

Backing Regional Tourism Potential

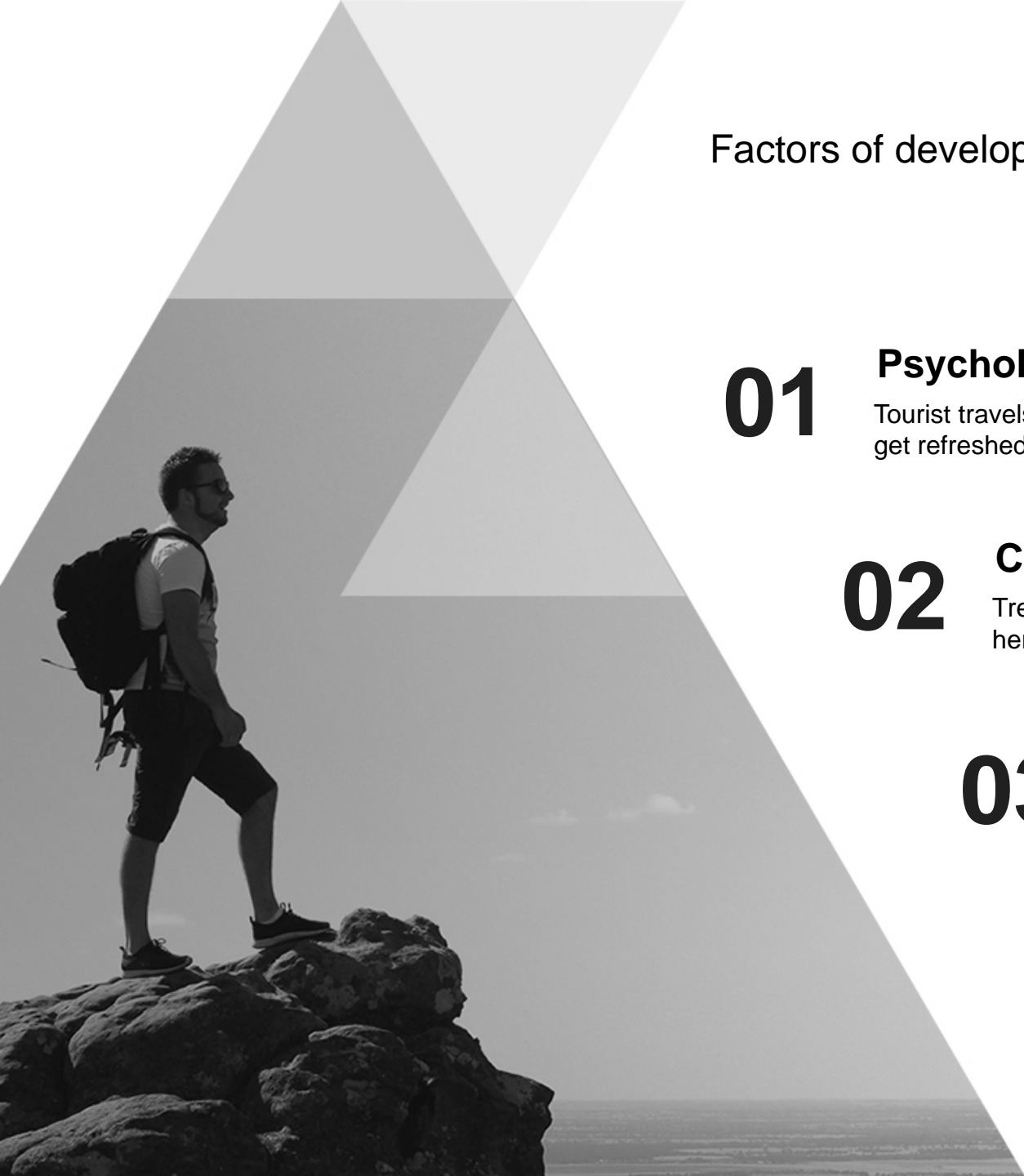
1st Training for tour guides and animators – Hotel Lirak, Tetovo





Concept and possibilities for local tourism growth

Polog and Prizren Region



Factors of development an eco and rural tourism

01

Psychological and Physical

Tourist travels from low land to mountains, from towns to village, etc to get refreshed

02

Cultural and historical heritage

Trend towards the experience in connection with cultural and historical heritage and preserved nature

03

“Green” movement

Pure water, healthy food and unpolluted air, environment friendly,

04

Prominent identity

demand for the places, events and experience with prominent identity and differences

Attractions in rural tourism



Proximity of nature

The proximity of nature is an attraction for rural tourism, hiking, cycling or ecotourism activities.



