



PROMOTING
PRIVATE SECTOR
EMPLOYMENT



RESULTS OF
**SUPPLY SIDE
TOURISM
SURVEY 2015**

PRISHTINA
JANUARY 2016



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Prepared by:

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1. INTRODUCTION

This report outlines the findings of the PPSE funded “Tourism Supply Side Survey in Western Kosovo 2015”, undertaken in the municipalities of Peja, Decan and Junik (Western Kosovo), with ***firms engaged in Tourism activities***. This Tourism supply side report for 2014 provides analysis of the tourism industry in Western Kosovo, by focusing on those activities that provide goods and services to visitors.

This is the second survey in a series of Tourism Supply Side Surveys in Western Kosovo, conducted by Riinvest and financed by PPSE.

This survey is undertaken as part of the efforts to improve the quality and growth of tourism services in Western Kosovo. These reports are published with the aim of providing a useful resource for industry managers as well as policy makers.

The research was designed to investigate the economic impact of the tourism industry in Western Kosovo, with the specific aim of developing a detailed database of the tourism supply side in Western Kosovo and assessing opportunities for the sector. We believe that this study is of much importance for the tourism industry and tourism stakeholders to have access to up-to-date data on their industry. These survey data will prove valuable to the Destination Management Organisation (DMO), policymakers, tourism service providers and tour & travel operators in the destination area. The results will be used during strategic planning processes and provide information to policymakers on the economic impact of tourism in the respective municipalities.

The supply side survey is foreseen to be repeated on an annual basis in order to allow the DMO and policymakers to measure changes over time and adapt their strategy.

2. METHODOLOGY

This section will present information regarding the methodology used to gather the data, profile of firms, their capacities and the main opportunities for development.

The supply side survey was conducted during October-November 2015, but the data are for year 2014. The surveyors were instructed to interview managers or owners of the firms engaged in tourism activities, since the aim of the survey was to get information from top level management. The questionnaire (see appendix for details) was developed by Riinvest team in coordination with the PPSE team, but also based on the 2013 supply side survey experience. The survey sample was based on the previous (2013 supply side survey) survey. The team in the field scanned the situation and eliminated firms that were closed meanwhile and added to the sample new firms. We have identified 25 newly opened businesses, whereas 8 businesses were closed.

For the purposes of this survey we have interviewed 155 firms, divided into eight main categories.

TABLE. 01 TOTAL NUMBER OF FIRMS INTERVIEWED (IN CATEGORIES)

Type of tourism enterprise / service provider		
1	Accommodation	23
2	Restaurant	70
3	Accommodation and Restaurant	18
4	Transportation	8
5	Travel Agency	12
6	Tour Guides	6
7	Handicraft shop	2
8	Tourist Attraction Operators	16
TOTAL		155

SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

3. WESTERN KOSOVO TOURISM SUPPLY SIDE SURVEY FINDINGS

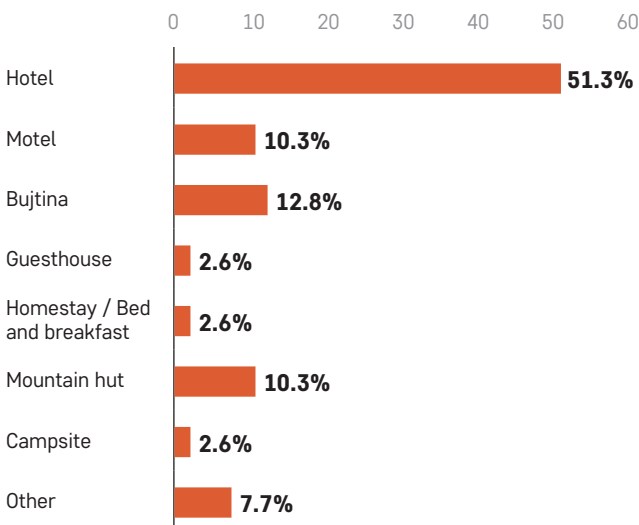
This section presents main findings from the tourism supply side survey (2014) and will also seek to identify deviations from the previous exit survey (2013), wherever possible.

As we emphasized, 155 firms (104 from Peja, 30 from Deçan and 21 from Junik) divided into eight main categories of firms were surveyed, specifically. In the following parts of the report, we will present findings for each subgroup specifically, except for tour guides, transport providers and handicraft shops, due to the small number of firms.

3.1 ACCOMMODATION SERVICES (WITHOUT RESTAURANTS)

Firms engaged in accommodation services in Western Kosovo (23 accommodation firms) are mainly hotels (around 51% or 12 from 23), followed by “Bujtinas” and guesthouses (16%), and motels (10%). The majority of them (almost 77%) are open all year round. Regarding seasonal differences in room rates, majority of them (82%) declared that they do not have any seasonal differences. Those accommodation providers that offer different room rates are mainly situated in Peja. Regarding special package rates, 38% of them declared that they do offer special packages.

FIG. 01 Different types of firms engaged in offering accommodation services



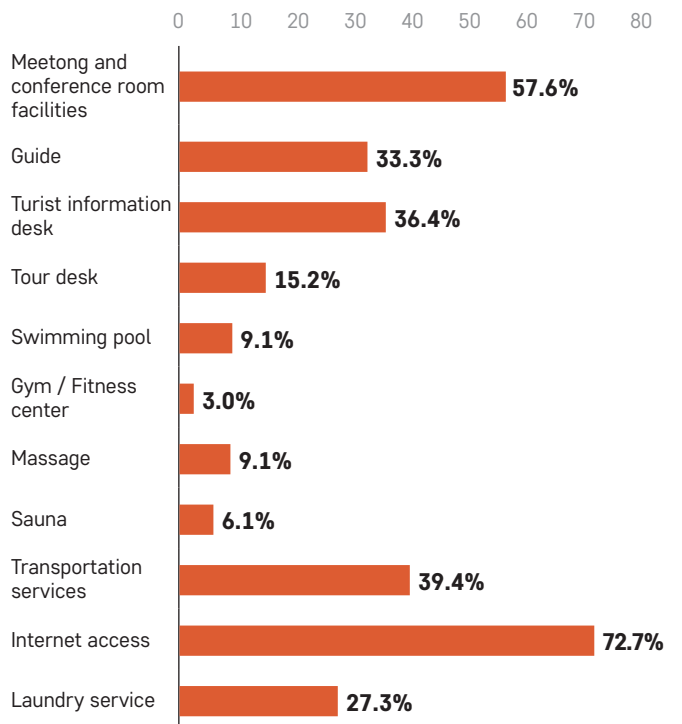
SOURCE: AUTHORS' CALCULATIONS FROM THE SURVEY DATA

It is important to emphasize that about 42% of accommodation providers do not offer restaurant services. These are mainly small firms such as guesthouses, “bed and breakfast”, campsites, and mountain huts.

