



The Impact of Cultural Heritage on Sustainable Tourism - Case Study of Ferizaj Region

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ABSTRACT

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This study aims to analyze the impact of cultural heritage on sustainable tourism in the Ferizaj Region. Through surveys and data analysis, it seeks to explain how visitors' perceptions and feelings towards cultural heritage influence their decisions to visit the region. The results show that cultural heritage has a positive impact on attracting visitors, especially when it offers an authentic sense of the area's culture and history. However, its influence faces challenges and obstacles such as the lack of sufficient tourist infrastructure and limited information about cultural heritage. The study also highlights that to promote and preserve cultural heritage for sustainable tourism, these challenges must be addressed and measures must be taken to improve infrastructure and provide comprehensive information. The findings of this paper will serve as a good reference point for future research in this field. They will also help local authorities, the tourism industry, and the community create a suitable and attractive environment for visitors, emphasizing the crucial role of cultural heritage in their tourist experience. Practical implications: This shows the positive impact of cultural heritage on sustainable tourism. Access to social networks can offer the potential to attract more visitors. Meanwhile, the information should be authentic and continuous to create a communication with visitors that can create a positive image for the tourist destinations they want to visit. From the practical implications, it is observed that tourist agencies should invest more in the promotion of cultural heritage and cooperation with local authorities to enable good tourist infrastructure which influences the decisions of visitors to visit the region.

1. INTRODUCTION

The cultural heritage of the Ferizaj Region is reflected in monuments, traditions, and history that keep the spirit of the past alive. While exploring the city center of Ferizaj, one can easily see a rare attraction, such as the Great Mosque and the Church of Shen Uroshi. These two buildings share the same courtyard, symbolizing the tolerance and religious coexistence of the region. This unique phenomenon is a reflection of the universal values of harmony in diversity.

Beyond religious monuments, the region also preserves a heritage of handicrafts, folklore and traditional gastronomy, as well as festivals and customs that have been passed down from generation to generation. Folk culture is reflected in the çifteli music, traditional clothing and the characteristic dialect of the area, which make Ferizaj a destination with authentic values.

In the context of sustainable tourism, the Ferizaj Region presents extraordinary potential. Cultural heritage can be used to create authentic experiences for visitors, including activities that connect tourism with local communities. This paper aims to analyze and highlight the cultural heritage values of the Ferizaj Region, providing a sustainable basis for the promotion of cultural tourism and the sustainable development of the area

also, contribute to filling existing gaps in the literature regarding its impact on tourism.

The impact of cultural heritage on sustainable tourism will be a topic of particular importance for the development of the Ferizaj Region. The region, which has a rich cultural and historical heritage, is expected to benefit from the potential of tourism to promote economic development, increase tourist attractiveness, and preserve cultural identity. This study aims to examine how the cultural heritage of the Ferizaj Region can contribute to the creation of a sustainable tourism industry, including the development of tourism infrastructure, the promotion of cultural activities and the creation of opportunities for suitable tourism with the environment, and local tourism. Through this study, it is intended to identify the challenges and opportunities for the development of sustainable tourism in the Ferizaj Region and to propose the necessary measures for the improvement of the tourism sector in the future. In the context of a changed world and challenged by the destruction of the environment and the spread of globalization, sustainable tourism has become a top priority for many countries and regions. Cultural heritage, whether tangible or intangible, plays a key role in this process. The region of Ferizaj, with its rich history and heritage, has the

potential to develop sustainable tourism based on its unique cultural values [1].

The cultural heritage of Ferizaj includes historical monuments, archaeological objects, traditions, customs, art, gastronomy, and many other aspects that make this region special. This heritage is important to preserve the identity of the local community, and to introduce the country's history and culture to foreign visitors. In addition, sustainable tourism based on cultural heritage can contribute to the economic growth of the region by creating jobs and encouraging the development of tourism-related economic activities. However, to achieve sustainable tourism based on cultural heritage, it is necessary to address the challenges and take certain measures. These challenges may include the lack of adequate tourism infrastructure, weaknesses in the promotion of the region, and deficiencies in the management of cultural heritage. To address these challenges, it is important to create strong local and national partnerships, develop clear strategic plans for tourism, and invest in education and awareness of the local community and tourism operators about the importance of sustainable tourism development.

