CULTURAL AND NATURAL HERITAGE MOTIVE'S AS AN INCENTIVE FACTORS FOR DEVELOPMENT OF THE TOURISM IN PEJA

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Abstract: A person's subjectivity, characteristics, character, skills, knowledge and abilities are manifested in culture. Cultural motif and natural heritage are two key factors for the development of tourism in the city of Peja. Peja is known for its rich cultural heritage, which includes traditions, customs and crafts that have been passed down from generation to generation. Visitors can experience the rich culture through festivals, traditional activities and exhibitions, which give them the opportunity to get to know the way of life of the local community. On the other hand, Peja is surrounded by the beauty of nature, offering stunning landscapes, mountains and water sources. Activities such as hiking, climbing and exploring nature are attractive to tourists seeking outdoor adventures. These two elements, culture and nature, can cooperate to create an attractive and sustainable offer for tourism. The use of these resources can contribute to the economic development of Peja, bringing visitors from all over the world. Furthermore, this can create opportunities for the preservation of cultural and natural heritage, ensuring that these assets remain intact for future generations.
Keywords: Natural, heritage, cultural, tourism etc.

1. INTRODUCTION

The cultural and natural heritage of Peja is an extraordinary asset that plays an important role in the development of tourism in this beautiful city with culture and tradition. This city located in the north-west of Kosovo is known for its cultural and natural wealth, which have a great impact on attracting visitors and tourists from all over the country and the world. The cultural heritage of Peja reflects a deep and rich history that has shaped the identity of this city and has influenced the development of art, architecture and local traditions. On the other hand, the wonderful nature surrounding Peja, including Rugova and Lumbardhi of Peja, is a rich source for the development of natural and adventure tourism. By promoting cultural and natural heritage, tourism development is also (Sogojeva, H. 2016). Peja has the opportunity to exploit its potential to attract tourists and develop sustainable tourism that respects and preserves these assets for future generations. Traditions and nature make Peja a unique destination that offers endless opportunities for visitors seeking an authentic and rich experience for the development of tourism in the country. (Kuqi, B., Vishaj, B. 2024). This combination of cultural and natural heritage, together with the hospitality of the people of Peja, could make the city a popular destination for international tourists. This will lead to an increase in the number of visitors and the development of tourism infrastructure. Sustainable tourism will enable the preservation of cultural and natural assets, bringing a positive impact on the local economy. Peja could become a model of success for other cities in Kosovo. This will also increase employment opportunities and promote a strong image of the city in the international arena.

2. MATERIALS AND METHODS

With this research paper, we aim to achieve the understanding and clarification of the values of cultural heritage as a result of the development of tourism and the importance of cultural heritage, connecting these with the values of cultural, historical and touristic identity. Use of research instruments such as questionnaires, interviews. So, the collection of data and facts (research and qualitative analysis, research based on primary data: effective communication with the respondent, the method of observation and secondary data: the use of literature, relevant bibliography. The survey and interview method is a form the basic methods of this study. It is used to obtain quantitative and qualitative primary data. It was carried out through the design and implementation of 100 (one hundred) surveys.

3. RESULTS AND DISCUSSIONS

Peja is a city rich in history and culture, with an extraordinary potential for tourism development, thanks to its cultural and natural heritage (Municipality of Peja 2024). Cultural motifs and natural heritage are two very important factors that directly affect the development of tourism. These are resources that attract visitors and contribute to the economic development of the community in the city of Peja. Peja, a city with great cultural and natural wealth, is an excellent example of using these two aspects to promote tourism. Peja has many opportunities for tourism development, relying on its cultural and natural heritage. Peja has a rich history and has many historical monuments,

which are evidence of important developments and events that have occurred in this city (Vishaj & Kuqi 2025). The Ethnographic Museum, the Haxhi Zeke Mill, the Patriarchate of Peja, the Old Mosques and the Church are some of the cultural attractions that attract visitors from different countries. These historical sites offer opportunities to learn about the historical developments of this city and about the various beliefs and traditions that have influenced its culture. Peja is also known for its traditions and customs, which have been preserved for centuries and are attractive to those who want to experience a part of the country's traditional culture. Amazing natural resources, consisting of the beautiful Rugova Mountains, waterfalls, Lumbardhi i Peja and forests. These natural attractions are attractive to those seeking adventure and outdoor activities, such as mountain hiking, climbing high peaks, and exploring nature. Rugova is known for its stunning landscapes and the opportunities it offers for outdoor sports and active tourism. This natural potential offers numerous opportunities for the development of tourism activities that can directly affect the increase in the number of visitors. Natural and cultural resources have helped develop the tourism infrastructure in Peja. With the increase in interest in tourism, hotels, restaurants, and information centers have been built that offer quality services to tourists. In terms of culture, tourism can contribute to the preservation and promotion of the country's traditions and culture. Cultural activities such as festivals, exhibitions, and other events can help increase knowledge and awareness about the cultural heritage of Peja (MKRS, 2023). This process of preserving and promoting culture helps not only in the development of tourism, but also in strengthening the cultural identity of our country (Lajci et al, 2022). Peja has extraordinary potential to increase the number of visitors and contribute to the economic development of the country by creating strategies. Tourism is developed by preserving and promoting cultural and natural heritage (UNWTO. 2019). Peja can become an important tourist destination known and attractive to visitors from all over the world. The inherited wealth with unique artistic, aesthetic, historical values and traditional characteristics is illustrated by the diversity of the rich architectural, archaeological, movable and spiritual heritage, as well as the rich cultural landscape in Kosovo (MKRS 2023): (MIT 2023). Clear and detailed legislation should be created to enable tourist facilities and structures to provide tourist guides (Krasniqi 2023).