Preserved traditions

Folk costumes, folk traditions and traditional holidays



Village hospitality

The kindness of the host, the warm reception of the guests, family atmosphere



Trends in rural tourism



A
Unique experiences, located in authentic, traditionalist and clean regions free from environmental degradation and from mass

Unspoilt natural landscapes

B
Quiet lake shores and river banks, settlements remote from busy places

Complete silence and tranquillity

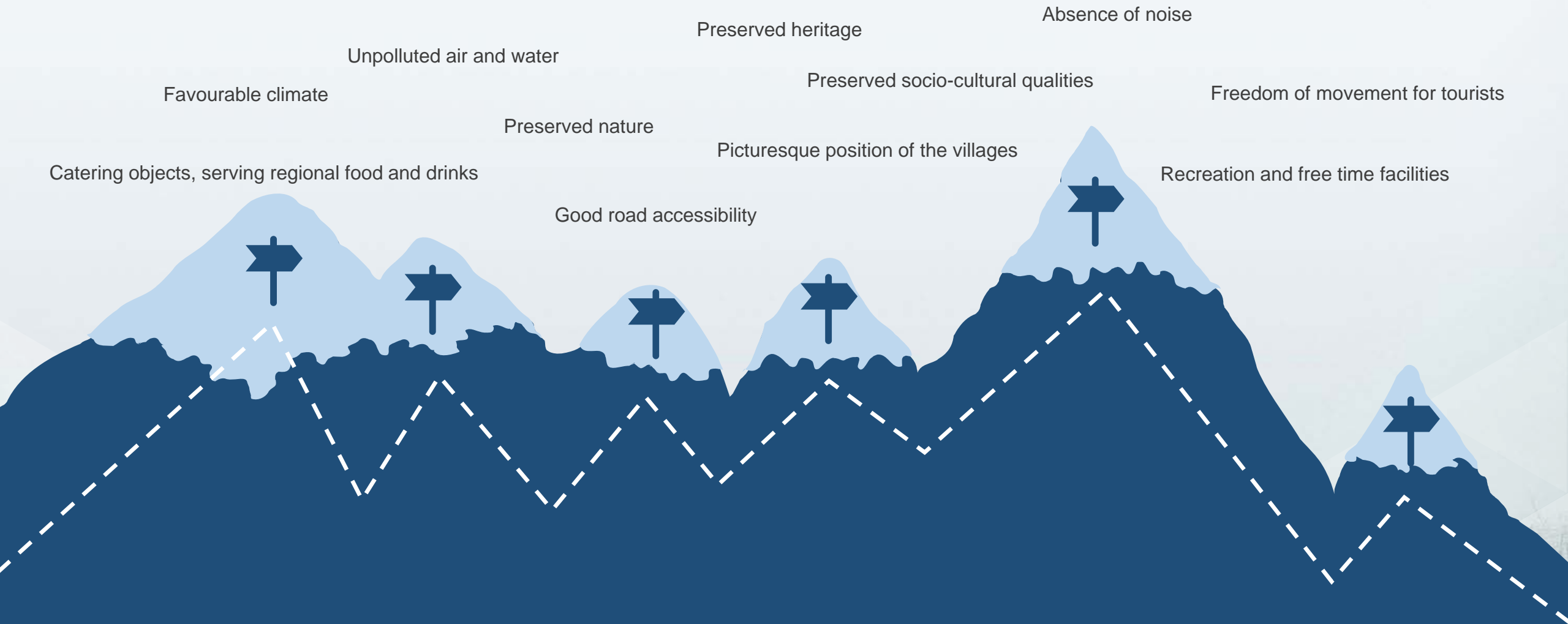
C
The majority who travel on their own or in small groups wants smaller, friendlier boarding houses

Individualisation

D
The comfortable accommodation, the intimate and family-like atmosphere and the civilised and tidy environment.