1.1 Identification and description of the problem

The problem that is addressed in this study is the lack of a detailed and detailed analysis regarding the impact of cultural heritage on the development of sustainable tourism in the Ferizaj Region. Until now, there has been limited attention to this aspect of tourism development, resulting in the use of the insufficient potential of cultural heritage to create an authentic tourism experience. Another problem is the lack of sufficient public investment in the tourism infrastructure of the region. Poor infrastructure and the lack of tourist facilities that can be promoted as cultural heritage attractions have hindered the increase in the number of visitors and the development of a sustainable tourism industry [2].

Also, there is a need for a joint approach and coordination of actions between local and regional institutions to promote and protect the cultural heritage of the region. The lack of a clear strategy and insufficient coordination between different actors have created a vacuum in the development of sustainable tourism based on cultural heritage [3].

To address these problems, it is necessary to carry out detailed analyses of the cultural heritage of the region and identify undeveloped potentials. Also, it is necessary to take actions to improve the tourist infrastructure, promote the destination, and increase the awareness and involvement of the local community in the development of sustainable tourism [4].

These problems and challenges are important to understand the impact of cultural heritage on sustainable tourism in the Ferizaj Region and to find suitable ways to optimize its potentials. Through careful research and in-depth analysis, this study aims to provide concrete recommendations to improve the development of sustainable tourism in this region.

1.2 The purpose and objectives of the research

The purpose of this study is to carry out an analysis of the impact of cultural heritage on the development of sustainable tourism in the Ferizaj Region. With this aim, the study has the following objectives:

- To identify the value and potential of cultural heritage in

the Ferizaj Region as an important resource for sustainable tourism.

- To identify challenges and obstacles affecting the preservation and promotion of cultural heritage in the Ferizaj Region.

By achieving these objectives, the study aims to contribute to a better recognition of the cultural heritage potentials in the Ferizaj Region and to provide guidelines to improve the development of sustainable tourism using this valuable cultural resource.

1.3 Research questions of study

Q1. How is the potential and importance of cultural heritage in the Ferizaj Region assessed as an important resource for the development of sustainable tourism?

Q2. What are the challenges and obstacles that affect the preservation and promotion of cultural heritage in the Ferizaj Region?

1.4 Study hypotheses

H1. *The cultural heritage in the Ferizaj Region represents an important resource for sustainable tourism and has the potential to positively influence the increase in the number of domestic and foreign visitors.*

H2. *Various challenges and obstacles, such as the lack of sufficient tourist infrastructure and little information about cultural heritage, have a negative impact on the preservation and promotion of cultural heritage in the Ferizaj Region.*

2. LITERATURE REVIEW

2.1 Concept and history of cultural heritage

2.1.1 Concept of cultural heritage

Cultural heritage is defined as the inheritance of physical items (cultural property) and non-physical elements of a group or society that combine the past. The concept of Cultural Heritage serves as a link between the past and the future, being used to understand and apply particular approaches in today's context. Since this common heritage has important values for groups or societies, cultural heritage is preserved for the present and passed on to future generations for their benefit [5].

So, according to the author, for the definition of cultural heritage which is mentioned above, we understand that the concept of cultural heritage is related to the preservation and transmission of values, traditions and cultural assets from the past to the future. It is of great importance for the identity of groups and societies, providing a link to history and culture. Cultural heritage is preserved to contribute to the well-being of society today and to ensure that future generations can benefit from it.

Objects of cultural heritage have symbolic value, they represent cultural and environmental identities. A sense of community and traditional activities are built around these objects. At the same time, the choice of certain objects, monuments or natural environments affects the determination of the future by building different cultural narratives and helping to create a social consensus about the past and the present [6].

2.1.2 Historical concept

The appearance of the concept of cultural heritage has occurred after a long historical period, during which the value of physical artifacts such as buildings, art, and objects, as well as landscapes, has changed. Constructed destruction punished an assessment that gave these objects the title of "outstanding universal value", and the concept that they belong to "mankind" also became apparent. These ideas gradually changed, realizing that cultural heritage and its connection with the natural environment were unique and irresistible. This idea of the emergence of the concept is connected with the idea of their preservation and protection [7].

