shkollën e mesme ☐ Studime Universitare ☐ Pa shkollim formal

### 23. Cili është profesioni juaj? (Ju lutem vendosi një X në fushën përkatëse)

- ☐ Fermer  
☐ I punësuar ☐ Amvise  
☐ I vetëpunësuar (biznes personal) ☐ Student  
☐ I papunësuar ☐ Tjetër (të cekët).....  
☐ I pensionuar

### 24. Në cilën kategori të të hyrave mesatare mujore mund të vendoset familja juaj (duke llogaritur rrogat, pensionet, qiratë eventuale, të hollat që vijnë nga shtete të jashtme etj.)? (Ju lutem vendosi një X në fushën përkatëse)

- ☐ më pak se 200€
 ☐ prej 501 deri 1000 €
 ☐ më shumë se 1500 €
- ☐ prej 201 deri 500 €
 ☐ prej 1001 deri 1500 €
 ☐ nuk jam në dijeni / nuk përgjigjem

**25. A keni jetuar ndonjëherë në zonë rurale? (Ju lutem vendosi një X në fushën përkatëse))**

- ☐ Po
 ☐ Jo

**26. A është dikush nga të afërmit tuaj të angazhuar në ndonjë aktivitet që lidhet me sektorin rural dhe bujqësi? (Ju lutem vendosi një X në fushën përkatëse)**

- ☐ Po, nëse po ju lutem cekni se kush (vëllau, prindi, shoku, shoqja etj.)

- ☐ Jo

**27. Ju lutemi nëse mund të tregoni nëse i bëni/mirreni me këto aktivitete:**

Ju lutem rangoni prej 1 (asnjëherë) deri tek 9 (e bëj shumë shpesh):

No		1	2	3	4	5	6	7	8	9
1	Monitorimi i kualitetit të ushqimit: shiqimi i përmbajtjes, shiqimi i datës së skadimit									
2	Ushtrimi me aktivitete sportive									
4	Konsumimi i ushqimit drekës apo darkës jashtë shtëpisë									
5	Konsumimi i duhanit									
6	Konsumimi i verës / alkoholit									
7	Konsumimi i produkteve organike/ produkteve të gjelbërta									
8	Bashkëpunimi / pjesëmarrje në ndonjë shoqatë lokale apo nacionale dhe/apo OJQ									

Annex 2

Pytsori No. \_\_\_\_\_

Emri i lokacionit ku është administru pytsori \_\_\_\_\_

Regjioni \_\_\_\_\_

No I telefonit të intervistuarit \_\_\_\_\_

**RURAL TOURISM AND CONNECTIONS TO AGRICULTURE – RESEARCH STUDY IN RURAL AREAS OF KOSOVO**

Dear respondent, the aim of this research study is to analyze the demand for rural tourism sector in Kosovo from the perspective of visitors and the potential of linking this sector to agriculture activities, environmental and cultural resources in those areas of Kosovo where rural tourism is developing.

You are kindly asked to answer to the following questions, 27 in total. They are divided into three blocks: the first one to collect opinions and preferences of the visitors toward the tourist attractions, resources, goods and services of the area; the second is focused on the interest and willingness to visit farms if interlinked to tourism offer by offering goods and services to visitors; the third section is aimed at collecting the socio demographic characteristics of the respondents.

The questions are structured according to the following modalities:

- a) ranking scale; in this case you are kindly requested to choose your level of interest in a scale from 1 to 9 (1=not interested at all, without any value and not appreciated; 9=excellent, very valuable and very appreciated)
- b) closed questions where we ask you to choose one answer among different ones,
- c) open ended questions, where you are invited to provide your impressions and motivations related to the determined topic.

Collected information will be treated confidentially. Thank you very much for your collaboration and please remember that THERE IS NO CORRECT OR INCORRECT ANSWER; the objective is to collect the opinions of the visitors to the area.

For further information or clarifications you can always write to the following e-mail address: [arlinda.arenliu@gmail.com](mailto:arlinda.arenliu@gmail.com)

**OPINIONS AND PREFERENCES OF THE VISITORS TOWARDS THE TOURIST ATTRACTIONS, RESOURCES, GOODS AND SERVICES**

1. Frequency of visit to rural areas for tourist purpose:

- ☐ more than once during the week
- ☐ once a week
- ☐ at least once a month
- ☐ once every 2 to 3 months
- ☐ 2 or 3 times per year
- ☐ it is the first time
- ☐ other (specify):.....

2. How long are you going to stay in the area (*please respond to one of the options bellow*)

a) I visit the area during the day

*Please indicate the number of hours* (ex. how long did you stay last time) .....

b) I visit the area for more than one night

*Please indicate number of evenings* .....

3. What are the reasons to visit rural areas for tourism purpose?

- ☐ Eat out food (lunch or dinner)
- ☐ Buy local and typical agriculture and food products
- ☐ Attraction to natural resources
- ☐ Attraction to cultural resources
- ☐ Family gathering
- ☐ Relax
- ☐ Participation in events (festivals, agriculture fairs, traditional cultural activities etc)
- ☐ Recreational activities (hiking, biking, hunting etc.)
- ☐ other .....

4. Where do you get the information about the tourism offer in rural areas, the promoted initiatives and activities?

- ☐ Municipality Information Centre
- ☐ Tourist agencies



- ☐ Associations/NGOs
- ☐ Internet
- ☐ Local newspapers
- ☐ Friends and relatives
- ☐ Other.....

5. When you visit rural areas for tourism, what importance do you give to the following tourist activities/services and tourist resources to satisfy your demand for recreation, leisure and aesthetic preference. Please rank according to the importance you give to the following activities, resources.