Family-like atmosphere

Attractions for developing rural tourism in Polog and Prizren



Services and activities of the local population that should be included in the tourist offer:

Boarding and daily accommodation of visitors and tourists

Organization of excursions to different villages in the surrounding area

Manufacture of agricultural and ecologically clean products (from land preparation to the preparation of food for winter)

Organization of certain sport activities

Production and sale of souvenirs

Mountaineering, rock climbing, horse riding

Growing grapes and wine productions

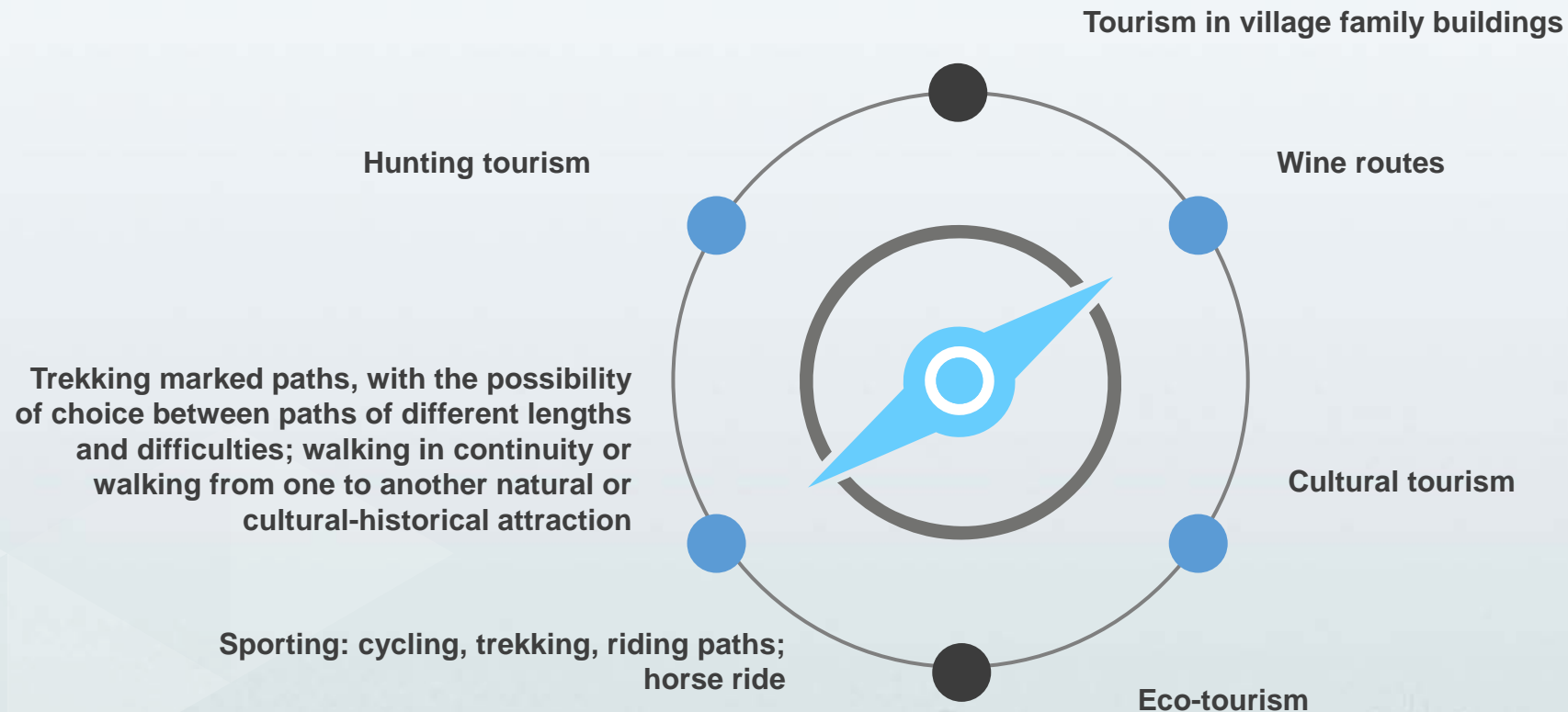
The process of making the raki,(a traditional brandy)

Organization of hunting for the category of tourists that are interested in this kind of activity

Sheep and goat raising, production and sale of cheese



Forms of local touristic products



The importance of local / regional tourism



01

Identify and protect natural and cultural assets that allows for the comparative advantage in tourism for a specific region.

02

Ensure local participation and ownership in tourism development.

03

Build capacity in institutions and infrastructure

04

Formulate a comprehensive and integrated tourism development strategy as part of the local economic development strategy including aspects such as marketing

05

Reduce crime and corruption.

06

Promote domestic tourism.



Communication with tourists

Build a rapport with tourists

Be friendly



Share stories and interesting information



Resolve complains quickly and fully



Always smile and offer assistance



Identify what guests want and need



Inform of services



How to put “build rapport” into practice?



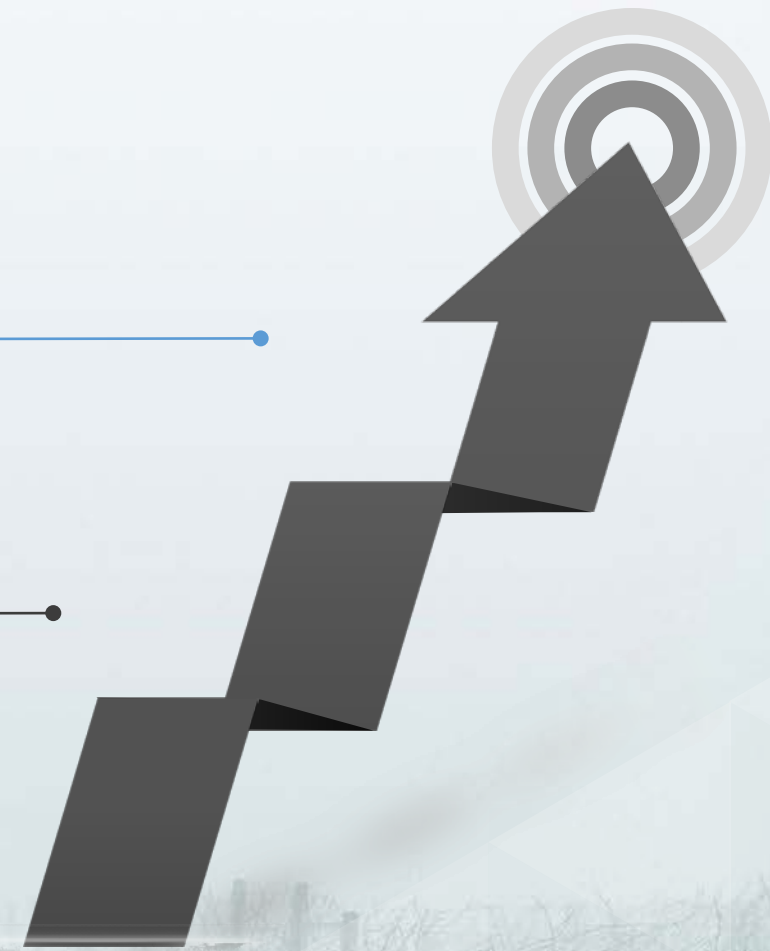
Take chances to talk to tourists



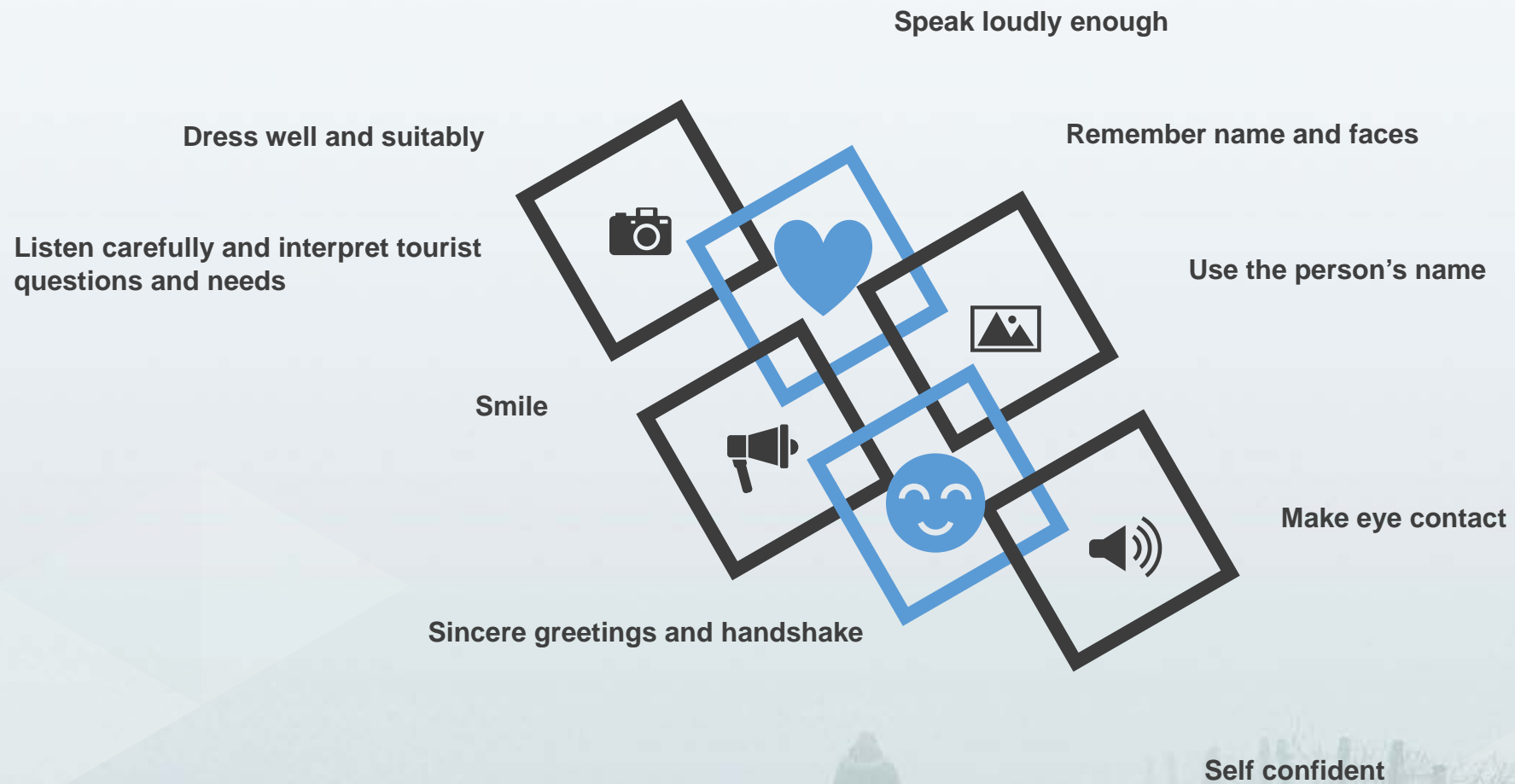
Give information about yourself at initial welcome



Introduction before a tour starts



Practical tips:



Overcoming barriers to effectiveness

Physical barriers

Physical barriers are often due to the nature of the environment. An example of this is the natural barrier which exists if staff is located in different buildings or on different sites. Likewise, poor or outdated equipment, particularly the failure of management to introduce new technology, may also cause problems

How to overcome?

Try to use face- to – face communication frequently

How to overcome?

Recognize we all have different cultural backgrounds and try to evaluate change as a added value to a multicultural group.

Cultural aspects barriers

Cultural differences exist within countries (tribal/regional differences, dialects etc.), between religious groups and in organisations or at an organisational level – where companies, teams and units may have different expectations, norms and idiolects.

Fear of being criticized

This is a major factor that prevents good communication. If we exercise simple practices to improve our communication skill, we can become effective communicators. For example, read an article from the newspaper or collect some news from the television and present it in front of the mirror. This will not only boost your confidence but also improve your language and vocabulary

How to overcome?

Try to build trust

How to overcome?

Deal with the body languages such as postures, gestures, head nods, leg movements etc.

Language barriers

Speaking different languages but sometimes even the usage of jargon can prevent the recipients from understanding the message. Poorly explained or misunderstood messages can also result in confusion.

A silhouette of a hiker with a large backpack stands on a mountain peak, looking out over a landscape at sunset. The scene is framed by a large, light-colored triangle that points downwards. The sky is filled with soft, orange and pink clouds. The hiker is positioned in the center of the frame, with their back to the camera. The overall mood is peaceful and contemplative.

Thank you

Irda Kureta irda.kureta@gmail.com