In the past, collecting small objects such as works of art and other cultural objects was considered an "antiquated interest". Early collections during the medieval and modern periods consisted of selected or encyclopedic collections such as "the world in one room". These were the beginnings of a long process of institutionalization. Their choice was influenced by values for the time and place of purchase, as well as the aesthetic quality of the objects. These also described the knowledge of their time, expanding discoveries and knowledge of the world. In the 19th century, national heritage began to influence the process. This led to the creation of national museums and institutions for the protection of monuments [8].

In the 21st century, it has become clearer that heritage has meaning at many levels and can be studied in different ways from the humanities, social and environmental sciences. Heritage management is best achieved by accepting differences and declaring different interests [9].

3. THE IMPACT OF CULTURAL HERITAGE ON SUSTAINABLE TOURISM

For more than a few decades, tourism and culture have emerged as some of the most important global phenomena. Tourism is recognized as a significant economic sector, contributing to inclusive economic growth in the global and local levels, while culture is recognized as a powerful engine of sustainable global development, with social, economic, and environmental impacts on communities. This means that tourism and culture are the main forces of economic growth and sustainable development in many destinations, with shared values and close links between tourism and culture actors. Culture represents the potential to create the uniqueness of a country for the tourism sector, while tourism represents an opportunity for supporting and supporting cultural production. In other words, the economic impacts of cultural tourism are related to the generation of income and significant employment opportunities for cultural enterprises, while culture has an important role in tourism and presents the opportunity for the improvement of specific tourism products [10].

Through sustainable tourism, there are opportunities to improve tourism infrastructure in the region and to protect cultural heritage from the risks of inappropriate changes or damage to cultural values. An important aspect is the involvement of the local community in the development and management of tourism, giving them the role of main actors in the promotion and preservation of cultural heritage [11].

In conclusion, the literature review related to the topic of our study brings valuable knowledge and different perspectives from related studies.

The city of Prizren is an ancient city with beautiful, rich and unique cultural heritage in numerous museums and archaeological monuments that give great value to this city for both residents and visitors. Prizren also has a very good geographical position, a place where various cultures have historically interacted, and is one of the most visited regions in Kosovo. Towns surrounding the region of Prizren are also known for their archaeological, cultural and artistic heritage, with traditions that make them unique, like language, clothing, art, food, dance, etc [12].

This city is an example of integrating cultural tourism with local life and preserving traditions, which can serve as a model for the Ferizaj Region in creating opportunities for the development of heritage tourism.

This case study shows that cultural heritage tourism can play an important role in economic development and the preservation of cultural heritage. For the Ferizaj Region, it is possible that by using similar strategies and careful planning, interest in tourists can be increased and new opportunities for the sustainable development of cultural tourism can be obtained.

3.1 Tourism and the Sustainable Development Goals

Tourism causes intense economic, socio-cultural, and environmental impacts in the destination areas. The most mentioned are the positive economic impacts of tourism - the increase in income and the number of jobs, as well as the increase in general economic activity in the destination area. Income taxes are invested directly and intermittently in the development of infrastructure and public areas used by members and guests. In addition, investments in the protection, restoration, and re-use of old and important buildings, perceived as cultural heritage, which are actively used to increase the attractiveness of cities for tourists, are very important. One of the most important areas of research in this field is the reconstruction and restoration of constructions and architectural monuments. The conservation process includes maintenance, storage, restoration, and reconstruction [13].

The negative impacts of tourism overcrowding can be present in various ways - such as large crowds of people near major tourist attractions, traffic jams, when tourists cannot see the sights from the crowds, when local foreigners live outside the city due to rentals for tourists, etc [14]. To minimize the negative impacts of tourism, the World Tourism Organization (UNWTO) introduced the concept of sustainable tourism as "development that meets the needs of tourists and host regions while protecting and improving opportunities for the future".

Over time, the economic weight of tourism began to be realized by more and more countries. The tourism industry is turning into a tool to promote economic welfare. Many nations and tour destinations have seen success by rapidly increasing the number of visitors. The positive impact of the development of tourism is apparent when considering a considerable increase in jobs and income via the exchange of foreign currency. According to Tosun & Jenkins, marketing is also a key tool to be used in increasing positive economic effects. Today, marketing techniques remain dominant in tourism planning. In time, the marketing techniques used become more and more complicated, as they include consideration into understanding tourist behavior, and segmenting and choosing consumer bases [15].

As the impact of sustainable development on the future of the world is better understood, each sector is encouraged to

find a solution for sustainability in its own field. Sustainability focuses its attention on "a set of ethical values and principles that guide act in a responsible and coherent manner, including the environmental and social consequences of economic actions and objectives" [16].