Firms engaged in accommodation services in most cases offer internet access (about 73% of cases), followed by conference room facilities (57%), transportation services (39%) and tourist information desks (85% combined).

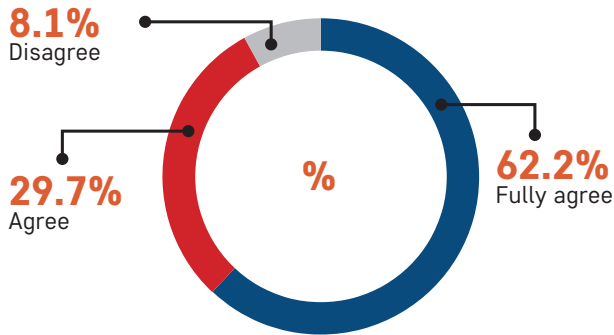
We have asked managers whether they agree, disagree or fully agree with the following statement: *the workforce in the tourism sector is skilled enough to complete the needs of my business*. The results show that majority of them (62%) fully agree with this statement, whereas only 8% of them disagree.

FIG. 01 Services offered by firms engaged in Accommodation



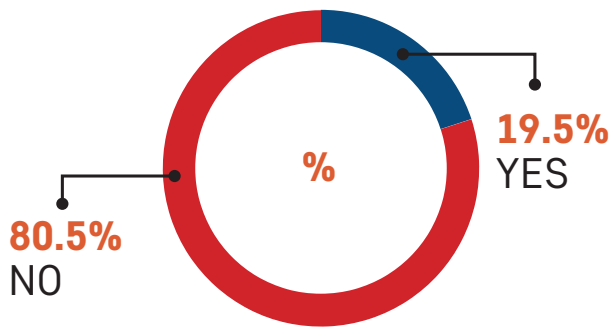
SOURCE: AUTHORS' CALCULATIONS FROM THE SURVEY DATA

FIG. 3 Is the workforce in the tourism sector skilled enough?



SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

FIG. 4 Are you member of any business association?



SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

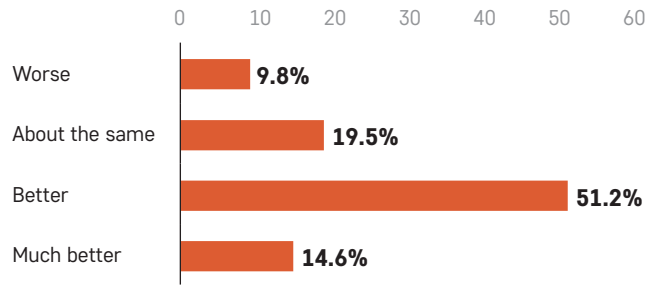
Around 30% of the firms engaged in accommodation services offer “on the job trainings” to their workers. The majority of those who offer training do it for one week (more than 50%). It is important to emphasize that the vast majority (73%) of firms engaged in accommodation services are willing to offer internship places. But, they also declared that there is no cooperation with education institutions in advocating for the skills they need. Around 67% of firms engaged in accommodation services declared that they do not have any cooperation with education institutions.

Almost half of firms engaged in accommodation services (46%) have recruited new staff in the last year and plan to recruit new staff in next year.

On our question whether accommodation providers are part of any business association, around 80% of them declared that they are not.

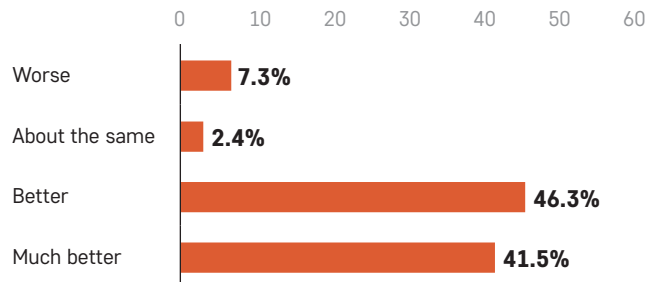
As you can see from figure 5, the majority (51%) of accommodation providers declared that the annual turnover in 2014

FIG. 5 Annual turnover in 2014 (presented in percentages)



SOURCE: AUTHORS' CALCULATIONS FROM THE SURVEY DATA

FIG. 6 Prediction of annual turnover for 2015/2016 (presented in percentages)



SOURCE: AUTHORS' CALCULATIONS FROM THE SURVEY DATA

was better than last year (2013), followed by those that declared “about the same” (around 20%) and those that declared “much better” turnover in year 2014 (15%).

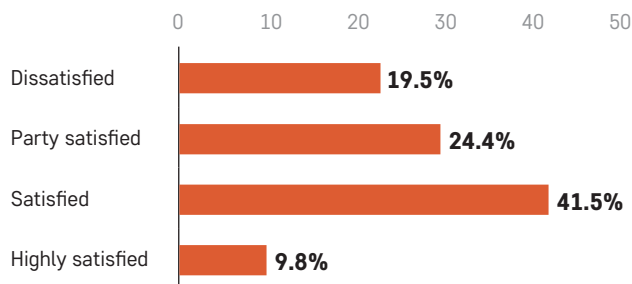
Figure 6 shows that firms engaged in accommodation services in Western Kosovo are very optimistic about the future (years 2015/2016). The vast majority of them (88% combined) declared that they predict “better” or “much better” annual turnover in year 2015/2016. About 66% of them also plan to invest in the coming years, which is an additional sign of optimism in the sector.

The majority of accommodation providers (51%) declared that they are satisfied or highly satisfied with the work of the tourism office in their municipality. However, around 20% of them, on the other hand, were dissatisfied with the work of tourism office in their municipality.

Many of the firms believe that the new national park will bring benefits to their business.