On the other hand, thinking concretely of the area, could you also rank the level of your satisfaction with the offer in terms of quality and quantity in a scale from 1 to 9 (1=not important/not satisfied; 9=very important/very satisfied). *Please, put a cross in the corresponding box.*

Level of importance given to tourist products and services									Activities, resources and public goods		Level of your satisfaction with the existing tourism offer in rural areas in terms of quality and quantity								
1	2	3	4	5	6	7	8	9			1	2	3	4	5	6	7	8	9
									a. Traditional local agriculture production (food and drinks)										
									b. Socio-cultural activities and preservation of local cultural resources (ex. Use of traditional old buildings for tourism purpose lodging or restaurants, activities promoting cultural heritage, handycraft production etc.										
									c. Natural resources and nature based activities										
									d. Presence of appropriate public services (i.e. road infrastructure, public										

									transports, health services etc.)										
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6. Please indicate which of the following natural and environmental resources are most appreciated in terms of quality and quantity, when visiting a rural area for tourism purpose. Please rank from 1 (not interesting at all: without value and it's not appreciated at all) to 9 (it is excellent: very valuable and is highly appreciated). *Please, put a cross in the corresponding box.*

		1	2	3	4	5	6	7	8	9
No.	<b>Natural and environmental resources</b>									
1	Wild autochthonous flora and fauna (biodiversity) of tourist interest									
2	Agricultural landscape (ex. orchards, vines, pasture land )									
3	Natural landscape (mountains, slopes and gorges; rivers, lakes ; virgin land)									
4	Abandoned farming land									
5	Green houses									
6	Quality of the air and water									
7	Others (please to indicate):									

7. Please indicate which of the following socio-cultural resources are most appreciated in terms of quality and quantity, when visiting a rural area for tourism purpose. Please rank from 1: not interesting at all: without value and it's not appreciated at all; 9: it is excellent: very valuable and is highly appreciated. *Please, put a cross in the corresponding box.*

No.		1	2	3	4	5	6	7	8	9
	<b>Socio-cultural resources</b>									
1	Cultural heritage and buildings, history									
2	Local gastronomy and typical products based on area									

3	Agriculture fairs, traditional festivals related to the agriculture (Apple day, First day of grape harvesting etc)									
4	Others (please to indicate):									

8. Among the following agricultural and agro-artisans products which could you buy when visiting rural areas, please, indicate the degree of appreciation on a scale from 1 (not appreciated at all) to 9 (excellent):

No.	Typical agro-artisan products	1	2	3	4	5	6	7	8	9
1	Wine									
2	Pickles									
3	Ajvar									
4	Homemade jams									
5	Cheese (traditional from the area, or handmade in farm)									
6	Smoked meat									
7	Honey									
8	Fruits and vegetables									
9	Raki									
10	Other products (please indicate them): .....									

9. Have you purchased and tasted any typical local product (food and/or handicrafts products)?

☐ Yes

☐ No

Please, indicate which ones:.....

#### **TOURISM AND ITS CONNECTIONS TO AGRICULTURE: PREFERRED MODEL, OPINIONS AND ATTITUDES**

### Annex 3

10. Please could you respond to the following questions *by ranking* from 1 to 9 (1: I don't agree, 9: I totally agree). *Please, put a cross in the corresponding box.*

No		1	2	3	4	5	6	7	8	9
1.	Agriculture is an important sector for the economic development of rural areas and the production of traditional food									
2.	Agriculture has important role for the environment protection and the ecological sustainability of rural areas									
3.	Agriculture has important role on preservation of social and cultural values									
4.	To sustain rural tourism, it is necessary to maintain local agricultural activities in rural areas where they have been developed for centuries									

11. Have you heard of “*agro-tourism*” term before?

☐ Yes

☐ No

12. Could you describe what “*agro-tourism*” is?

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13. In the future, would you be willing to visit a tourism facility managed inside a farm (tourism in farm) which offers tourism product and service for your recreational purpose (food and drinks, hiking, biking, education for better understanding the agriculture, etc.)?

☐ Yes, if yes please proceed to question No. 14

☐ No, if no please explain why .....Please proceed to question No. 16

14. If you receive the offer of enjoying few days for tourism in the farm, which model would you choose?

- ☐ Active and participative tourism (Participation in farming labours and other activities of the farm)

Please indicate activities of highest interest for you to participate

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- ☐ Participation to other non farming activities such as hunting, fishing, to observe fauna and other outdoor activities

Please indicate activities

---

- ☐ Passive tourism (simply to live in the exploitation, etc.)

To explain why .....

15. If you would have the possibility to visit a tourism facility managed inside a farm for recreational purpose, which type of the farm and activities offered would you consider more appropriate to satisfy your demand? Please evaluate the following according to your interest in a scale from 1 to 9 (1=not interested at all, without any value and not appreciated; 9=excellent, very valuable and very appreciated) *(Please put a cross in the corresponding box)*.

No.	Type of the farm and activities/services of interest within tourism facility	1	2	3	4	5	6	7	8	9
1	Horticultural farm									
2	Livestock farm									
3	Forestry farm									
4	A beekeeping farm									
5	Didactic farm <sup>24</sup> providing better understanding on agriculture and livestock									
6	Restaurant and food based on dishes made with farm products									
7	Hunting and / or fishing									

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<sup>24</sup> Didactic farm is a farm which offers education service to public about agriculture activities, role of farming and environmental and rural traditional safeguard.

8	Equestrian activities										
9	Others (please to indicate):										

16. Suppose you are a political leader and have the availability of 100 € (symbolic amount) to support and implement the rural policy measures aiming at enhancing development and promotion of rural areas of Kosovo, through diversification activities and practices for protection of environmental and cultural resources. How would you distribute the budget among the following activities?