Sustainable tourism aims to balance economic, social, and environmental objectives to ensure long-term benefits for host communities and ecosystems [17].

As one of the main and most dynamic activities in the world economy and the effects it creates, tourism is considered as one of the global economic phenomena. Its role is widely accepted by all governments of countries in the world, as one of the main indicators of economic growth. At the same time, tourism is recognized for its social, political and cultural impacts and environmental impacts. The World Tourism and Travel Council's research clearly speaks to the potential that tourism has for strengthening the global economy and reducing unemployment. In addition to the economic factor that is encouraged by tourism, direct benefits are also realized in the main tourism sectors, such as: hotels, restaurants, transport and retail [18].

Over the five decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and encompasses a growing number of new destinations [19].

People visiting cultural and historical resources is one of the largest, most widespread and fastest growing sectors of the tourism industry today. In fact, heritage tourism appears to be growing much faster than all other forms of tourism, especially in the developing world, and is thus seen as an important potential tool for poverty alleviation and community economic development [20].

4. STUDY METHODOLOGY

The study method on the topic of the impact of cultural heritage on sustainable tourism - The case study in the Ferizaj Region combines elements of quantitative methodology to understand and evaluate the impact of cultural heritage on the development of sustainable tourism in this particular region. This quantitative methodology will help improve the in-depth understanding of the impact of cultural heritage on sustainable tourism in the Ferizaj Region. By combining interviews, surveys, observations, and documentation analysis, we will be able to obtain a wide range of data that will give us a complete and holistic picture of cultural heritage and its role in the development of tourism. Through this methodology, we aim to determine the relationships and connections between cultural heritage and tourism development in the Ferizaj Region. The results of the study will contribute to the improvement of policies and strategies for sustainable tourism in the region, promoting the preservation of cultural heritage and the quality of tourism development in social, economic and environmental aspects.

4.1 Research design

The design of our study on the topic "Impact of cultural heritage on sustainable tourism - Ferizaj Region case study" is an exploratory and quantitative type study. A combination of survey data collection methods was used. The study population consists of foreign and local tourists visiting the

Ferizaj Region, as well as local actors of the tourism and cultural heritage industry, including local authorities, non-governmental organizations and the local community. Data collection is done through direct interviews with tourists and local actors of the tourism industry, as well as through the distribution of structured surveys to take advantage of the broad perspective of visitors. The collected data were analyzed using statistical techniques, such as regression analysis and data compatibility analysis. These analyses help us identify possible relationships between cultural heritage and sustainable tourism development in the Ferizaj Region.

4.2 Instrument and technique for conducting research

The measuring instrument is a structured questionnaire with 15 closed questions with 5 rating scales that aim to measure the impact of cultural heritage on sustainable tourism in the Ferizaj Region. The questions of the questionnaire were designed to capture the key aspects of the study, focusing on the perceptions and preferences of tourists, the role of cultural heritage in their decision-making to visit the Ferizaj Region, as well as their influence on the development of sustainable tourism.

4.3 Sample selection

Our study aimed to include a representative sample of tourists and local actors in the municipality of Ferizaj. The study sample will consist of 100 random respondents who meet the criteria defined for inclusion in the study. The selection of the sample will be done randomly, ensuring that each participant has the same chance of selection and constitutes an accurate representation of the study population. This carefully selected sample has provided us with reliable and representative data on the perceptions and behaviors of tourists regarding cultural heritage in the Ferizaj Region.

5. RESULTS

Table 1 presents the distribution of answers according to the gender of the respondents in the study. In total, 100 people were included in this analysis. The distribution is shown in Table 1.

Table 1. Gender of respondents

		Frequencies	Percentage
Valid	Female	28	28.0%
	Male	72	72.0%
	Total	100	100.0%

Note: 28 (28.0%) of them are Female; 72 (72.0%) of them are Male.

This table shows that most respondents are men, while the number of women is lower compared to men.

Table 2. Age of respondents

	N	Minimum	Maximum	Average	Std Deviation
Age	100	22.00	60.00	41.0400	9.89839

Table 2 presents the statistics of the respondents' age in the study. These statistics are as follows:

- Number of respondents (N): 100.