Picture 1. Muzeu i Pejës



Source: Peja Museum (2024)

The Peja Museum dates back to 1971. In 1977, by the decision of the Municipal Assembly of Peja, the Ethnographic (Ethnological) Museum of Peja was established and was located in the current building of the House of Culture in Peja, while from 1989 it was located in the Konaku of Tahir Begu. In 1992, the Peja Museum together with the Ethnographic Museum of Peja merged into a single institution named the Regional Museum of Peja. In 2000, the Ethnological Museum of Peja resumed its work, while in 2015, the Peja Museum.

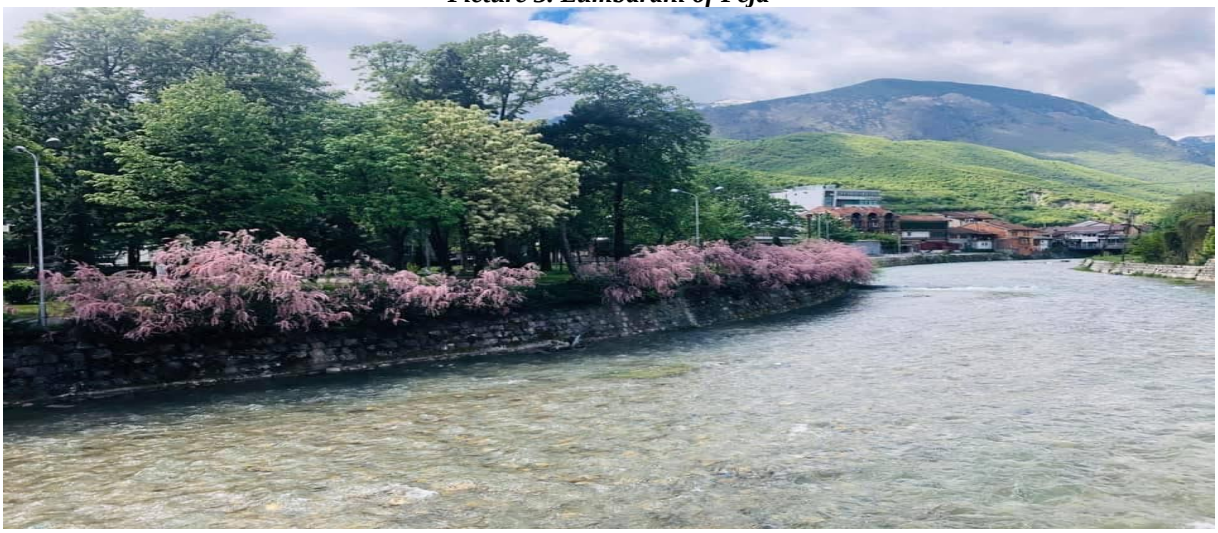
Picture 2. Traditional dress of man and woman



Source: Prepared by the author. (2024)

Rugova's clothing, designed and crafted with love, Rugova's clothing as an ethnogeographic region stands out from a series of manifestations of material and spiritual culture in the city of Peja (Lajci et.al,.2023). This clothing, which is used for various family and national holidays, dates back to ancient times. This clothing is mainly used by women and young girls as clothing with a variety of colors and patterns. Also men's clothing which is used by men for various holidays. It is a treasure of great value, which enriches our national repertoire with high values of true art. For centuries, the Rugova people have had their folklore as their only entertainment. The Rugova mother put her son to sleep with songs, rocking the cradle, with songs of engagement and marriage, as well as the marriage of girls, with devotional songs when the Rugova people went to war. The shepherd does not go out to the pastures without a flute on his belt. With touching elegiac verses, the anthem accompanies Rugovas on the last path of his life. Therefore, it shows the great and extensive value of Rugovas folklore, which is still cultivated and preserved from generation to generation.