No		€ / Activity
1	Economic activities and traditional local productions	
2	Preservation of local cultural resources and socio-cultural activities	
3	Preservation of environmental and natural resources and nature based activities	
4	Public services (i.e. road infrastructure, public transports, renewable energy sources, health services etc.)	
	<b>Total</b>	100 Euro

17. In your opinion, what do you consider to be the role of the policies related to tourism development in rural areas of Kosovo. Please, *rank* from 1: not at all; to 9: completely. Please, put a cross in the corresponding box.

No		1	2	3	4	5	6	7	8	9
1	Support agriculture production in the country as important resource for tourism offer									
2	Promote local gastronomy and local production									
3	Protect the natural resources and rural landscape									

4	Renovate autochthonous buildings to receive tourists									
5	Raise awareness among rural people about their role within tourism development									
6	Other: to indicate: .....									

### SOCIO-DEMOGRAPHIC CHARACTERISTICS OF THE VISITORS

18. Where do you come from?

Please indicate the name of the place of residence .....

Location where the questionnaire has been completed.....

19. Sex: ☐ Male ☐ Female

20. What range of age do you belong to ? (Please put a cross in the corresponding box)

☐ From 18 to 24 years ☐ From 35 to 44 years ☐ From 55 to 64 years

☐ From 25 to 34 years ☐ From 45 to 54 years ☐ More than 65 years

21. How many persons live in your home including you? (Please put a cross in the corresponding box)

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ > 5

how many?

\_\_\_\_\_ to indicate

22. Could you please indicate your level of studies? (Please answer by putting a cross in the corresponding box based on the diploma you have gained)

☐ Primary studies ☐ Secondary studies ☐ University studies ☐  
Without study

23. Which is your occupation? (Please put a cross in the corresponding box)

☐ Farmer

☐ Employee

☐ Housewife

☐ Independent businessman/woman

☐ Student

### Annex 3

☐ Unemployed  
(Indicate).....

☐ Other situation

☐ Retired

24. To which of the following intervals belongs the average total monthly income of your family (Including wages, pensions, etc.)? (Please put a cross in the corresponding box)

☐ less than 200€

☐ from 501 to 1000 €

☐ more than 1500 €

☐ from 201 to 500 €

☐ from 1001 to 1500€

☐ don't know/don't reply

25 Have you lived at some time in a rural zone? (Please put a cross in the corresponding box)

☐ yes

☐ no

26. Is someone of your nearby relatives engaged in any activity related to the agriculture and rural sector? (Please put a cross in the corresponding box)

☐ yes, please indicate who (brother, father, friend etc.) \_\_\_\_\_

☐ no

27. We would appreciate if you indicate with what frequency you realize the following activities:

Point your answers bearing in mind the scale from 1: I never do it, 9 do it always:

No		1	2	3	4	5	6	7	8	9
1	Monitor the quality of food: reading of labels, checking the expiry dates, etc.									
2	To exercise some sport									
3	Eating out lunch and dinner									
4	Smoke									
5	Consume wine/alcohol									
6	Consume organic/green products									
7	Collaboration/participation in any national or local association or NGO									





## AGROTURISMO, AGRICULTURA Y BIENES PÚBLICOS EN EL MEDIO RURAL (ITALIA: Appennino Bolognese, Bolonia– ESPAÑA: Las Alpujarras, Andalucía)

Buenos días, estamos realizando un estudio para analizar la demanda de Agroturismo y el impacto de la agricultura y de los bienes públicos de Las Alpujarras en dicha demanda. Todos los datos recogidos son totalmente confidenciales. Muchas gracias por su colaboración y recuerde que no existen respuestas correctas o incorrectas ya que sólo nos interesa conocer su opinión.

### OPINIONES Y PREFERENCIAS DE LOS VISITANTES HACIA LOS ATRACTIVOS, RECURSOS, BIENES Y SERVICIOS TURÍSTICOS

1. Frecuencia de visita de la zona por motivos turísticos:

- ☐ Más de 1 vez a la semana
- ☐ 1 vez por semana
- ☐ Al menos 1 vez por semana
- ☐ 1 vez cada 2 ó 3 meses
- ☐ 2 ó 3 veces al año
- ☐ Es la primera vez que visita la zona
- ☐ Otra frecuencia (indicar)

2. ¿Cuál es la duración total prevista de su estancia en la zona?:

- Visita la zona por 1 día: Indicar número de horas  
.....

- Visita la zona por más de 1 día: Indicar número de días  
.....

3. ¿Dónde ha obtenido información sobre la zona, iniciativas y actividades turísticas que se promueven en la misma?

- ☐ Centro municipal de información / ayuntamientos
- ☐ Internet
- ☐ Periódicos locales
- ☐ Amigos y familiares

☐ ONGs

☐

Otra

fuente

(indicar)

4. Cuando hace Ud. **turismo en el medio rural**, ¿Qué *importancia, en general*, tienen para Ud. las siguientes actividades, servicios y recursos turísticos para satisfacer su demanda recreativa, de ocio y de preferencia estética? (valore en una escala desde 0: nada importante a 9: muy importante). Por otra parte, **pensando concretamente en la zona**, valore también el grado de *satisfacción* de su oferta en cuanto a calidad y cantidad en una escala de 1 (nada interesante: sin valor y no se aprecia en absoluto) a 9 (le parece excelente: muy valioso y se aprecia mucho): *(Poner una cruz en la casilla correspondiente)*

Importancia e interés <i>general</i> para Ud. por las siguientes actividades, servicios y recursos (de 1 a 9)									Actividades, servicios y recursos									Grado de <i>satisfacción</i> por la oferta en la zona de las siguientes actividades, servicios y recursos (de 1 a 9)								
									a. Actividades económicas y producciones tradicionales locales																	
									b. Actividades y recursos socioculturales locales																	
									c. Actividades y recursos naturales y ambientales																	
									d. Servicios públicos: infraestructura vial, transportes públicos, servicios de salud, etc.																	