- Minimum age: 22.00 years.
- Maximum age: 60.00 years.
- Average age (Mean): 41.0400 years.
- Standard deviation (Std. Deviation): 9.89839 years

This table shows that the respondents in this study have a wide age distribution, ranging from 22 years to 60 years. The average age is about 41 years, while the standard deviation shows that the age difference around the average is about 9.9 years.

Table 3. Place of residence of the respondents

		Frequencies	Percentage
Valid	City	88	88.0%
	Village	12	12.0%
	Total	100	100.0%

Table 3 presents the place of residence of the respondents in the study. The table shows that:

- 88% of the respondents live in the city.
- 12% of the respondents live in the village.

This information shows that most of the respondents are from the city, while a smaller percentage live in the village.

Table 4. Level of education of respondents

		Frequencies	Percentage
Valid	High school	4	4.0%
	Bachelor studies	28	28.0%
	MSc studies	56	56.0%
	PhD studies	12	12.0%
	Total	100	100.0%

Table 4 presents the level of education of the respondents in the study. The table shows that:

- 4% of the respondents have completed high school.
- 28% of respondents have completed Bachelor's studies.
- 56% of the respondents have completed Master's studies.
- 12% of respondents have completed PhD studies.

This information shows the level of education of the respondents, where most of them have achieved high levels of education, such as Bachelor's and Master's, with a small percentage of respondents who have reached the level of PhD.

H1 The cultural heritage in the Ferizaj Region represents an important resource for sustainable tourism and has the potential to positively influence the increase in the number of domestic and foreign visitors.

Table 5 presents the descriptive data for hypothesis 1,

related to the evaluation of the cultural heritage of the Ferizaj Region by the respondents. The table shows:

For the question "How often do you visit the Ferizaj Region because of its cultural heritage?" with a total of 100 respondents, the mean is 3.6800 and the standard deviation is 0.61759.

For the question "How important is the cultural heritage of the Ferizaj Region to you in your decision to visit this area?" with a total of 100 respondents, the mean is 4.9600 and the standard deviation is 0.19695.

For the question "Do you think that better recognition of the cultural heritage of the Ferizaj Region would encourage more tourists to visit this region?" with a total of 100 respondents, the mean is 4.9200 and the standard deviation is 0.27266.

For the question "How important is it for you to have good tourism infrastructure and services in the Ferizaj Region that support cultural heritage?" with a total of 100 respondents, the mean is 4.9600 and the standard deviation is 0.19695.

For the question "How important is a strong promotion campaign for the cultural heritage of the Ferizaj Region to attract more visitors?" with a total of 100 respondents, the mean is 4.8000 and the standard deviation is 0.56854.

These data generally show the perception and attitudes of the respondents regarding the importance and influence of cultural heritage in their visits to the Ferizaj Region.

Table 6 describes the ANOVA analysis for hypothesis 1, evaluating the differences between groups of respondents' answers to questions related to the cultural heritage of the Ferizaj Region. The table presents the results of the ANOVA analysis test and shows the influence of cultural heritage on the answers of the respondents:

For the question "How often do you visit the Ferizaj Region because of its cultural heritage?", the ANOVA test shows a statistically significant difference between the response groups ($F = 43.510$, $p < .001$). This result suggests that responses differ significantly regarding the distribution of visits to the Ferizaj Region due to cultural heritage.

For the question "How important is the cultural heritage of the Ferizaj Region to you in your decision to visit this area?", the ANOVA test shows a statistically significant difference between the response groups ($F = 21.850$, $p < .001$). This shows that the importance of cultural heritage affects the respondents' decision to visit the Ferizaj Region.

For the question "Do you think that better knowledge of the cultural heritage of the Ferizaj Region would encourage more tourists to visit this region?", the ANOVA test shows a statistically significant difference between the groups of answers ($F = 5.383$, $p = .001$). This result shows that better knowledge of cultural heritage has a positive impact on encouraging tourists to visit the Ferizaj Region.