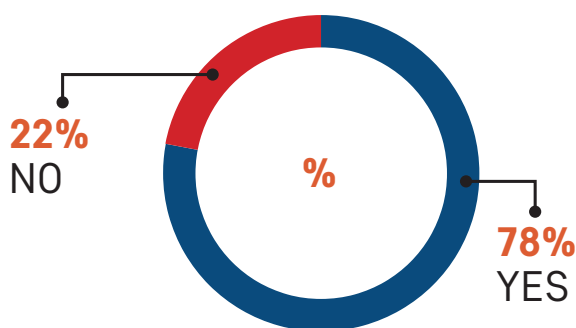
Firms engaged in accommodation services in Western Kosovo are small on average, with 10 available rooms and an average price of 24 EUR per double room per night.

FIG. 7 Are you satisfied with the work of tourism office in your municipality (expressed in %)?



SOURCE: AUTHORS' CALCULATIONS FROM THE SURVEY DATA

FIG. 8 Will the new national park bring benefits to your business?



SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

According to our results, full capacity of accommodation providers in Western Kosovo is 830 beds per night.

Table 2 shows that summer period is the peak period for accommodation providers in Western Kosovo, more specifically July, August and September. Whereas, March is the month with the lowest occupancy rate on average.

We have asked firms to indicate the obstacles in their everyday activities. The features were ranked on a scale from 1 to 4,1 representing "no obstacle" and 4 representing "serious obstacle". It is important to note that most of the features were ranked as "obstacle" or "serious obstacle" and there were some neutral feelings as well. In order to present the results more properly we have decided to present only "serious obstacle" group and will compare them to other brackets. This will be the method all over the study.

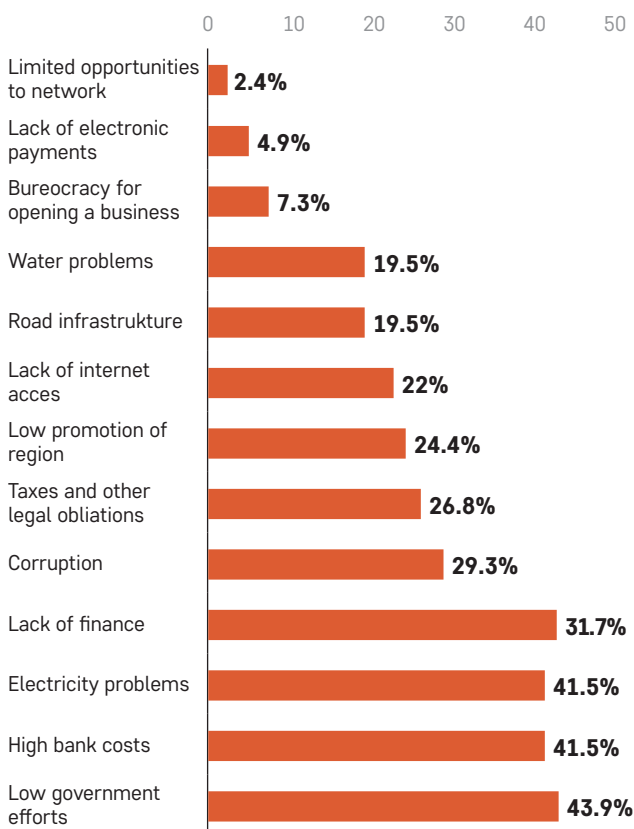
Firms engaged in accommodation services in Western Kosovo declared that 1. Low government efforts, 2. High banking costs, and 3. Electricity problems are the most serious obstacles to their everyday activities. Followed by lack of finance, corruption and taxes.

TABLE. 02 ROOM OCCUPANCY RATE BY MONTH

Month of the year	The occupancy rate 2014
January	41.9%
February	35%
March	33.8%
April	39%
May	41.6%
June	55%
July	71.5%
August	73.9%
September	61.5%
October	50.1%
November	42.8%
December	40.3%

SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

FIG. 9 Main business obstacles declared by accommodation providers



SOURCE: AUTHORS' CALCULATIONS FROM THE SURVEY DATA

3.3 RESTAURANTS

Restaurants in Western Kosovo (Peja, Decan and Junik) have on average 175 seats (compared to 133 seats in 2013), more specifically they have 90 seats indoors and 85 seats outdoors on average.

As was the case with hotels, firms providing restaurant services have their peak during the summer holidays (June, July, August and September). This is also the season when Diaspora visits their families in Kosovo. According to restaurant managers, 58% of the consumers are domestic consumers, followed by Diaspora consumers (27%) and international consumers (17%).

We have asked restaurants regarding the inputs (supplies) they use on their services and their satisfaction with these supplies. A vast majority of them (around 86% of them) have declared that they have no problems with supplying their restaurants. Around 38% of them get their meat supply from a local market, followed by those who get the meat supply from local producers/farmers (23%) and from supermarkets (14%). The majority (82%) declared that they are very satisfied with the quality of meat they get.

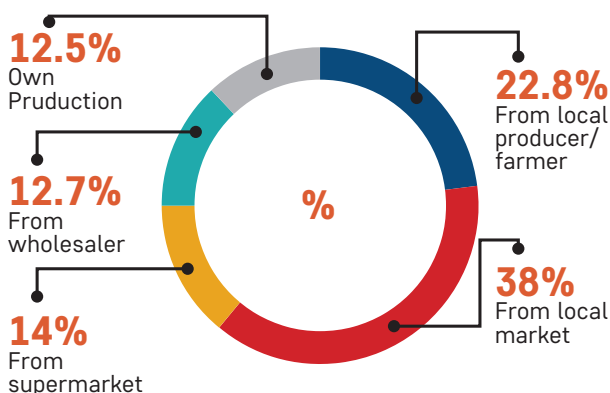
Regarding fruits and vegetables, they mainly get the supplies from the supermarkets nearby (more than 50%) and wholesales (almost 30%).