Picture 3. Lumbardhi of Peja



Source: Author (2024)

The Lumbardhi of Peja is known for its importance and passes through the city of Peja and is one of the most important natural resources of the city of Peja. This river has a special importance for Peja and tourism, not only from an ecological and natural aspect, but also for the impact it has on the development of tourism and the daily lives of the city's residents.

Picture 4. City area



Source: Mkrs (2024)

The old quarter in Peja dates back to the 15th century and represents a kind of commercial center of the city. The long street in the bazaar, with numerous shops on both sides, deceives the eyes of visitors and awakens the spirit of their consumption. The shops are typically oriental, while the sellers are ready to agree on the price with interested buyers. Here, craftsmen will offer you quality hats for every occasion, capes, jewelry, etc. Do not miss the part of the bazaar called the district, in which the old fountain is located. The bazaar is held here every day of the week, while Wednesday and Saturday are much more crowded with citizens, especially in the summer when the migrants come. It is a heritage complex that belongs to the 15th century. It is a value for Peja because it represents an urban development with importance and value for the economic development of Peja, commercial development, the development of traditional crafts, as well as the development of the socio-economic order. In 1835, 550 shops operated in this heritage area, where the crafts of qeleshegjinja, zhgunagjinja, robaqepsi, furriers, saraqs, shoemakers, goldsmiths, watchmakers, razors, etc. were developed

Picture 5. Hiking on Tibetan bridges



Source: Author (2020)

Hajkng, as an important part of the cultural heritage of Peja, can be used for the development of cultural tourism. Organizing activities, festivals and musical events that reflect traditional hajkng music can attract visitors and offer them an authentic experience of local culture (Berisha, I. 2020). This can help preserve traditions and promote Peja as a very important destination to develop and promote tourism (Vishaj B.2024).

Table 1. Research conducted in the City of Peja

Nr.	Description of questions for the city of Peja	Excellent	Very good	Good	Poorly
1	How do you evaluate the cultural and natural wealth of Peja in the development of the city's tourism?	85	9	6	0
2	Do you think that tourism will help economic development in Peja?	100	0	0	0
3	How important is Peja's natural heritage?	92	7	1	0
4	What impact does cultural and natural heritage have in supporting employment and economic development in the Peja community?	68	15	10	7
5	Are there opportunities for tourism development that combines culture and nature in Peja?	100	0	0	0
6	How do you assess the role of cultural activities and traditional festivals in attracting tourists to Peja?	89	11	0	0
7	Can Peja's infrastructure be improved to support tourism development and at the same time preserve the city's natural and cultural assets?	98	0	0	0

Source: Prepared by the author. (2024)

The results of the table show a very positive assessment of the potential of Peja in developing tourism by exploiting its cultural and natural assets. Most participants consider the city's natural and cultural heritage as key factors for the development of tourism, considering that it can help improve the economy and create employment opportunities. However, there is a small part of the responses that suggest that the direct impact on economic development and employment is still limited. This indicates that investments and infrastructure improvements may be needed to fully realize the tourism potential of Peja. Most of the questions show that participants are convinced of the opportunities that the combination of culture and nature offers for the development of tourism in Peja.

4. CONCLUSIONS

The city of Peja is rich in natural, cultural, historical and spiritual landscapes. The citizens of Peja and the surrounding area are known for their hospitality. Over the centuries, they have preserved their culture, customs, traditions, traditional clothing, cultural, national and historical monuments, always remaining loyal to their native homeland. The central and local governments should invest in building infrastructure to enable tourists to have easier access to tourism services and products. Also, in the strategic plan, the development of cultural and natural tourism is a priority, because Peja has a picturesque view and natural wealth, which make it a special place for the development of tourism. The cultural heritage of Kosovo is an expression of creativity and life realities developed over a period of more than 8000 years, from prehistory to the present day. This inherited natural wealth, which has unique artistic, aesthetic, historical values and traditional characteristics, is illustrated by the rich diversity of architectural, archaeological, movable and spiritual heritage, as well as by the rich cultural, historical and national landscape. In order to preserve this wealth, the state should allocate a sufficient budget for the preservation and maintenance of this natural wealth. The development of tourism will also motivate young people to remain in the country and not emigrate to other countries. It is recommended to create policies for the development of tourism, maintenance of infrastructure and preservation of the natural environment. These efforts will not only help promote Peja as a tourist destination, but will also contribute to the economic growth of the region, creating job opportunities

and improving the quality of life for the local community. By exploiting its cultural and natural heritage, Peja has the potential to become a major player in the tourism sector, benefiting both the local economy and global awareness of the history and natural beauty of the region.

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