Table 5. Descriptive data for hypothesis 1

		N	Average	Std Deviation
How often do you visit the Ferizaj Region because of its cultural heritage?	Total	100	3.6800	.61759
How important is the cultural heritage of the Ferizaj Region to you in your decision to visit this area?	Total	100	4.9600	.19695
Do you think that better knowledge of the cultural heritage of the Ferizaj Region would encourage more tourists to visit this region?	Total	100	4.9200	.27266
How important is it for you to have good tourism infrastructure and services in the Ferizaj Region that support the cultural heritage?	Total	100	4.9600	.19695
How important is a strong promotion campaign for the cultural heritage of the Ferizaj Region to attract more visitors?	Total	100	4.8000	.56854

Table 6. ANOVA analysis for hypothesis 1

		Sum of Squares	df	Average Squared	F	Sig.
How often do you visit the Ferizaj Region because of its cultural heritage?	Within Groups	24.427	4	6.107	43.510	.000
	Between Groups	13.333	95	.140		
	Total	37.760	99			
How important is the cultural heritage of the Ferizaj Region to you in your decision to visit this area?	Within Groups	1.840	4	.460	21.850	.000
	Between Groups	2.000	95	.021		
	Total	3.840	99			
Do you think that better knowledge of the cultural heritage of the Ferizaj Region would encourage more tourists to visit this region?	Within Groups	1.360	4	.340	5.383	.001
	Between Groups	6.000	95	.063		
	Total	7.360	99			
How important is it for you to have good tourism infrastructure and services in the Ferizaj Region that support the cultural heritage?	Within Groups	1.840	4	.460	21.850	.000
	Between Groups	2.000	95	.021		
	Total	3.840	99			
How important is a strong promotion campaign for the cultural heritage of the Ferizaj Region to attract more visitors?	Within Groups	19.333	4	4.833	36.250	.000
	Between Groups	12.667	95	.133		
	Total	32.000	99			

For the question "How important is it for you to have good tourist infrastructure and services in the Ferizaj Region that support cultural heritage?", the ANOVA test shows a statistically significant difference between the groups of answers ($F = 21.850$, $p < .001$). This shows that the support of the tourist infrastructure affects the evaluation of the cultural heritage by the respondents.

For the question "How important is for you a strong promotion campaign for the cultural heritage of the Ferizaj Region to attract more visitors?", the ANOVA test shows a statistically significant difference between the response groups ($F = 36.250$, $p < .001$). This result shows that a promotion campaign has an impact on attracting visitors based on cultural heritage.

H2 Various challenges and obstacles, such as the lack of sufficient tourist infrastructure and little information about cultural heritage, have a negative impact on the preservation and promotion of cultural heritage in the Ferizaj Region.

Table 7 contains descriptive data for hypothesis 2. These data show the mean and standard deviation of respondents' answers to each of the questions related to the challenges and obstacles affecting the preservation and promotion of cultural heritage in the Ferizaj Region:

For the question "How difficult do you think it is to access

the cultural heritage of the Ferizaj Region due to the lack of sufficient information?", the average of the answers is 4.0800, while the standard deviation is 0.69165.

For the question "How complete do you think is the tourist infrastructure (accommodation, transport, services) in the Ferizaj Region to improve your tourist experience?", the average of the answers is 3.8400, while the standard deviation is 0.78779.

For the question "How important do you think it is to find complete information and ease of access to the cultural heritage of the Ferizaj Region when planning your visit?", the average of the responses is 4.9600, while the standard deviation is 0.19695.

For the question "Do you think that the lack of opportunities to easily reach and stay close to cultural heritage sites in Ferizaj Region affects their non-visiting by tourists?", the average of the answers is 3.3200, while the standard deviation is 1.01384.

For the question "Do you think that improving tourist infrastructure and providing detailed information would positively affect the improvement of your tourist experience in the Ferizaj Region?", the mean of the responses is 4.9600, while the standard deviation is 0.19695.

Table 7. Descriptive data for hypothesis 2

		N	Average	Std Deviation
How difficult do you think it is to access the cultural heritage of the Ferizaj Region due to the lack of sufficient information?	Total	100	4.0800	.69165
How complete do you think the tourist infrastructure (accommodation, transportation, services) in the Ferizaj Region is to improve your tourist experience?	Total	100	3.8400	.78779
How important do you think it is to find complete information and ease of access to the cultural heritage of the Ferizaj Region when planning your visit?	Total	100	4.9600	.19695
Do you think that the lack of opportunities to easily reach and stay close to cultural heritage sites in the Ferizaj Region affects their non-visitation by tourists?	Total	100	3.3200	1.01384
Do you think that improving the tourist infrastructure and providing detailed information would positively affect the improvement of your touring experience in the Ferizaj Region?	Total	100	4.9600	.19695

Table 8. ANOVA analysis for hypothesis 2

		Sum of Squares	df	Average Squared	F	Sig.
How difficult do you think it is to access the cultural heritage of the Ferizaj Region due to the lack of sufficient information?	Within Groups	9.036	6	1.506	3.655	.003
	Between Groups	38.324	93	.412		
	Total	47.360	99			
How complete do you think the tourist infrastructure (accommodation, transportation, services) in the Ferizaj Region is to improve your tourist experience?	Within Groups	12.526	6	2.088	3.969	.001
	Between Groups	48.914	93	.526		
	Total	61.440	99			
How important do you think it is to find complete information and ease of access to the cultural heritage of the Ferizaj Region when planning your visit?	Within Groups	3.840	6	.640	.	.
	Between Groups	.000	93	.000		
	Total	3.840	99			
Do you think that the lack of opportunities to easily reach and stay close to cultural heritage sites in the Ferizaj Region affects their non-visitation by tourists?	Within Groups	77.608	6	12.935	49.805	.000
	Between Groups	24.152	93	.260		
	Total	101.760	99			
Do you think that improving the tourist infrastructure and providing detailed information would positively affect the improvement of your touring experience in the Ferizaj Region?	Brenda Grupeve	3.840	6	.640	27.333.	.004
	Ndërmjet	.000	93	.000		
	Grupeve					
	Total	3.840	99			

Table 8 presents the results of the ANOVA analysis for hypothesis 2. The data show the mean square and standard deviation of the respondents' answers for each of the questions related to the challenges and obstacles affecting the preservation and promotion of cultural heritage in the Ferizaj Region, including the distribution of answers within and between groups. The F-scores and p-value (Sig.) show that in some cases there are statistically significant differences in the within-group and between-group means, regarding cultural heritage challenges and obstacles in the region:

For the question "How difficult do you think it is to access the cultural heritage of the Ferizaj Region due to the lack of sufficient information?", the results show significant differences in the mean of the intragroup and between, as the p-value is 0.003.

For the question "How complete do you think the tourist infrastructure (accommodation, transportation, services) in the Ferizaj Region to improve your tourist experience?", the results show significant differences in the mean of the internal group and between, as the p-value is 0.001.

For the question "Do you think that the lack of opportunities to easily reach and stay close to cultural heritage sites in the Ferizaj Region affects their non-visitation by tourists?", the results show significant differences in the mean within and between the group, as the p-value is 0.000.

For the question "Do you think that the improvement of tourist infrastructure and the provision of detailed information would positively affect the improvement of your touring experience in the Ferizaj Region?", the results show significant differences in the mean of the intragroup and between, as the p- p-value is 0.004.

For the question "How important do you think it is to find complete information and ease of access to the cultural heritage of the Ferizaj Region when planning your visit?", the p-value is not available, so we cannot conclude about differences significant in the within and between group mean for this question.

6. DISCUSSION

Discussions for the Hypothesis: The cultural heritage in the Ferizaj Region represents an important resource for sustainable tourism and has the potential to positively influence the increase in the number of domestic and foreign visitors.

Table 5 shows that the respondents gave different assessments for the cultural heritage of the Ferizaj Region through their answers. For the question "How often do you visit the Ferizaj Region because of its cultural heritage?", the average of the answers is about 3.68, indicating a medium level of frequency of visits because of cultural heritage. For the question "How important is the cultural heritage of the Ferizaj Region to you in your decision to visit this area?", the average rating is 4.96, indicating a high assessment of the importance of cultural heritage in the decision to visit. Also, the answers show that good knowledge of cultural heritage can encourage more tourists to visit the region (average 4.92).

The table also shows that tourist infrastructure buildings and good services are rated as important (mean 4.96) to support cultural heritage. A strong promotion campaign for cultural heritage also has a positive impact on attracting visitors (mean 4.80).

The ANOVA analysis of Table 8 shows statistically significant differences in the respondents' answers regarding these questions. This fact shows that the respondents' perceptions differ significantly according to their answers to the questions related to the importance and influence of cultural heritage in their decision to visit the Ferizaj Region. The results of this analysis show that cultural heritage has a significant impact on visitors' decisions and preferences, as well as on their perceptions regarding the importance of tourism infrastructure and promotion campaigns.