TABLE. 03 NUMBER OF CONSUMERS SERVED (ON AVERAGE PER DAY) BY MONTH

Month of the year	Number of consumers served (per day on average)
January	114
February	111
March	114
April	132
May	159
June	212
July	272
August	295
September	210
October	149
November	119
December	123

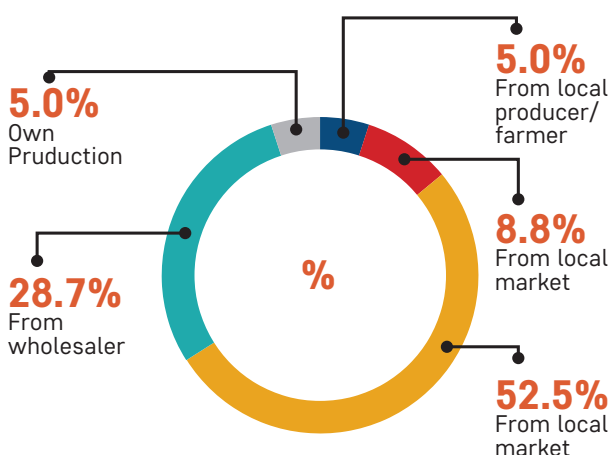
SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

FIG. 10 Where do you purchase meat?



SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

FIG. 11 Where do you purchase vegetables?



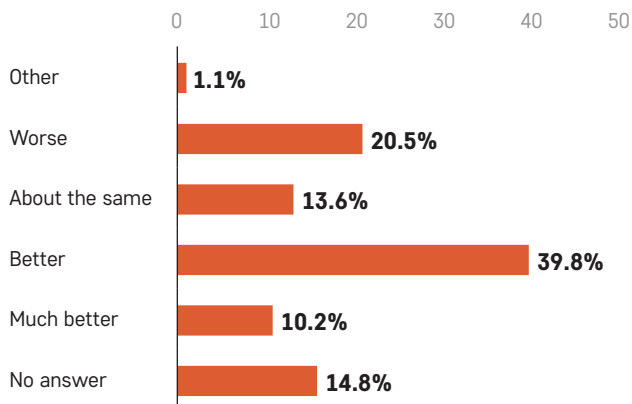
SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

Restaurants in Western Kosovo are very satisfied with the skills of their labour force. Only around 3% of them disagree with the statement that “the workforce in tourism is skilled enough”. In regard to on-the-job staff training, around 23% of the restaurants offer them. And, more than 80% of them are willing to offer internship places for young labour force. They have recruited three new interns per business on average.

More than 50% of restaurants in Western Kosovo have recruited staff in last two years (2013/2014) and plan to recruit staff in the next years (2015/2016). They have recruited on average 3.3 new workers.

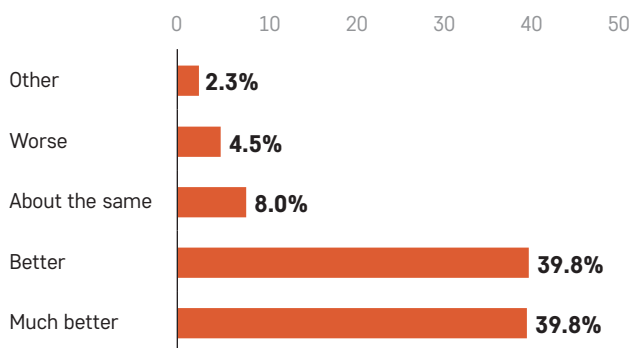
Around 40% of restaurants in Western Kosovo declared that the annual turnover in 2014 was better than 2013, while some 10% of them declared that it was much better. On the

FIG. 12 How has your turnover developed over the last 3 years (presented in %)?



SOURCE: AUTHORS' CALCULATIONS FROM THE SURVEY DATA

FIG. 13 Prediction of managers for annual turnover in 2016 (presented in %)



SOURCE: AUTHORS' CALCULATIONS FROM THE SURVEY DATA

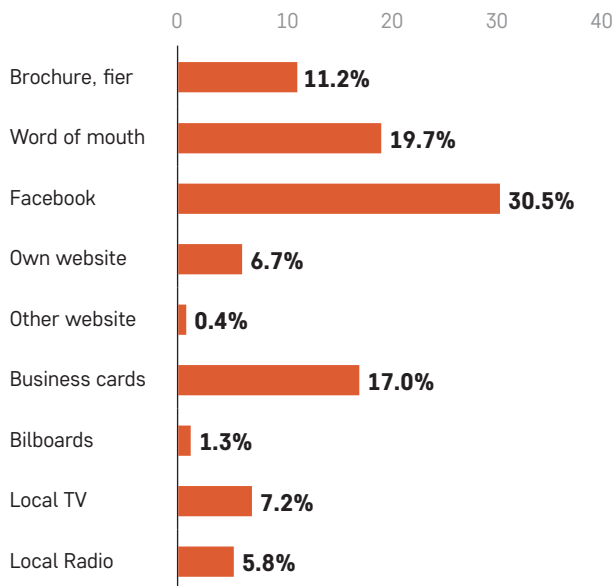
other hand, 20% of them declared that the annual turnover in 2014 was worse than in 2013. It is important to emphasize, that restaurant managers are very optimistic about the future (as the case with hotel managers), as they declared that they expect year 2015/2016 to be better or much better (79% combined).

Moreover, around 80% of them declared that they have invested in the past two years and that they plan to invest in the near future.

Restaurants are using mainly Facebook (30%), "word of mouth" (around 20%) and business cards (17%), to promote their business.

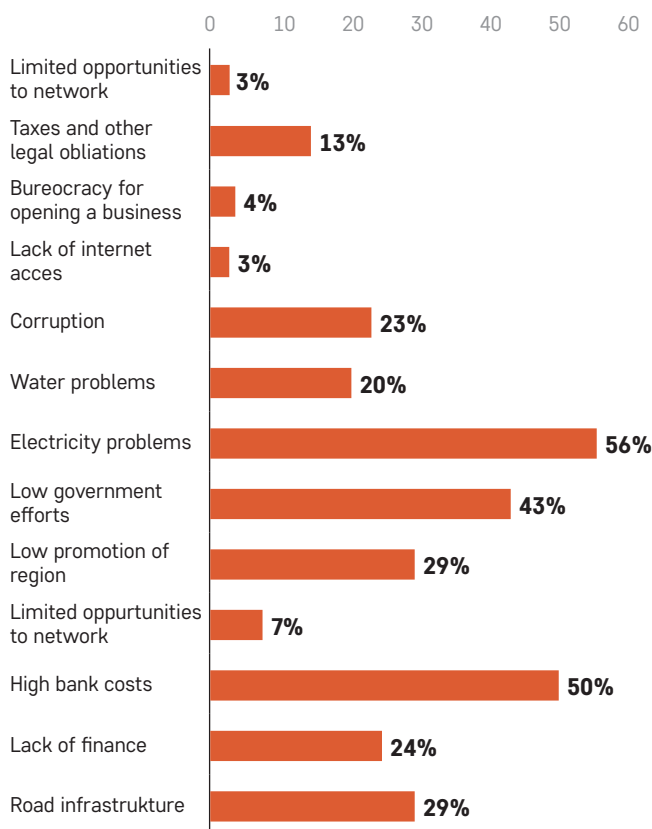
Figure 16 shows that main business obstacles declared by restaurants are problems with electricity, high banking costs and low government efforts.