5. De los siguientes *bienes públicos naturales y ambientales* indique, por favor, los más apreciados para Ud. en cuanto a su **calidad y cantidad en la zona** para satisfacer su demanda turística en una escala de 1 (nada interesante: sin valor y no se aprecia en absoluto) a 9 (le parece excelente: muy valioso y se aprecia mucho): *(Poner una cruz en la casilla correspondiente)*

	1	2	3	4	5	6	7	8	9
<b>Bienes públicos naturales y ambientales</b>									
Flora y Fauna (biodiversidad) silvestres autóctonas de interés turístico en la zona	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paisaje (ej. paisaje agrario típico de la zona)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Paisaje natural característico de la zona (Alta montaña, formaciones geológicas, pendiente y barrancos, tierras vírgenes, ríos, balsas, cauces, fuentes de agua, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tierras agrarias hoy abandonadas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Terrazas, bancales y paratas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Acequias y sistemas de riego tradicionales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aire limpio, vida sana y buena calidad del agua	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Otras (por favor indicar): .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. De los siguientes bienes públicos *socioculturales* indique, por favor, los más apreciados para Ud. en cuanto a su **calidad y cantidad en la zona** para satisfacer su demanda turística (1: *nada interesante: sin valor y no se aprecia en absoluto*; 9: *le parece excelente: muy valioso y se aprecia mucho*); (Poner una cruz en la casilla correspondiente)

	1	2	3	4	5	6	7	8	9
<b>Bienes públicos socioculturales en la zona</b>									
Historia, patrimonio histórico/artístico e identidad de la zona, arquitectura autóctona: pueblos de montaña, iglesias, cortijos y cortijadas, casas antiguas, tejados de launa, cuadras, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gastronomía local y productos típicos en base a productos de la zona	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fiestas sociales tradicionales (baile local, eventos cívicos, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fiestas agrarias (matanza, siembra, plantación, cosecha de frutos, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Otras (por favor indicar): .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. De los siguientes *productos agrarios y agro-artesanales* de la zona, indíquenos, por favor, su grado de aprecio en una escala entre 1 (no lo aprecia en absoluto) a 9 (le parece excelente):

	1	2	3	4	5	6	7	8	9
<b>Productos típicos agroartesanales de la zona</b>									
Vino	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jamón	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aceite de oliva	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mermeladas naturales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quesos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Miel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frutas y hortalizas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pan de higo (típico de Las Alpujarars)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Almendrados (típico de Las Alpujarars)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soplillos (típico de Las Alpujarars)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Roscas (típico de Las Alpujarars)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pasas (típico de Las Alpujarars)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Otros productos (por favor indicar): .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. ¿Ha comprado y degustado algún producto típico de la zona?:

SÍ

NO

☐
☐

Indicar  
cuál/es:.....

## AGROTURISMO: MODELO PREFERIDO, OPINIONES Y ACTITUDES DE LOS ENTREVISTADOS

9. Brevemente, sabiendo que el agroturismo corresponde a un tipo de turismo rural en el que la componente principal de la oferta es la acogida, alojamiento, gastronomía, ocio, participación en tareas, etc. en la explotación agraria: indíquenos, por favor, su grado de acuerdo o desacuerdo sobre las afirmaciones siguientes en una escala entre 1 (no lo aprecia en absoluto) a 9 (le parece excelente) (Poner una cruz en la casilla correspondiente)

	1	2	3	4	5	6	7	8	9
<b>Afirmaciones</b>									
El agroturismo es importante para mantener las actividades económicas de la zona: agricultura, gastronomía local, productos agroartesanales, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
El agroturismo tiene un papel importante para la preservación del patrimonio cultural local.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
El agroturismo tiene un papel importante para la protección del medio ambiente.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cuando busca alojamiento temporal en la zona, prefiere Ud alojarse en los hoteles de la zona.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cuando busca alojamiento temporal en la zona prefiere alojarse en casas rurales, cortijos para turismo, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Realmente no aprecia diferencias significativas entre alojamientos agroturísticos y otros alojamientos rurales en la zona fuera de la explotación.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cuando usted visita una zona rural suele tener en cuenta y respeta las actitudes y/o prácticas compatibles con el medioambiente que se anuncian en la zona (por ej. iniciativas de sensibilización del visitante hacia las actitudes respetuosas con el medio ambiente, buenas prácticas de gestión y reciclaje de residuos, etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Otros productos (por favor indicar): .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Si se le ofrece la posibilidad de disfrutar de unos días de agroturismo en la zona, ¿Por qué modelo optaría:

☐ Agroturismo activo y participativo:

☒ Participaría en las labores y actividades de la granja (*Indicar las que más le interesaría realizar:.....*  
.....)

☒ Participaría en otras actividades (indicar las preferidas) caza, pesca, observar fauna y  
otras actividades al aire libre:  
Indicar:.....

☐ Agroturismo pasivo (simplemente vivir en la explotación, etc.)  
Explicar:.....  
.....

11. Si se le ofrecen la posibilidad de estancia en la zona para disfrutar de unos días de agroturismo, ¿en qué tipo de explotación/establecimiento le gustaría hacerlo para satisfacer su demanda? (*Por favor, evalúe de acuerdo a su interés en una escala del 1 al 9 (1: no me gusta nada, no me interesa a 9: me gusta y me interesa muchísimo) (Poner una cruz en la casilla correspondiente)*)

	1	2	3	4	5	6	7	8	9
<b>Tipo de explotaciones/actividad/servicios de interés para el agroturismo en la zona</b>									
Una explotación hortofrutícola	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Una explotación ganadera	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Una explotación vitivinícola con participación en la elaboración del vino	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Una explotación forestal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Granja didáctica: recepción educativa para niños	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participación en la elaboración artesanal de productos lácteos (explotación con quesería, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Una explotación apícola	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Una explotación en que se puede organizar la caza/pesca	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Una explotación integral (de todo un poco)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Una explotación de secano (cereal-almendros)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Casa rural con una huerta adosada para disfrutarla	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Espacio de camping dentro de la finca	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurante y comida a base de platos hechos con productos de la granja.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Realizar actividades ecuestres	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participar en la elaboración artesanal del pan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participar en la elaboración artesanal de aceite	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
La matanza	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Catas y degustaciones	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eventos y cursillos de familiarización con la naturaleza	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Otro tipo de explotación/actividad (especificar):.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. ¿Cree Ud. que para mantener el turismo en la zona, es indispensable mantener las actividades agrarias que han venido desarrollándose en la zona desde hace ya siglos?:

SÍ

NO

☐☐

¿Por

qué?

