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Developing a sustainable tourism industry:

The importance of government incentives in improving and promoting tourism industry in Kosovo



Abstract

The importance of tourism in the economy is enormous and it is often referred as one of the largest industry in the world. The purpose of this study is to develop a comprehensive understanding of the role of the Kosovo institutions (government and non-government) pertaining to tourism, in building a sustainable tourism industry. A qualitative phenomenological descriptive approach was used to complete this study. The study is conducted through semi-structured interviews, which were selected prior to the study. All major parties in the tourism chain (government institutions, nongovernment institutions, touristic companies, and tourists) were interviewed, and had a total of 120 years of professional experience in the tourism industry. The results indicate that the government is the key player within the tourism development chain; without whose incentives the tourism industry would be hard to develop, regardless of whether outside investors are willing to invest. Recommendations focus on establishing and creating new incentives (i.e. tax incentive, regulation, infrastructure, communication and transportation, etc.), and effective implementation of appropriate strategies for the development of tourism industry in Kosovo. The importance of this study can be presented in several aspects. Hence, the study can serve as guidance for all institutions (private, government and non-government) pertaining to the tourism sector and to developing a sustainable tourism industry that contributes to and is vital for economic growth, especially for developing countries such as Kosovo. The study comprises all the essential information and evidence that is compulsory to answer the research question.