FIG. 15 How do you promote your business?



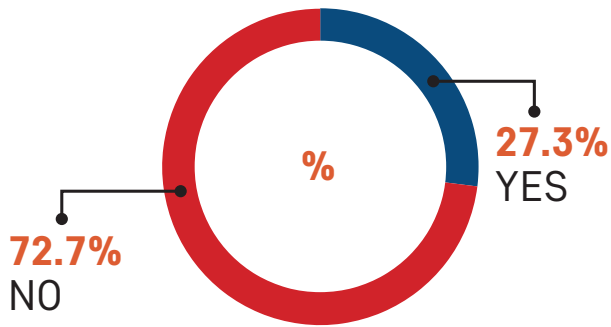
SOURCE: AUTHORS' CALCULATIONS FROM THE SURVEY DATA

FIG. 16 Main business obstacles declared by accommodation providers



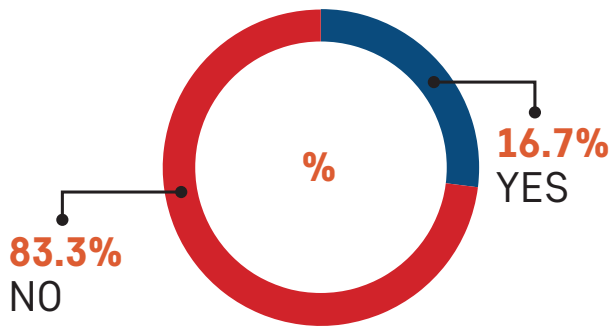
SOURCE: AUTHORS' CALCULATIONS FROM THE SURVEY DATA

FIG. 17 Have you recruited any staff?



SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

FIG. 18 Are you part of any business association?



SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

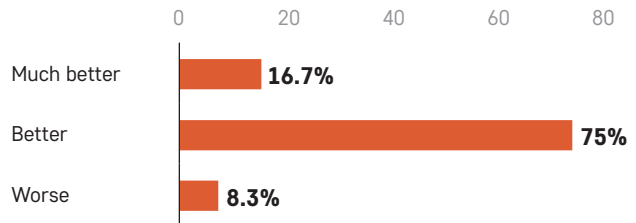
3.3 TRAVEL AGENCIES

Travel agencies work mainly with outbound orientation (56% on average), although the average percentage of inbound orientation is high (44%). They have sold 242 tours on average last year, where the average price of a tour was 120 EUR. From those 242 tours sold, 43% were inbound and 57% outbound. The average number of people per tour was 26.

Our results show (see figure 17) that travel agencies were not so active in recruiting new staff in the last year. Around 73% of them declared that they have not recruited any staff in the last year. Majority of them (67%) are not sure, also, whether they will recruit new staff in the next year. According to our results, they (those with positive responses) have recruited 1.5 new workers on average in 2014.

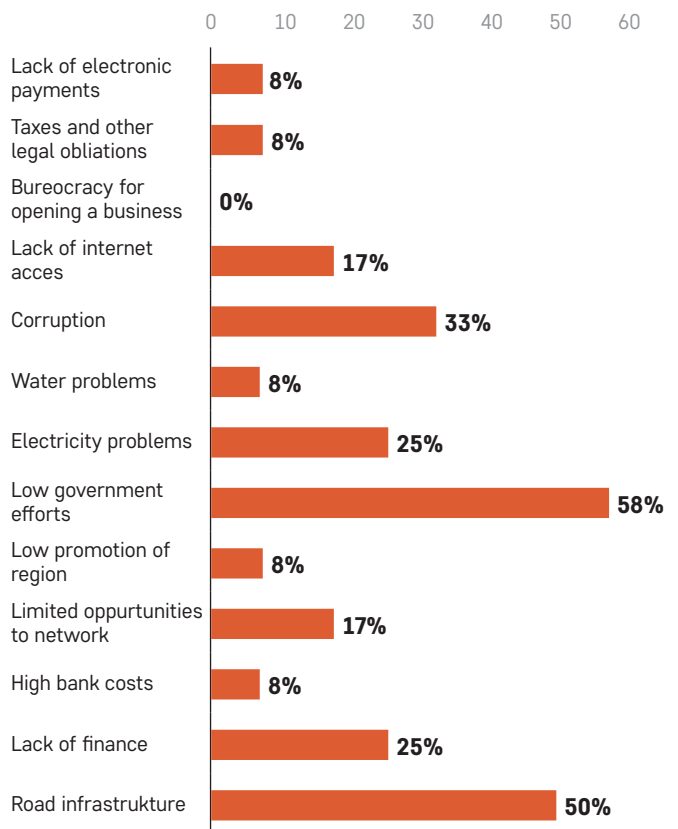
The vast majority (83.3%) of travel agencies in Western Kosovo are not part of any business association. It seems they

FIG. 19 Turnover in 2014 (presented in percentage)



SOURCE: AUTHORS' CALCULATIONS FROM THE SURVEY DATA

FIG. 20 Main business obstacles declared by travel agencies



SOURCE: AUTHORS' CALCULATIONS FROM THE SURVEY DATA

do not trust much on their services. The majority of travel agencies (75%) declared that their turnover was better than in 2014 and also 58% predict that the turnover in 2015/2016 will be much better than in 2014.

Travel agencies declared that main business obstacles are low government efforts and weak road infrastructure.