This conclusion can be used to support the hypothesis that the cultural heritage in the Ferizaj Region represents an important resource for sustainable tourism and has the potential to positively influence the increase in the number of

domestic and foreign visitors. The results suggest that investments in promotion, improvement of tourist infrastructure, and support of cultural heritage can bring an increase in tourism in this area.

Discussions about the hypothesis: Various challenges and obstacles, such as the lack of sufficient tourism infrastructure and little information about cultural heritage, have a negative impact on the preservation and promotion of cultural heritage in the Ferizaj Region.

Table 7 presents the descriptive data of the respondents' answers regarding the challenges and obstacles of preserving and promoting cultural heritage. For the question "How difficult do you think it is to access the cultural heritage of the Ferizaj Region due to the lack of sufficient information?", the answers show a general feeling of the difficulty of accessing the cultural heritage due to insufficient information.

Another category of challenges is related to tourist infrastructure. For the question "How complete do you think the tourist infrastructure is in the Ferizaj Region to improve your tourist experience?", the answers show that the respondents express a partial feeling of the improvement of the tourist infrastructure, suggesting that there is space for improvement.

For the question "How important do you think it is to find complete information and ease of access to the cultural heritage of the Ferizaj Region when planning your visit?", the answers show a high assessment of the importance of information availability and easy access in the cultural heritage during the planning of the visit.

Another challenge identified is the lack of opportunities to easily reach and stay close to cultural heritage sites. For the question "Do you think that the lack of opportunities to easily reach and stay close to cultural heritage areas in the Ferizaj Region affects their non-visitation by tourists?", the answers show that the respondents express a sense of the importance of the accessibility of these areas for the visitors.

Table 8 presents the results of the ANOVA analysis, which evaluates the differences between the in-group and the in-group regarding the challenges and obstacles affecting the preservation and promotion of cultural heritage. From the results of F and p-values (Sig.), it can be seen that there are statistically significant differences in the mean of the internal group and the between-group for some questions, suggesting that the challenges and obstacles of cultural heritage in the region have a significant impact in their perceptions.

In conclusion, the changes in the responses of the respondents show that the challenges of preserving and promoting cultural heritage in the Ferizaj Region, such as the lack of sufficient information and suitable tourist infrastructure, have a negative impact on the touring experience and the attraction of domestic, and foreigner visitors.

7. CONCLUSIONS

Based on the results of the study, it is clear that the cultural heritage of the Ferizaj Region has a significant impact on local and international tourism. The answers of the respondents show a positive perception and a high appreciation for the cultural heritage of the region, which can be an important resource for the development of sustainable tourism. In this aspect, the study has confirmed the established hypotheses, and shown the changes in perceptions and the impact of

cultural heritage on the decisions of domestic and foreign visitors to visit this area.

If we examine hypothesis 1, which was about the evaluation of cultural heritage, the respondents' answers and the results of the analysis showed that cultural heritage has a significant impact on visitors' decisions to visit the Ferizaj Region. Also, it has been estimated that further recognition and promotion of cultural heritage can encourage more tourists to visit this region.

As for hypothesis 2, the challenges and obstacles affecting the preservation and promotion of cultural heritage have proven to be important. The lack of sufficient information and adequate tourism infrastructure has had a negative impact on visitor access and experience. This factor is important to continue improving access and infrastructure to increase the attractiveness of the region for tourists.

The limitations of this study are that this study is only quantitative. The study is also limited by the number of participants. The study is based on a limited number of respondents both in type and number and does not reflect the opinions of all stakeholders in the tourism sector. It would be advisable for other researchers to conduct studies with combined quantitative and qualitative methods to gain a more complete understanding of the impact of cultural heritage on the development of sustainable tourism in the Ferizaj Region. Other methods of forms of promotion and preservation of cultural heritage in the future, etc., can also be explored.

Finally, the results of the study confirm the importance of cultural heritage in the Ferizaj Region as an important resource for sustainable tourism. The challenges and obstacles identified indicate the need for improvements in information, infrastructure and access to scale up the potential of this area to attract more visitors and to successfully preserve and promote its cultural heritage.

Recommendations

Of course, here are the recommendations for the development of sustainable tourism and the promotion of cultural heritage in the Ferizaj Region:

1. Investment in Tourist Infrastructure is recommended;
2. Promotion of Activities and Attractions Related to Cultural Heritage is recommended;
3. Cooperation with the Local Community is recommended.

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