Explicar.....

.....

13. Del total (100%) de la oferta en la zona de los anteriores recursos y actividades recreativos (ambientales, socioculturales, etc.), valore por favor, la **contribución de la actividad agraria** en dicha oferta en **su calidad y cantidad**: ..... %

14. Suponga que es Ud. un responsable político y dispone de un presupuesto de la Unión Europea (UE) de 100 € (presupuesto simbólico) para implementar medidas políticas con el fin de mejorar el desarrollo y la promoción de la zona a través de actividades de agroturismo y la provisión de bienes públicos ¿Cómo los repartiría entre los aspectos siguientes?:

	€ / Actividad
Actividades económicas y producciones tradicionales locales	..... €
Actividades y recursos socioculturales locales	..... €
Actividades y recursos naturales y ambientales	..... €
Servicios públicos: infraestructura vial, transportes públicos, servicios de salud, etc.	..... €
<b>Total</b>	<b>100 €</b>

15. En su opinión ¿Cuáles serían **los objetivos prioritarios** de una política de agroturismo en la región (Por favor, evalúe en una escala del 1 al 9 (1: nada prioritario, a 9: muy prioritario (Poner una cruz en la casilla correspondiente):

	1	2	3	4	5	6	7	8	9
<b>Objetivos de políticas</b>									
Mantener y promocionar la actividad agraria en la zona	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fomentar la gastronomía local	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proteger el ecosistema y el entorno natural de la zona	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adecuar las viviendas agrarias para recibir turistas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Concienciar a los habitantes rurales de su importancia en el desarrollo turístico	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mantener las explotaciones agrícolas mediante subsidios y otras formas de apoyo como ingreso complementario para granjas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promover la colaboración entre los actores locales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Otro objetivo (especificar):.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. Ahora imagínese que el futuro del mantenimiento y mejora de la actividad agroturística en la zona, dependiera de la aportación económica de todos los ciudadanos a un fondo, además de la contribución que hacen las administraciones públicas, ¿estaría Ud. dispuesto a contribuir económicamente para una política de desarrollo turístico en la zona?: (Poner una cruz en la casilla correspondiente)

SÍ

NO

☐☐ (Pasar a la pregunta 18)

17. ¿Qué cantidad máxima estaría dispuesto a pagar al año, como aportación única, para contribuir económicamente con la política de desarrollo del agroturismo en la zona?: (Poner una cruz en la casilla correspondiente)

0 €*	5	10	15	20	25	30	35	40	45	50	55	60	65	70	75	80	85	90	95	100	>100 €
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

\* Pasar a 18

18. Los que contestan que pagarían 0 € y los que no contribuyen ¿Por qué motivo no estaría dispuesto a pagar? (Elegir la opción más relevante):

☐ No deseo fomentar un modelo de agroturismo en la zona, sino más bien otro modelo (indicar.....).

☐ Ya pago suficiente impuestos

☐ No tengo ingresos suficientes

- ☐ Es una política pública y debe ser financiada por fondos públicos
- ☐ Desconfío del uso posterior del dinero recaudado
- ☐ Otros motivos:.....

## CARACTERÍSTICAS SOCIO-DEMOGRÁFICAS DEL VISITANTE

19. Municipio de realización de la encuesta.....

Municipio de residencia del entrevistado.....

20. Sexo: ☐ Hombre ☐ Mujer

21. ¿En qué rango de edad se encuentra? *(Poner una cruz en la casilla correspondiente)*

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> De 18 a 24 años | <input type="checkbox"/> De 35 a 44 años | <input type="checkbox"/> De 55 a 64 años |
| <input type="checkbox"/> De 25 a 34 años | <input type="checkbox"/> De 45 a 54 años | <input type="checkbox"/> Más de 65 años  |

22. ¿Cuántas personas, incluido usted, viven en su hogar? *(Poner una cruz en la casilla correspondiente)*

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ > 5

23. ¿Podría indicar su nivel de estudios? *(Poner una cruz en la casilla correspondiente)*

- |   |  |
|---|--|
| <input type="checkbox"/> Sin estudios       | <input type="checkbox"/> Estudios secundarios    |
| <input type="checkbox"/> Estudios primarios | <input type="checkbox"/> Estudios universitarios |

24. ¿Cuál es su ocupación? *(Poner una cruz en la casilla correspondiente)*

- |  |  |
|--|--|
| <input type="checkbox"/> Trabajador (a) por cuenta ajena | <input type="checkbox"/> Am@ de casa                   |
| <input type="checkbox"/> Autónom@/empresari@             | <input type="checkbox"/> Estudiante                    |
| <input type="checkbox"/> Desemplead@/parad@              | <input type="checkbox"/> Otra situación (Indicar)..... |
| <input type="checkbox"/> Jubilad@                        |  |

25. ¿En cuál de los siguientes intervalos se sitúan, aproximadamente, los ingresos totales mensuales de su familia? (Incluyendo salarios, pensiones, etc.) *(Poner una cruz en la casilla correspondiente)*

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Menos de 800€    | <input type="checkbox"/> De 1.601 a 2.400 € | <input type="checkbox"/> Más de 3.200 €      |
| <input type="checkbox"/> De 801 a 1.600 € | <input type="checkbox"/> De 2.401 a 3.200 € | <input type="checkbox"/> No sabe/No contesta |

26. ¿Ha vivido alguna vez en una zona rural? *(Poner una cruz en la casilla correspondiente)*

- ☐ Sí ☐ No

27. ¿Es o ha sido Ud. agricultor o trabajador agrícola?

☐ Sí soy/he sido agricultor/trabajador agrícola ☐ No, no soy/no he sido agricultor/trabajador agrícola

28. ¿Alguno de sus familiares cercanos es agricultor/trabajador agrícola? (Poner una cruz en la casilla correspondiente)

☐ Sí, Indicar quién.....

☐ No

29. ¿Sería tan amable de indicarnos con qué frecuencia realiza Ud. las siguientes actividades?: Puntúe sus respuestas teniendo en cuenta la escala desde 1: nunca lo hago, hasta 9 lo hago siempre:

	1	2	3	4	5	6	7	8	9
Vigilar la calidad de los alimentos: lectura de etiquetas, fecha de caducidad, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hacer ejercicio o practicar algún deporte	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reciclar la basura	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comer fuera de casa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fumar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consumir alcohol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consumir productos ecológicos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colaboración/participación en una Asociación u ONG nacional o local	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preocuparse e interesarse por temas ambientales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**MUCHAS GRACIAS POR VUESTRA COLABORACIÓN**

#### AGROTURISMI, AGRICOLTURA E BENI PUBBLICI IN AREE RURALI (Italia)

Caro Lettore, siamo un gruppo di ricerca dell'Università di Bologna – Dip. di Scienze e Tecnologie Agroalimentari, e ci stiamo occupando di uno studio volto ad analizzare la domanda di servizi agroturistici e il rapporto tra tale domanda, le attività agricole e i beni pubblici presenti nell'area dell'Appennino Bolognese.

Le chiediamo gentilmente di rispondere alle seguenti domande (in totale 27). Sono divise in 3 blocchi: il primo volto a raccogliere le opinioni e le preferenze dei visitatori a proposito delle attrazioni turistiche, delle risorse, dei beni e dei servizi presenti nell'area; il secondo si focalizza sulle strutture agroturistiche, il modello preferito, le opinioni e le abitudini dei visitatori verso queste strutture; il terzo blocco si riferisce al sistema agrario dell'area e il suo rapporto con l'offerta di beni pubblici e risorse ricreative. La quarta sezione serve per ricostruire le caratteristiche socio-demografiche delle persone che hanno risposto al questionario.

Le domande sono strutturate secondo i seguenti criteri:

- a) Una scala di valori, in questo caso le chiediamo di scegliere il suo livello di interesse in una scala di valori da 1 a 9 (1 = per niente interessante, senza valore e non apprezzato; 9 = eccellente, di valore e molto apprezzato).
- b) Domande chiuse, in cui le chiediamo di scegliere una delle risposte proposte;
- c) Domande aperte, in cui la invitiamo a indicare le sue impressioni e motivazioni relativamente ad un determinato tema;

Le informazioni raccolte sono confidenziali.

Grazie mille per la sua collaborazione e desideriamo evidenziare che **NON ESISTONO RISPOSTE CORRETTE O SBAGLIATE**, poichè l'obiettivo è quello di raccogliere l'opinione delle persone che visitano l'area.

Se desidera maggiori informazioni o chiarimenti può contattarci seguente indirizzo: [arlinda.arenliu@studio.unibo.it](mailto:arlinda.arenliu@studio.unibo.it)

#### **OPINIONI E PREFERENZE DEI VISITATORI VERSO LE ATTRAZIONI TURISTICHE, LE RISORSE, I BENI E I SERVIZI**

1. Frequenza con cui visita la zona rurale per motivi turistici:

- ☐ Più di una volta alla settimana

### Annex 3

- ☐ Una volta alla settimana
- ☐ Almeno una volta al mese
- ☐ Una volta ogni 2 o 3 mesi
- ☐ 2 o 3 volte all'anno
- ☐ E' la prima volta
- ☐ Altro (per favore indicare).....

2. Per quanto tempo si tratterrà nell'area (per favore rispondere a una delle opzioni)

- a) \_\_\_\_\_ (per favore indicare il numero di ore se visita la zona in giornata)
- b) \_\_\_\_\_ (per favore indicare il numero di giorni se visita la zona per 1 o più NOTTI)

3. Come raccoglie le informazioni sull'area, le iniziative e attività promosse?

- ☐ Ufficio informazioni del Comune
- ☐ Internet
- ☐ Giornali locali
- ☐ Amici e parenti
- ☐ Organizzazione non governativa (ONG)
- ☐ Altro .....

4. Quando visita un'area rurale per motivi turistici, che importanza dà ai seguenti servizi/attività e risorse turistiche, al fine di soddisfare la propria esigenza di distrazione, divertimento e interesse per il paesaggio?

Per favore classifichi le seguenti attività e risorse assegnando, con una croce, un valore corrispondente da 1 a 9.

Inoltre, pensando all'area specifica, potrebbe classificare anche il livello di soddisfazione connesso all'offerta, in termini di qualità e quantità, scegliendo sempre in una scala da 1 a 9?

Importanza data alle attività e ai servizi turistici									Attività, risorse, e beni pubblici		Livello di soddisfazione verso l'offerta in termini di qualità e quantità								
1	2	3	4	5	6	7	8	9		1	2	3	4	5	6	7	8	9	
									a) Attività economiche e produzione tipica tradizionale										
									b) Attività socio-culturalie mantenimento delle risorse culturali locali										
									c) Attività connesse alla conservazione delle risorse naturali dell'ambiente										
									d) Servizi pubblici (comerete stradale, trasporti pubblici, servizio sanitario, ecc.)										

5. Tra i seguenti beni pubblici relative all'habitat naturale dell'area, per favore indichi quelli che preferisce in termini di qualità e quantità, assegnando, con una croce, un valore da 1 a 9.

		1	2	3	4	5	6	7	8	9
No	<b>Beni pubblici naturali ed ambientali</b>									
1	Flora e fauna selvatica autoctona (biodiversità) di interesse turistico nella zona									
2	Paesaggio (per es. campi coltivati)									
3	Paesaggio naturale (conformazioni montuose e geologiche; pendii)									

	e burroni; fiumi, rii, letto del fiume, fonti d'acqua o fontane; campi incolti e terreni abbandonati)									
4	Calanchi									
5	Qualità dell'aria e dell'acqua									
6	Altro									

6. Per favore indichi i beni pubblici socio-culturali più apprezzati (attività locali sociali e culturali) dell'area, in termini di qualità e quantità assegnando, con una croce, un valore da 1 a 9.

		1	2	3	4	5	6	7	8	9
<b>No</b>	<b>Beni pubblici socio-culturali dell'area</b>									
1	Storia, eredità culturale e identità della zona, architettura e eredità storico/artistica									
2	Gastronomia locale e prodotti tipici basati sulla produzione agricola locale									
3	Sagre legate alle tradizioni, alla produzione agricola e all'allevamento									
4	Altro (per favore indicare):									

7. Tra i seguenti prodotti agricoli e di artigianato dell'area, indicare il grado di apprezzamento da 1 (non apprezzato) a 9 (eccellente):

<b>No</b>	<b>Prodotti tipici agro-artigianali dalla zona</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>
1	Uva e vino									
2	Prosciutto									
3	Olio di olive (extra)									
4	Marmellate tradizionali									
5	Formaggio									
6	Miele									

7	Frutta e verdura												
8	Pasta fresca fatta a mano												
9	Grappa												
10	Castagne												
11	Altri prodotti (per favore specificare): .....												

8. Ha acquistato o provato dei prodotti tipici (cibo e/o prodotti artigianali)?

☐ Sì

☐ No

Per favore, indichi quali:.....

### **AGRITURISMO: MODELLO PREFERITO, OPINIONI E ATTEGGIAMENTI**

9. Considerando l'agriturismo come una forma di turismo rurale in cui le principali componenti dell'offerta riguardano: ricezione, accoglienza, gastronomia, divertimento, partecipazione alle attività della struttura ricettiva, risponda assegnando, con una croce, un valore da 1 a 9 alle seguenti domande.

No		1	2	3	4	5	6	7	8	9
1	Se cerca una sistemazione temporanea, generalmente preferisce gli hotels									
2	Se cerca una sistemazione temporanea, generalmente preferisce scegliere fra agroturismi, bed and breakfasts e sistemazione di tipo familiare									
3	Nella scelta di una struttura ricettiva, dà importanza alle pratiche eco-sostenibili promosse nella e dalla struttura?  (per es. azioni di sensibilizzazione verso atteggiamenti attenti all'ambiente; azioni con minor impatto ambientale, gestione separate dei rifiuti)									
4	Gli agroturismi hanno un ruolo importante per preservare le attività economiche locali come agricoltura, preparazione tradizionale del cibo, produzione artigianale etc.									
5	Gli agroturismi hanno un ruolo importante per preservare il patrimonio culturale									
6	Gli agroturismi hanno un ruolo importante per la tutela e									



	protezione dell'ambiente									
7	Non individua particolari differenze tra agriturismo e altri sistemazioni a conduzione familiare									

10. Se le propongono di trascorrere alcuni giorni in un agriturismo nell'area, quale modello preferisce:

- ☐ Agriturismo partecipativo (*Partecipazione ai laboratori e alle attività dell'azienda Agricola*)
- ☐ *Partecipazione ad altre attività come caccia, pesca, osservazione della fauna, attività in esterno altro*
- ☐ Agriturismo "passivo" (*per es. Il semplice alloggiare presso l'agriturismo*)

*Spiegare il perchè .....*

11. Se ha la possibilità di alloggiare in un agriturismo **quale tipologia di azienda** considera più appropriato per soddisfare la sua domanda?

No	Tipologia di azienda e Attività/Servizi di interesse presso un agriturismo	1	2	3	4	5	6	7	8	9
1	Azienda agricola di orti e frutti-coltura									
2	Azienda agricola con allevamento di animali									
3	Partecipazione alla produzione di vino (azienda vitivinicola)									
4	Azienda forestale									
5	Attività educative per bambini (fattoria didattica)									
6	Partecipazione alla lavorazione dei prodotti caseari (azienda casearia)									
7	Azienda apicoltrice									
8	Azienda agricola faunistico-venatoria e/o ittica									
9	Spazio per il campeggio all'interno dell'area									
10	Camere per gli ospiti all'interno dell'azienda agricola									
11	Ristorazione e cibo tipico preparato con i prodotti dell'azienda									

12	Equitazione												
13	Partecipazione alla preparazione del pane fatto in casa												
14	Degustazioni												
15	Iniziative di sensibilizzazione verso la natura												
16	Raccolta e lavorazione delle castagne												
17	Altro (per favore specificare):												

12. Secondo lei, sostenere le attività turistiche nell'area è importante in quanto contribuiscono alla preservazione delle attività agricole che sono state sviluppate nei decenni passati:

☐ Sì

☐ No

Perchè?.....

13. Considerando l'offerta totale dell'area (100%), comprensiva delle risorse e attività ricreative (ambientali, socio-culturali etc), per favore indichi la percentuale che rappresenta il contributo delle attività agricole all'interno di questa offerta, in termini di qualità e quantità:

..... % attività agricola sull'insieme dell'offerta totale dell'area

14. Immagini di essere un leader politico e di avere a disposizione un contributo di 100 € (cifra simbolica) per sostenere ed implementare misure di politica rurale per favorire lo sviluppo dell'area e la sua promozione attraverso attività agroturistiche e offrendo beni pubblici. Come distribuirebbe il budget tra le seguenti attività:

No		€ / Attività
1	Attività economiche e produzioni locali tradizionali	
2	Attività socio-culturali e valorizzazione delle risorse culturali locali	
3	Attività naturali e conservazione/mantenimento delle risorse ambientali e naturali	
4	Servizi pubblici (per es. Infrastruttura stradale, trasporti pubblici, energie alternative, servizi sanitari)	
5	Altro	

	<b>Totale</b>	100 Euro
--	---------------	----------

15. Quale è la sua valutazione sul ruolo delle politiche connesse alle attività agroturistiche nella regione. Per favore barri la casella corrispondente al valore che ritiene appropriato da 1: per niente;a 9: completamente.

No		1	2	3	4	5	6	7	8	9
1	Mantenere la produzione agricola nell'area									
2	Promuovere la gastronomia locale									
3	Proteggere l'ecosistema e l'ambiente naturale dell'area									
4	Ristrutturare le case contadine tradizionali per ospitalità turistica									
5	Accrescere la consapevolezza del proprio ruolo, tra la popolazione delle aree rurali, per favorire uno sviluppo turistico									
6	Mantenere le attività agricole tramite sussidi e altre forme di supporto come entrata complementare al reddito dell'azienda									
7	Promuovere partnership tra attori locali e risorse locali									
8	Altro (per favore specificare):									

16. Immagini che il mantenimento e miglioramento delle attività agroturistiche nell'area dipendano da un contributo economico di tutti i cittadini, tramite un fondo apposito, oltre al contributo del Governo. Sarebbe disposto a contribuire economicamente per una politica per lo sviluppo agroturistico dell'area, tramite una tassazione?

☐ Sì

☐ No

(Se ha risposto no, passi alla domanda 18)

17. Quale è l'importo massimo che sarebbe disposto a versare per tale politica per lo sviluppo agroturistico dell'area:

0 €	5	10	15	20	25	30	35	40	45	50	60	70	80	90	100	>100 €
-----	---	----	----	----	----	----	----	----	----	----	----	----	----	----	-----	--------

18. Se ha risposto che non sarebbe disponibile a contribuire economicamente per una politica per lo sviluppo agroturistico dell'area, quali motivazioni alla base di questa scelta?(*Scelga la principale*):

- ☐ Non desidera promuovere un modello di agriturismo nell'area, ma piuttosto un altro modello (indicare quale) .....
- ☐ Paga già troppe tasse
- ☐ Il suo reddito non lo permette
- ☐ Essendo una politica pubblica dovrebbe essere finanziata con ifondi pubblici esistenti
- ☐ Non ha fiducia verso le modalità con cui potrebbero venir utilizzati
- ☐ Altro: .....

**SISTEMA AGRICOLO NELL'AREA E I SUOI CONTRIBUTE PER LA DISTIRBUZIONE DI BENI PUBBLICI E SERVIZI RICREATIVI:**

**CARATTERISTICHE SOCIO-DEMOGRAPHICHE DEL VISITATORE**

19. Da dove proviene? .....

Per favore indichi la sua località di residenza e la provincia .....

Località dove è stato svolto il questionario ... ..

20. Sesso: ☐ Maschio ☐ Femmina

21. Per favore indichi la sua fascia di età?

- ☐ Da 18 a 24 anni ☐ Da 35 a 44 anni ☐ Da 55 a 64 anni
- ☐ Da 25 a 34 anni ☐ Da 45 a 54 anni ☐ Più di 65 anni

22. Quante persone abitano con lei?

- ☐ nessuno ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ > 5

23. Può indicare I suoi studi?

- ☐ Educazione Primaria ☐ Educazione Secondaria (medie e superiori/licei)
- ☐ Studi Universitari

24. Quale è la sua occupazione?

### Annex 3

- ☐ Imprenditore/trice agricolo/a  
☐ Impiegato/a  
☐ Lavoratore/trice autonomo/a  
☐ Disoccupato/a  
☐ Pensionato/a
- ☐ Casalinga  
☐ Studente  
☐ Altro (indicare).....

25. Per favore indicare la fascia di reddito in cui rientra il reddito lordo mensile della sua famiglia (comprensivo di salario, pensioni etc)

- ☐ meno di 800€                      ☐ da 1.601 a 2.400 €                      ☐ più di 3.200 €  
☐ da 801 ta 1.600 €                      ☐ da 2.401 a 3.200 €                      ☐ non so/non rispondo

26. Ha vissuto per un certo periodo in un'area rurale?

- ☐ Sì                      ☐ No

27. Qualcuno dei sui parenti più vicini svolge attività collegate al settore agricolo rurale?

- ☐ Sì, per favore indicare chi (es. fratello, padre, etc).....                      ☐ No

28. Può indicare con quale frequenza svolge le seguenti attività (scegliere tra i seguenti valori: da 1 mai, a 9 sempre):

No		1	2	3	4	5	6	7	8	9
1	Controllo sulla qualità del cibo: ad es. leggendo l'etichetta, la data di scadenza									
2	Praticare sport									
3	Raccolta differenziata dei rifiuti a fini di riciclo									
4	Pranzare e cenare fuori									
5	Fumare									
6	Bere vino/alchoolici									

### Annex 3

7	Consumo di prodotti biologici									
8	Collaborazione/ partecipazione a associazioni nazionali o locali oppure ONG									