3.4 TOURIST ATTRACTION OPERATORS

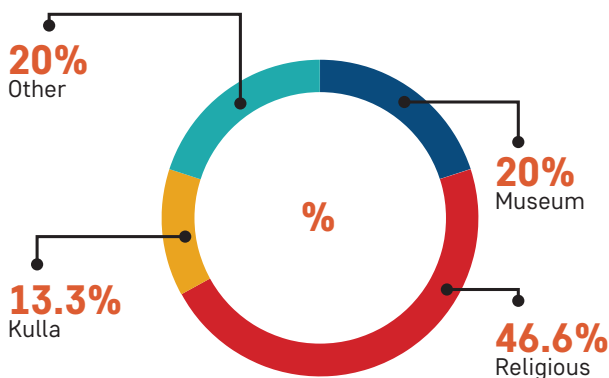
As we have emphasized earlier, for the purposes of this study, we have interviewed 12 tourist attraction operators in Western Kosovo. Of those, 46% were religious tourist attractions, 20% were museums and around 13% were Kullas.

Tourist attraction operators have mainly domestic and Diaspora visitors (around 72% of them). The number of visitors is increasing since 2012 by around 10% annually. They had around 17000 visitors in 2013, whereas in 2014 the number of visitors increased to 20000.

Majority of tourist attraction operators (67%) are not sure whether they will recruit any new staff in the next year. But, in terms of annual turnover for 2015/2016, majority of them predict that the situation will be much better.

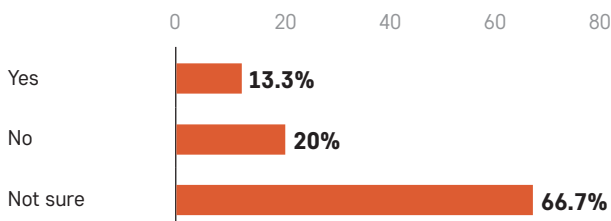
According to tourist attraction operators, main business obstacles are low government efforts (as in other cases), corruption and electricity problems.

FIG. 21 Tourist attraction operators



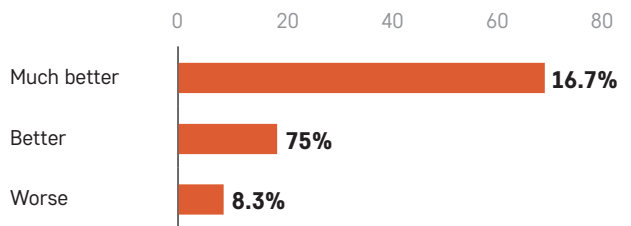
SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

FIG. 22 Will you recruit any new staff next year? (presented in percentages)



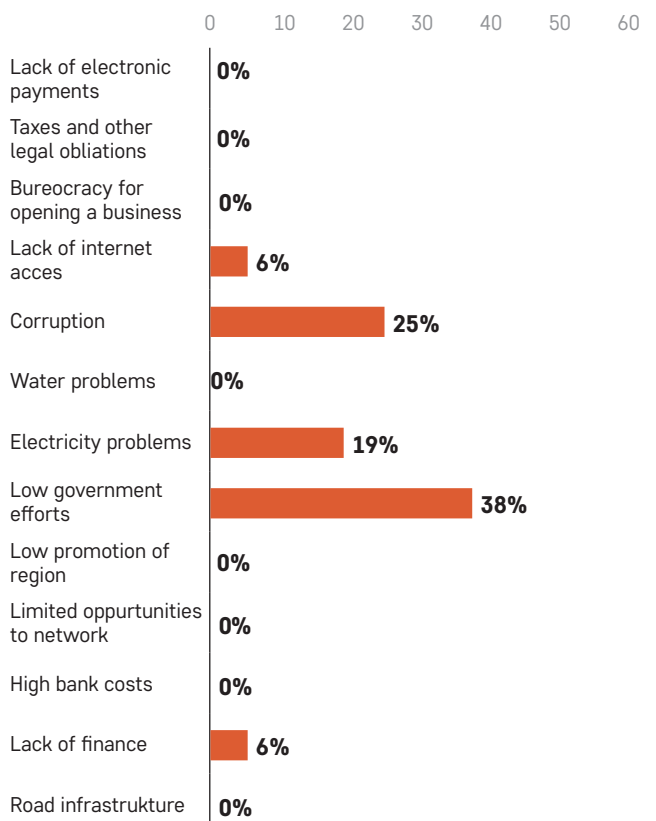
SOURCE: AUTHORS' CALCULATIONS FROM THE SURVEY DATA

FIG. 23 Annual turnover predictions for 2015/2016 (presented in percentages)



SOURCE: AUTHORS' CALCULATIONS FROM THE SURVEY DATA

FIG. 24 Business obstacles to tourist attraction operators



SOURCE: AUTHORS' CALCULATIONS FROM THE SURVEY DATA

4. EMPLOYMENT FINDINGS

In this section we are presenting the findings regarding employment for all categories.

Major employers in the tourism industry in Western Kosovo, as

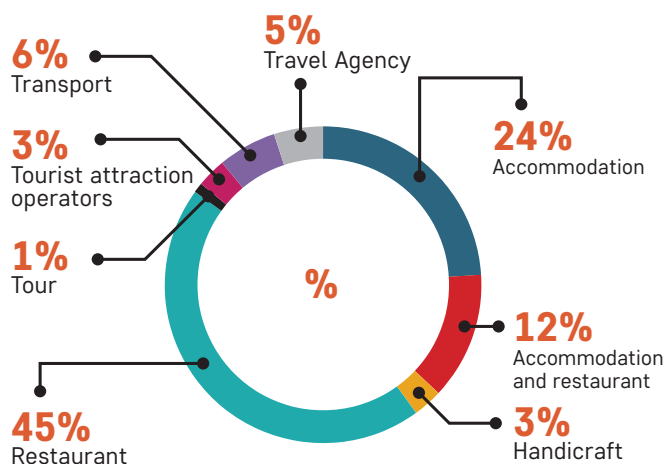
expected, are accommodation providers and Restaurants (almost 16 workers on average), followed by transportation companies (9.5 workers on average) and travel agencies (5.4 workers on average).

TABLE. 04 TOTAL NUMBER OF WORKFORCE IN 2014 COMPARED TO 2013

	Total number of workforce 2013	Total number of workforce 2014
Accommodation	72	287
Accommodation and restaurant	361	155
Handicraft shop	1	43
Restaurant	494	536
Tour guide	53	12
Tourist attraction operators	41	34
Transport providers	42	76
Travel Agency	41	59
Grand Total	1105	1202

SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

FIG. 25 Total employment by different categories



SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

TABLE. 05 TOTAL NUMBER OF WORKFORCE IN 2013

2013	TOTAL NUMBER OF WORKFORCE		
	Total number of male workforce	Total number of female workforce	Total number of workforce
Accommodation	39	33	72
Accommodation and restaurant	267	94	361
Handicraft shop	na	1	1
Restaurant	410	84	494
Tour guide	44	9	53
Tourist attraction operators	27	14	41
Transport	41	1	42
Travel Agency	33	8	41
Grand Total	861	244	1105

SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

TABLE. 06 TOTAL NUMBER OF WORKFORCE 2014

2014	TOTAL NUMBER OF WORKFORCE		
	Total number of male workforce	Total number of female workforce	Total number of workforce
Accommodation and Restaurant	194	93	287
Accommodation	123	32	155
Handicraft shop	1	42	43
Restaurants	426	110	536
Tour Guides	11	1	12
Tourist Attraction Operators	25	9	34
Transportation	70	6	76
Travel Agency	46	13	59
Grand Total	896	306	1202

SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

TABLE. 07 NUMBER OF WORKERS BY ETHNICITY (2013)

2013	Number of workers Albanian ethnicity	Number of workers Bosnian ethnicity
Accommodation	55	5
Accommodation and restaurant	281	4
Handicraft shop	1	
Restaurant	515	12
Tour guide	53	
Tourist attraction operators	34	
Transport	41	
Travel Agency	41	
Grand Total	1021	21

SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

TABLE. 08 NUMBER OF WORKERS BY ETHNICITY (2014)

2014	Number of workers Albanian ethnicity	Number of workers Bosnian ethnicity	Number of workers Bosnian ethnicity	Number of workers Bosnian ethnicity
Accommodation and Restaurant	306	0	0	3
Accommodation	199	0	0	0
Handicraft shop	43	0	0	0
Restaurants	549	0	0	6
Tour Guides	13	0	0	0
Tourist Attraction				
Operators	43	1	2	0
Transportation	72	0	0	0
Travel Agency	53	3	0	0
Grand Total	1278	4	2	9

SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

In the following part we will present total number of workers per category and compare them with 2013 data.

In almost all categories of firms engaged in tourism activities, male workers dominate the workforce.

Accommodation and restaurants are the main employers.

TABLE. 09 TOTAL NUMBER OF FEMALE WORKFORCE IN DIFFERENT FIRM CATEGORIES (2014)

	Current number of female workforce working full time	Current number of female workforce working part time	Total number of female workforce
Accommodation and Restaurant	88	5	93
Accommodation	60	5	32
Handicraft shop	3	0	3
Restaurants	97	4	110
Tour Guides	0	1	1
Tourist Attraction Operators	8	1	9
Transportation	5	1	6
Travel Agency	14	1	13
Grand Total	275	18	267

SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

TABLE. 10 TOTAL NUMBER OF MALE WORKFORCE IN DIFFERENT FIRM CATEGORIES (2014)

	Current number of male workforce working full time	Current number of male workforce working part time	Total number of female workforce
Accommodation and Restaurant	192	2	194
Accommodation	108	9	123
Handicraft shop	1	0	1
Restaurants	391	36	426
Tour Guides	3	7	11
Tourist Attraction Operators	31	2	25
Transportation	70	0	70
Travel Agency	40	5	46
Grand Total	836	61	896

SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

TABLE. 11 TOTAL NUMBER OF FEMALE AND MALE FAMILY MEMBERS IN THE WORKFORCE (2014)

	Number of female family members in the workforce	Number of male family members in the workforce
Accommodation and Restaurant	21	35
Accommodation	18	24
Handicraft shop	2	1
Restaurants	27	88
Tour Guides	1	1
Tourist Attraction Operators	1	1
Transportation	1	5
Travel Agency	4	9
Grand Total	75	164

SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

TABLE. 12 TOTAL NUMBER OF WORKFORCE PER AGE GROUP

2014	Number of workforce in the age group 18-24	Number of workforce in the age group 25-35	Number of workforce in the age group 36-45	Number of workforce in the age group 46-55	Number of workforce in the age group 56-65	Number of workforce in the age group above 66
Accommodation and Restaurant	52	121	77	52	2	0
Accommodation	30	94	49	13	2	0
Handicraft shop	3		20	20	0	0
Restaurants	196	253	77	34	1	0
Tour Guides	0	8	4	1	1	0
Tourist Attraction Operators	5	22	5	6	4	2
Transportation	7	16	29	10	2	0
Travel Agency	6	18	27	2	2	0
Grand Total	299	532	288	138	14	2

SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

TABLE. 13 TOTAL NUMBER OF WORKFORCE PER ETHNICITY

	Number of workers Albanian ethnicity	Number of workers Serbian ethnicity	Number of workers Turkish ethnicity	Number of workers Bosnian ethnicity
Accommodation and Restaurant	306	0	0	3
Accommodation	199	0	0	0
Handicraft shop	43	0	0	0
Restaurants	549	0	0	6
Tour Guides	13	0	0	0
Tourist Attraction Operators	43	1	2	0
Transportation	72	0	0	0
Travel Agency	53	3	0	0
Grand Total	1278	4	2	9

SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

TABLE. 14 TOTAL NUMBER OF WORKFORCE PER EDUCATION BACKGROUND

	Number of workforce with primary education background in tourism	Number of workforce with lower secondary education background in tourism	Number of workforce with upper secondary education background in tourism	Number of workforce with tourism vocational school	Number of workforce with university tourism/hospitality degree
Accommodation and Restaurant	2	68	233	6	0
Accommodation	3	111	83	1	0
Handicraft shop	0	2	3	0	0
Restaurants	17	285	229	31	4
Tour Guides	0	2	6	1	5
Tourist Attraction Operators	5	18	22	1	0
Transportation	Na	55	20	1	0
Travel Agency	Na	24	24	5	3
Grand Total	27	565	620	46	12

SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

5. ECONOMIC IMPACT

TABLE. 15 TOTAL NUMBER OF BEDS IN WESTERN KOSOVO

Room type	Number of beds in total
Single room	91
Double room	210
Triple room	81
Four bed room	159
Villa (5 beds in average)	290
Total:	831

SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

In this section we will present the economic impact of tourism in Western Kosovo. In order to calculate economic impact, we initially have calculated the total capacity of firms engaged in accommodation services in Western Kosovo. Then, we have multiplied the total capacity of accommodation providers with the occupancy rate that they declared (per month). This led us to the total number of tourists (annually) in Western Kosovo.

Based on the result for total number of beds, we can conclude that the **Total Capacity** of firms engaged in accommodation services in Western Kosovo is around **25,000** persons per month or **300,000** persons per year.

Based on occupancy rates that firms declared per month, we have calculated the number of overnight tourists visiting Western Kosovo each month. According to our results, around **147,000** tourists visit Western Kosovo annually.

According to our results, the average price per bed per night is around **14 EUR!**

TABLE. 16 AVERAGE PRICE PER BED

Room type	Average price per bed
Single room	15.5 EUR
Double room	12 EUR
Triple room	15 EUR
Villa	14 EUR

SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

TABLE. 17 ESTIMATED ANNUAL REVENUE FOR ACCOMMODATION PROVIDERS

ESTIMATED ACCOMMODATION SECTOR REVENUE 2014

€1,764,000*

*Note: This calculation does not include other revenue generating from extra services.

TABLE. 18 TOTAL NUMBER OF TOURISTS PER MONTH IN WESTERN KOSOVO

Month	Occupancy Rate	Total number of Tourists
January	42%	10,475
February	35%	8,750
March	34%	8,450
April	39%	9,750
May	42%	10,400
June	55%	13,750
July	72%	17,875
August	74%	18,475
September	62%	15,375
October	50%	12,525
November	43%	10,700
December	40%	10,075

Total: 146,600

SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

TABLE. 19 ESTIMATED TOUR GUIDES ANNUAL REVENUES (2014)

Estimated tour guide annual Revenues:	Total sum in EUR
2013	€199,590
2014	€311,390

SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

TABLE. 20 COMPARISON OF ESTIMATED REVENUES FOR TAXI DRIVERS

2013	
Estimated Revenues for 2 taxi companies and 3 individual taxi drivers:	€322,295
2014	
Estimated Revenues for 3 taxi companies and 3 individual taxi drivers:	€696,237

SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

TABLE. 21 COMPARISON OF ESTIMATED REVENUES FOR HANDICRAFT SHOPS

2013	
Estimated Revenues for 6 handicraft shops:	€71,010
2014	
Estimated Revenues for 2 handicraft shops:	€14,710

SOURCE: AUTHOR'S CALCULATIONS FROM THE SURVEY DATA

Total number of tourists 2013 / 2014

2013: The number of tourists visit Western Kosovo annually is around 118,035 annually

2014: The number of tourists visit Western Kosovo annually is around 192,000 annually

Turnover of Accommodation and Restaurants

2013
Estimated Accommodation Sector Revenue

€2,751,466

2014
Estimated Accommodation Sector Revenue

€2,874,681

2013 Estimated Restaurants Sector Revenue

Revenues from customers having a meal

€ 9,629,253

Revenues from customers only having a drink

€ 2,176,947

Total : 11,806,200 €

2014 Estimated Restaurants Sector Revenue

Revenues from customers having a meal

€ 13,356,780

Revenues from customers only having a drink

€ 2,409,000

Total : 15,765,780 €

2013
Estimated tour guide annual
Revenues:

€ 199,590

2014
Estimated tour guide annual
Revenues:

€ 311,390

2013
Estimated Revenues
for 2 taxi companies and
3 individual taxi drivers:

€ 322,295

2014
Estimated Revenues for 3 taxi
companies and 3 individual taxi drivers:

€ 696,237

2013
Estimated Revenues for
6 handicraft shops:

€ 71,010

2014
Estimated Revenues for
2 handicraft shops:

€ 14,710

EMPLOYMENT DISAGGREGATED BY GENDER AND ETHNICITY

CURRENT TOTAL NUMBER OF WORKFORCE

2013	CURRENT TOTAL NUMBER OF WORKFORCE		
	Total number of male workforce	Total number of female workforce	Total number of workforce
Accommodation	39	33	72
Accommodation and restaurant	267	94	361
Handicraft shop		1	1
Restaurant	410	84	494
Tour guide	44	9	53
Tourist attraction operators	27	14	41
Transport	41	1	42
Travel Agency	33	8	41
Grand Total	861	244	1105

CURRENT TOTAL NUMBER OF WORKFORCE

CURRENT TOTAL NUMBER OF WORKFORCE

2014	CURRENT TOTAL NUMBER OF WORKFORCE		
	Total number of male workforce	Total number of female workforce	Total number of workforce
Accommodation and Restaurant	194	93	287
Accommodation	123	32	155
Handicraft shop	1	42	43
Restaurants	426	110	536
Tour Guides	11	1	12
Tourist Attraction Operators	25	9	34
Transportation	70	6	76
Travel Agency	46	13	59
Grand Total	896	306	1202

2013	Number of workers Albanian ethnicity	Number of workers Bosnian ethnicity
Accommodation	55	5
Accommodation and restaurant	281	4
Handicraft shop	1	
Restaurant	515	12
Tour guide	53	
Tourist attraction operators	34	
Transport	41	
Travel Agency	41	
Grand Total	1021	21

2014	Number of workers Albanian ethnicity	Number of workers Serbian ethnicity	Number of workers Turkish ethnicity	Number of workers Bosnian ethnicity
Accommodation and Restaurant	306	0	0	3
Accommodation	199	0	0	0
Handicraft shop	43	0	0	0
Restaurants	549	0	0	6
Tour Guides	13	0	0	0
Tourist Attraction Operators	43	1	2	0
Transportation	72	0	0	0
Travel Agency	53	3	0	0
Grand Total	1278	4	2	9

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Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
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PROMOTING
PRIVATE SECTOR
EMPLOYMENT

Implemented by:



as lead partner,
in a consortium with:

