PPSE

PROMOTING
PRIVATE SECTOR
EMPLOYMENT

RESULTS OF
WESTERN KOSOVO TOURISM EXIT SURVEY

For Promoting Private
Sector Employment
Programme

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PRISHTINA 2014

CONTENTS

1. Aim of the Survey

The overall objective of the Exit Survey, in the municipalities of Peje, Decan and Junik, with **departing day trip leisure visitors** and **leisure tourists** in the summer peak season, was to assess tourists' profiles, motivation, activities, spending, and satisfaction level with their stay in Kosovo. It is important for the tourism industry and tourism officers to have access to up-to-date data on their industry. 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 specific objectives of the survey were to measure the initial motivation to visit the destination, and level of money spent during their visit on accommodation, food, transport, tourist attractions and shopping. In addition, information such as attractions visited, activities done during their stay, have also been extracted. Besides all this, another important aim was to get information on tourists' satisfaction level with accommodation, attractions and activities, and whether they would recommend Western Kosovo to someone else. The exit 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. Limitations of the study, challenges encountered, lessons learnt

For every survey, it is important to know the population number in order to in order to choose a representative sample and have reliable data. One limitation of the exit survey conducted was lack of data. Currently in Kosovo, there are no data available on the number of tourists that visit Kosovo or in this case the Accursed Mountains destination. Due to lack of statistics on the number of tourists that visit the destination area, the population number was not available. As such, in order to create an initial picture for the destination, both, domestic and international visitors need to be included. Furthermore, for the survey the population was divided into two main groups: 1) day trip visitors and 2) overnight visitors. As a general rule of thumb each group was decided to include a minimum of 100 visitors, in total 200 respondents. This means that a limited number of individuals are selected as a sample to represent all the tourists visiting during the time the survey was being conducted. The sample size of 200 respondents was regarded as a reasonable compromise between a minimum level of precision and budget limitations since, as stated previously, the DMO will be doing these surveys in the future on their own.

One challenge encountered by enumerators was finding international day-trip visitors. Since it is summer time, most of the international day-trippers visit countries nearby such as Albania, Montenegro and Greece. As a result, 36 respondents instead of 50 were interviewed. In addition, according to one tour operator in Peja, most of international overnight tourists visit the area during the month of June (the exist survey was conducted in July and August).

Lesson learned include: (i) start the implementation of the survey in June since international overnight tourists visit the are during that month; (ii) more time should be allocated to survey completion since only 1 member for a group of 6 tourists is allowed to fill in the questionnaire (at least 3 months) and (iii) some questions need to be reformulated especially the question that asked which cities and countries were visited prior to coming at the area of destination.

3. Methodology

The following section will present information regarding methodology of the survey, profile of respondents, features that are most important for the decision to visit, spending levels, type of transport used by respondents, attractions that have been visited and activities done.

3.1. GENERAL INFORMATION

For the purposes of this survey the population is divided into two main groups: 1) day-trip visitors and 2) overnight tourists; and five main categories: domestic day-trippers, international day-trippers, domestic overnight tourists, diaspora overnight tourists and international overnight tourists. Considering the position and the touristic offers of the Accursed Mountains destination as well as the limited resources, the survey was focused on leisure visitors only. Since this is the first exit survey it was decided to be conducted during July and August, known also as the summer peak season. The interviews were conducted every day of the week since it was summer holiday season. The surveyors were instructed to interview visitors during the end of their stay, since the aim of the survey was to get perceptions about their satisfaction level. As such, day-trip visitors were interviewed in the afternoon, while overnight tourists were interviewed during their last day of stay. Respondents who did not fit in one of the categories were screened out with a screening questionnaire filled by enumerators, which included questions that clearly depicted who should be interviewed and who should not. The group to be screened out was: local persons living in the destination area, persons on trips whose main purpose of the trip is not leisure/pleasure, persons that do not spend at least one day in the accursed mountains destination area (e.g. transit travellers just stopping briefly in one or two locations), and persons below 18 years old. For visitor groups from 2 to 6 members only 1 member was allowed to fill the questionnaire. For groups of 7 and more members, maximum 2 were allowed to fill the questionnaire. Day-trippers were located at main tourist attraction sites such as the Monastery of Decan, the Patriarchate of Peja, at museums, at visitor information centres in Peja and Junik and at most frequented restaurants/cafes in mountain areas. Overnight tourists were located at check-out/departure from accommodation service providers such as hotels, mountain area guesthouses, and villas. The enumerators have written in the first page of the questionnaire where have they interviewed the respondents.

3.2. PROFILE OF RESPONDENTS AND COUNTRIES OF ORIGIN

For the purposes of this survey two main categories of tourists were surveyed divided in 5 sub-categories: day-trip visitors (i. domestic and ii. international) and overnight tourists (i. domestic, ii. diaspora, and iii. international non diaspora). Following are the results for each subcategory.
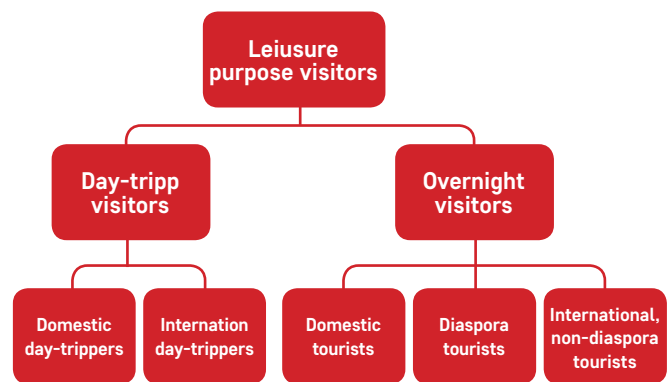
3.2.1. PROFILE OF DOMESTIC TOURISTS

From 184 surveyed tourists, 27 were **domestic overnight tourists**. This subgroup was comprised of residents of Kosovo who live outside the destination area and spend at least one night in the accursed mountains destination.

Regarding the city where they live, around 33.0% of respondents live in Prishtina, 26.0% live in Prizren, another 26.0% live in Gjakova, 7.5% in Mitrovica, and the rest in Ferizaj. Around 56.0% of respondents were male and 44.0% were female. It is important to note that enumerators tried to ensure an equal balance between male and female respondents in each category. Almost 70.0% of respondents were born after 1970, and the rest varied from 1958 to 1978. The table on domestic tourists age ranges shows the age ranges for this group of tourists.

7.4
Ferizaj

7.4
Mitrovica

25.9
Gjakova

25.9
Prizren

33.4
Prishtina
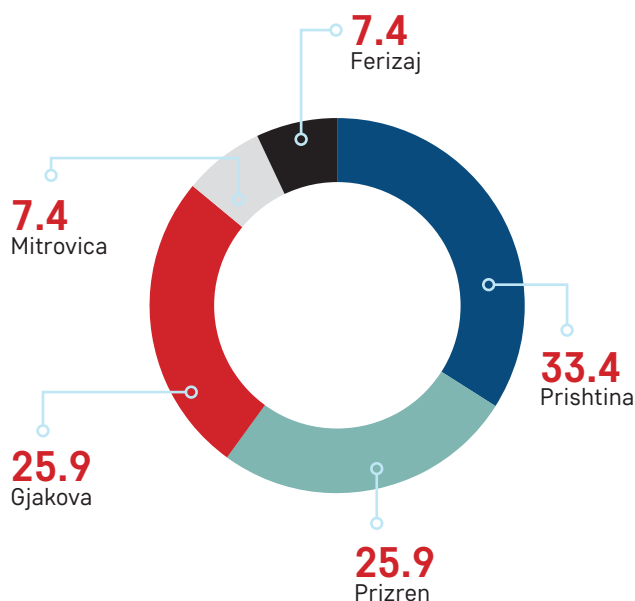
France, Sweden, Switzerland, Holland, and Norway. Almost 30.0% did not tell their nationality, 5.0% were from United States, and 3.0% (or one respondent) from Canada.

3.0
Canada

5.0
United States

30
No Answer

62
Europe
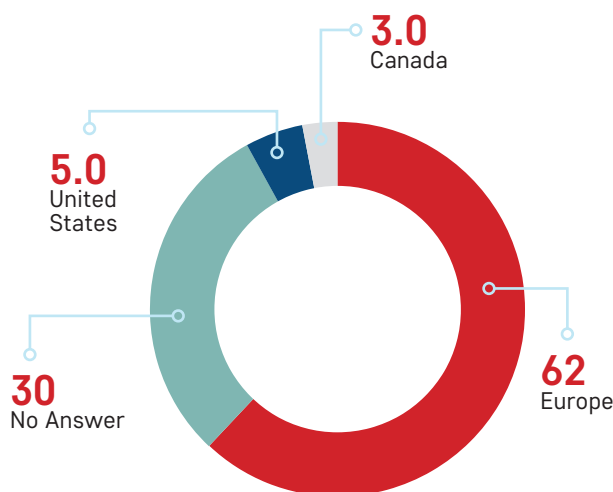
Domestic tourists age ranges

Age range	Count	Percentages
19-25	8	29.6%
26-35	13	48.1%
36-45	3	11.1%
46-55	3	11.1%
	27	100.0%

Around 57.5% of respondents were male and 42.5% were female. Slightly over 50.0% were born in 1980 and onwards, 33.5% were born from 1970 to 1979, and 16.8% from 1953 to 1965. The vast majority, 70%, were employed in the private sector, 15% in the public sector, 7.5 percent were self-employed and the rest, 7.5%, had other occupations but did not specify.

Regarding occupation, the vast majority of respondents were employed in the private sector (70.4%), 11.1 % were self-employed, 7.4 % were employed in the public sector, another 7.4 % were students, and the rest had other occupations that were not specified.

Education wise, 85.0% had graduated from university, 7.0% finished high school, 4.0% were doing apprenticeship and another 4.0% had some kind of certification. For 89.0% of respondents, the visit to the destination area was not the first, only for 11.0 %it was the first time visiting the area. Respondents have visited the destination area 8 times on average.
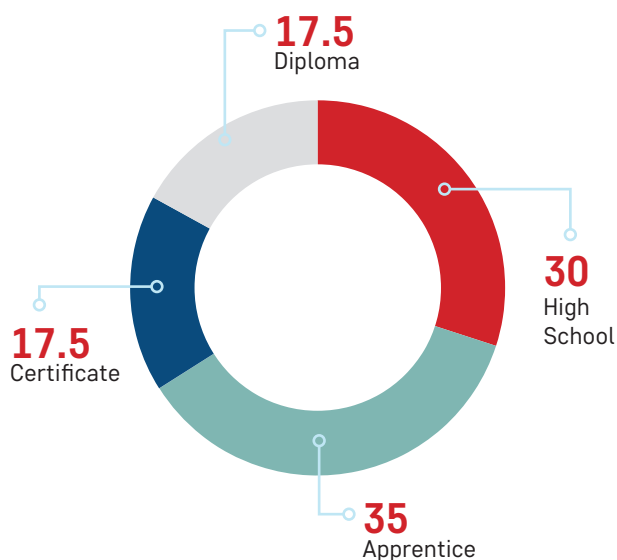
3.2.2 PROFILE OF DIASPORA TOURISTS

For the purposes of this survey, 40 **diaspora overnight tourists** were surveyed. Diaspora tourists were all those tourists who are from Kosovo but live abroad and have come to spend at least one night at the area of destination. From all respondents, around 62.0 % were nationals of European countries such as Germany, England, Austria, Belgium, Czech Republic, Denmark,

17.5
Diploma

30
High School

35
Apprentice

17.5
Certificate

Regarding education, 30.0% had finished high school, 35.0% were in apprenticeship, 17.5% were certified and 17.5% had graduated from university. For 17.5% this was the first visit at the area of destination while for 82.5 % this was not the first visit. The average number of visits is 11 times.

3.2.3 PROFILE OF INTERNATIONAL TOURISTS

In total, 23 **international overnight tourists** were surveyed. An international tourist has been classified as any person who spends at least one night in the accursed mountain destination area and whose place of permanent residence is outside of Kosovo. Almost all respondents, 95.7%, were nationals of European countries such as Italy (56.7%), United Kingdom (21.7%), Germany (8.7%), Denmark (4.2%), and Estonia (4.3%). Only one respondent (or 4.3% of all respondents) was from Albania. Around 56.5% were male respondents and 43.5% were female respondents. Around 52.8% of respondents were born between years 1936-1959, while 47.2% were born between years 1962-1995. The table below shows the age ranges for this group of tourists.

4.3
Albania

4.3
Denmark

4.3
Estonia

8.7
Germany

56.7
Italy

21.7
United Kingdom
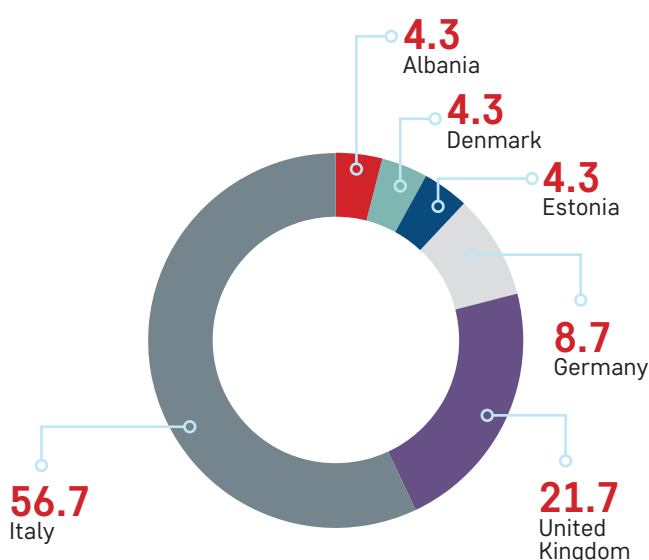
International tourists - age ranges

Age range	Count	Percentages
19-25	2	9.5%
26-35	3	14.3%
36-45	1	4.8%
46-55	5	23.8%
56-65	6	28.6%
65 +	4	19.0%
Total	21	100.0%

Majority of respondents, 56.5%, had finished university, 26.1% had some form of certification, 8.7% had finished high school, one respondent was on apprenticeship, and another one had finished doctoral studies. For 87.0% this was the first time they were visiting the area of destination while for 13.0% had been here before, 4 times on average.

3.2.4 PROFILE OF OVERNIGHT TOURISTS TOGETHER (DOMESTIC, DIASPORA, AND INTERNATIONAL)

The following section will present profile information put together for 3 groups of overnight tourists (90 in total). Regarding gender, 56.7% were male tourists and 43.3% were female. Around 45.6% were members of Kosovo diaspora while 54.4% were not. Approximately 30.0% were born between years 1936 – 1969, while 70.0% between 1970- 1995. The majority, 57.8% were employed in the private sector, 15.6% in the public sector, 8.9% were self-employed, 5.5% were retired and 5.6% were students. Around 47.8% had finished university, 17.8% have finished high school, 17.8% were on apprenticeship, 15.6% were certified and 1.1% had finished doctoral studies. For 33.3% of overnight tourists this was the first time they had visited the area of destination while for 66.7% it was not the first time. On average, overnight tourists have been 9 times at the area of destination. However, this percentage has to be interpreted with caution since 50 out of 90 tourists have answered how many times had been there before.
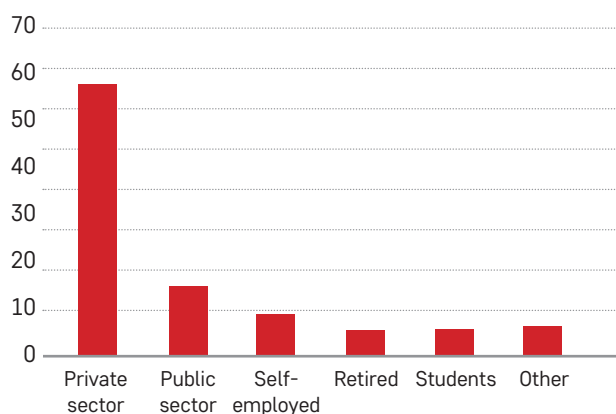
3.2.5. PROFILE OF INTERNATIONAL DAY-TRIPPERS

For the purposes of the exit survey **36 international day-trippers** have been interviewed. This group of respondents consisted of international visitors who do not reside in Kosovo and who have come to spend just a day at the area of destination. The vast majority, 73.3% were from European countries such as Germany, France, Austria, Belgium, United Kingdom, and Turkey. Around 11.7% were from United States, 8.8% from Bosnia and Herzegovina, 2.9% from India, and 2.9% from Macedonia. Gender wise, 44.4% were male while 55.6% were female respondents. Age wise, 54.5% were born between years 1950-1978, while 42.7% were born between 1983 -1998. The table below depicts all the age ranges for this group of tourists.

2.9
India

2.9
Macedonia

8.8
Bosnia and
Herzegovina

11.7
United
States

73.7
Europe
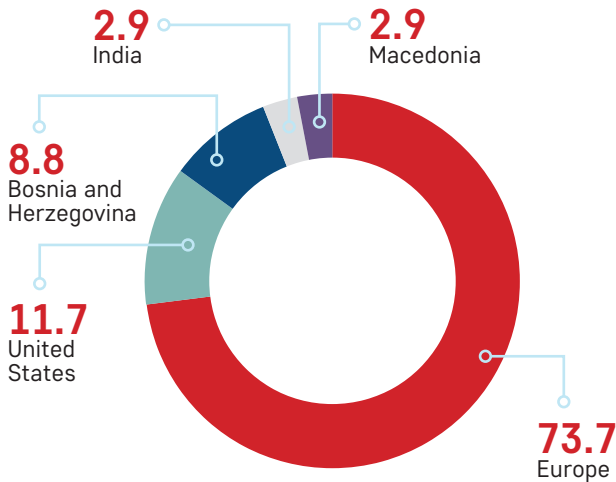
International day trippers - age ranges		
Age ranges	**Count**	**Percentages**
19-25	13	37.1%
26-35	3	8.6%
36-45	10	28.6%
46-55	3	8.6%
56-65	6	17.1%
65 +	0	0.0%
Total	35	100.0%

Regarding employment, 22.2% were employed in the public sector, 22.2% were self-employed, 16.7% employed in the private sector, 19.4% were students, 11.1% answered with other, 2.8% were on apprenticeship and 2.8% worked for UNMIK. Around 40.0% had finished high school, 31.4% were certified, and 25.7% had finished university. For the vast majority, 83.3%, this was not the first time they were visiting the area, meanwhile for 16.7% it was the first time at the area of destination. One reason as to way there are such many repeat visitors is that internationals that work in Kosovo visit the area of destination often. International day-trippers had been at the area of destination 16 times on average (it should be noted that only 41.6% have actually put the number of tines they had been at the area).

3.2.6. PROFILE OF DOMESTIC DAY-TRIPPERS

In total, 58 domestic day-trippers have been interviewed for the purposes of the exit survey. Around 68.1% were from Region Centre of Kosovo (Prishtina, Podujeva, Lipjan, Obiliq and Fushe Kosove), 19.3% from Region West (Gjakova and Klina), 5.4% from Region South (Prizren, Rahovec, Xerxe), 3.6% were Kosovo diaspora (Germany and Switzerland) 1.8% from Mitrovica and 1.8%

from Kacanik. Around 8.6% were members of Kosovo diaspora while 91.4% were not. Approximately 9.0% were born between years 1957-1976 while 91.0% were born between years 1980-1995. For 24.1% this was the first time at the area of destination while for 82.8% (or 44 respondents out of 58) it was not. 5 out of 44 respondents, who had visited the area before, had done so 3 times average (only 5 out of 44 answered).

1.8
Region East

1.8
Region
Norht

3.6
Kosovo
Diaspora

5.4
Region
South

19.3
Region
West

68.1
Region
Centre
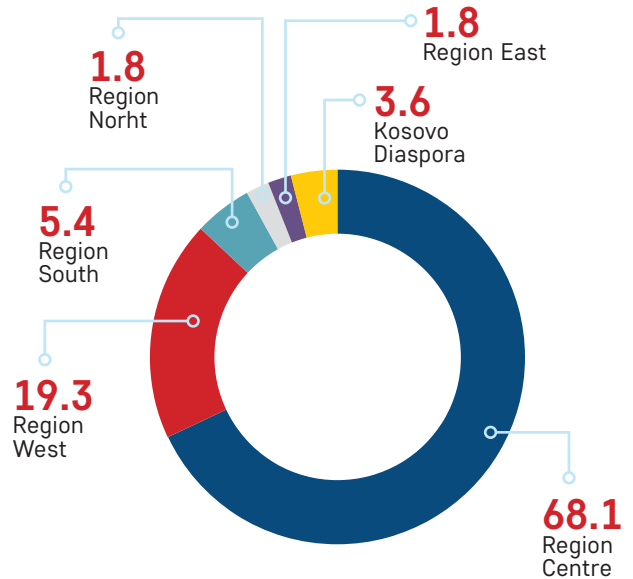
3.2.7 PROFILE OF DAY – TRIP VISITORS TOGETHER (DOMESTIC AND INTERNATIONAL DAY-TRIPPERS)

The following section will present profile information put together for two groups of day-trip visitors (94 respondents) in total. Gender wise, 44.7% were male while 55.3% were female. Around 5.3% were members of Kosovo diaspora while 94.7% were not. Roughly 26.4% were born between years 1950-1978; 31.1% from 1980 to 1990; 42.5% were born from 1991 to 1998.

55.2
Female

44.8
Male

12.7 Apprentice ship

30.9 High School

56.4 University Diploma

Unmik	1.1
Other occupations	4.3
Employed in the public sector	21.3
Employed in the private sector	36.2
Self-employed	14.9
Unemployed	5.3
Student	4.3

Most of the day-trippers, 36.2%, were employed in the private sector, 21.3% in the public sector, 14.9% were self-employed, 5.3% were unemployed, 4.3% were students, 4.3% had other occupations, 1.1% worked for UNMIK, 1.1% were interns and 11.5% did not answer.

Regarding education, 44.4% had finished university, 34.4% finished high-school, 12.2% were certified, and 8.9% were on apprenticeship. For 21.3% this was the first visit at the area of destination while for 78.7% it was not so. Around 40 respondents have stated that they have visited the area of destination many times, while only 20 have actually stated the number of times they had been at the area of destination before (12 times is the average).

3.3 IMPORTANCE OF EACH FEATURE FOR THE DECISION TO VISIT

All five sub-groups of tourists were asked to indicate the importance of features to visit a location. The features were ranked on a scale from 1 to 5, 1 representing "not at all important" and 5 representing "very important". It is important to note

that most of the features were ranked as "important" or "very important" and there were some neutral feelings as well. This section will present the rankings for each group individually.

Domestic overnight tourists ranked as "Important" or "very important" the following ones: outdoor activities and adventures (100%), rest and relax in nature (100 %), fresh and cool mountain climate (96.3%), cultural heritage (92.6%), friendly and hospitable people (92.6%), religious attractions (85.2%), mountain biking (77.8%), national park (92.5%), good food (100%), hiking and trekking (88.8) and mountain and rock climbing (81.4%). Around 18.5% were neutral about mountain biking, 14.8% about mountain and rock climbing, 11.1% about hiking and trekking, and another 11.5% about religious attractions. Very little attractions were listed as not important and they are presented in the graph below.

Rest and relax in nature area	100
Mountain biking	77.8
Mountain climbing, rock climbing	81.4
Hiking and trekking	88.8
Good food	100
National Park	92.5
Religious attractions	85.2
Friendly and hospitable people	92.6
Cultural heritage	92.6
Outdoor activities and adventure	100
Fresh and cool mountain climate	96.3

■ Important or Very important

Diaspora overnight tourists were also asked about the importance of features for the decision to visit. This sub-group of tourists ranked as "important" or "very important" the following features: fresh and cool mountain climate (92.5%), good food (92.5%), outdoor activities and adventures (82.5%), cultural heritage (87.5%), friendly and hospitable people (95%), national park (75%), rest and relax in the nature (72.5%), religious attractions (57.5%), hiking (57.5%), mountain climbing (52.5%), and mountain biking (47.5%). There were also tourists who had neutral feelings about some features. Around 32.5% felt "neutral" about hiking, another 32.5% felt "neutral" about mountain climbing, 30.0% about mountain biking and 20.0% about rest and relax in the nature. Religious attractions were rated as "not at all important" or "unimportant" by 17.5% of respondents. Mountain biking was ranked as "unimportant" by 22.5% (see table below).

Chart (top left):
Feature	Important or Very important
Rest and relax in nature area	72.5
Mountain biking	47.5
Mountain climbing, rock climbing	52.5
Hiking and trekking	57.5
Good food	92.5
National Park	75
Religious attractions	57.5
Friendly and hospitable people	95
Cultural heritage	87.5
Outdoor activities and adventure	82.5
Fresh and cool mountain climate	92.5

■ Important or Very important

The data for the three **groups of overnight tourists** have been put together to analyse all the information for **overnight tourists** as total and observe whether the responses differ from the individual ones. **Overnight tourists** ranked the following features as "important" or "very important" for the decision to visit: fresh and cool mountain climate (87.2%), outdoor activities and adventures (88.5%), cultural heritage (87.8%), friendly and hospitable people (94.4%), religious attractions (56.8%), national park (82.9%), good food (89.8%), hiking (74.4%), mountain climbing (59.8%)and mountain biking (51.7%), and rest and relax in the nature (80.4%). Around 28.4% felt "neutral" about religious attractions and for around 14.8% religious attraction were "not important at all" or "unimportant". Almost 20.0% felt "neutral" about hiking, 24.1% felt "neutral" about mountain climbing. Regarding mountain biking 21.8% had "neutral" feelings while 26.4% perceived that feature as "not at all important" or "unimportant" (see table below). When comparing the aggregated data for all overnight tourists with categories of overnight tourists individually one can notice that there is not significant difference. Similar to individual categories, the group as a whole ranked most of the features as important or very important.

For **international overnight tourists** the following features were ranked as "important" or "very important": fresh and cool mountain climate (57.9%), outdoor activities and adventures (85.0%), cultural heritage (82.6%), friendly and hospitable people (95.5%), national park (85.7%), good food (71.4%), rest and relax in nature (70.0%), hiking (87.0%), mountain climbing (45.0%), and mountain biking (25.0%). Religious attractions were ranked as "neutral" by 57.1% of respondents, and "not at all important" or "unimportant" by 23.8% of respondents and "important" by only 19.0%. Mountain climbing was ranked as "not at all important" or "unimportant" by 40.0% of respondents and "neutral" by 15.0%. Similarly, mountain biking was ranked as "not at all important" or "unimportant" by 65.0% and "neutral" by 10.0% (see table below).

Chart (bottom left):
Feature	Important or Very important
Rest and relax in nature area	70
Mountain biking	25
Mountain climbing, rock climbing	45
Hiking and trekking	87
Good food	71.4
National Park	85.7
Religious attractions	19.1
Friendly and hospitable people	95.5
Cultural heritage	82.6
Outdoor activities and adventure	85
Fresh and cool mountain climate	57.9

■ Important or Very important

Chart (bottom right):
Feature	Important or Very important
Rest and relax in nature area	80.4
Mountain biking	51.7
Mountain climbing, rock climbing	59.8
Hiking and trekking	74.4
Good food	89.8
National Park	82.9
Religious attractions	56.8
Friendly and hospitable people	94.4
Cultural heritage	87.8
Outdoor activities and adventure	88.5
Fresh and cool mountain climate	87.2

■ Important or Very important

When analysing these features that influence the decision to visit the area, it becomes evident that in most of the features no differences exist between the three overnight tourist groups, except for the good food. The international tourist give less importance to the good food compare to diaspora and domestic tourist, when considering whether to visit the area.

Good Food

Domestic tourists	100%
Diaspora tourists	92.5%
International tourists	71.4%

■ Important or Very important
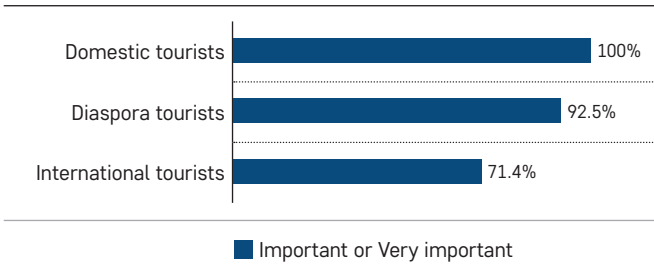
International day-trippers were also asked to rank the features that were important for their decision to visit. This groups has listed as "important" of "very important" the following features: outdoor activities and adventures (88.9%), good food (83.4%), fresh and cool mountain climate (80.6%),friendly and hospitable people (86.1%), rest and relax in the nature (75.0%), national park (72.2%), cultural heritage (71.4%),religious attractions (47.2%), hiking (37.1%), mountain climbing (30.6%)and mountain biking (30.6%). There were also some features that were ranked as "neutral" such as: cultural heritage (22.9%), religious attractions (19.4%), national park (19.4%), hiking (28.6%), mountain hiking (27.8%), mountain biking (30.6%), and rest and relax in the nature (16.7%). The following features were ranked as "not at all important" or "unimportant": religious attractions (33.3%), hiking (34.3%), mountain climbing (41.6%), and mountain biking (38.9%) (see table below).
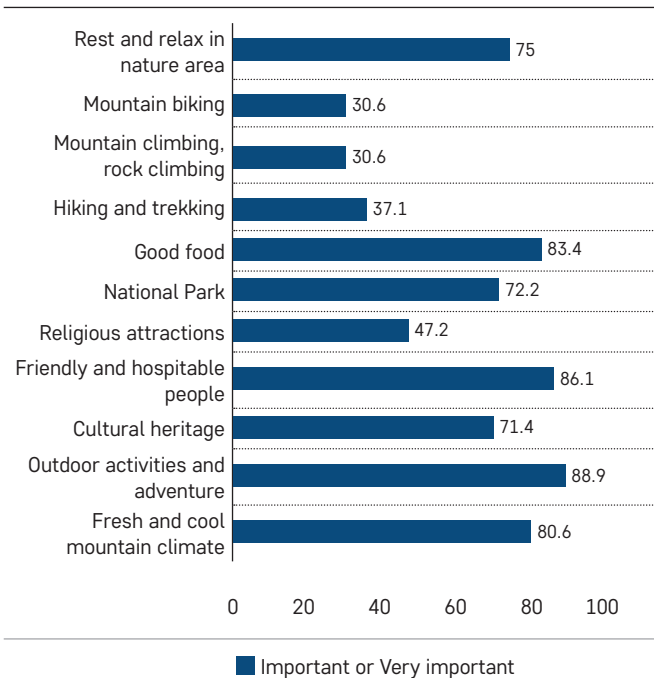
Rest and relax in nature area	75
Mountain biking	30.6
Mountain climbing, rock climbing	30.6
Hiking and trekking	37.1
Good food	83.4
National Park	72.2
Religious attractions	47.2
Friendly and hospitable people	86.1
Cultural heritage	71.4
Outdoor activities and adventure	88.9
Fresh and cool mountain climate	80.6

0   20   40   60   80   100

■ Important or Very important

Domestic day-trippers have ranked as "important" or "very important" the following features: fresh and cool mountain climate (100.0%), good food (100.0%), friendly and hospitable people (98.3%), rest and relax in the nature (98.3%), outdoor ac-

tivities and adventures (91.4%), mountain climbing (89.6%), hiking (74.1%), mountain biking (67.2%),cultural heritage (63.8%), national park (60.3%), and religious attractions (41.4%). The following features were ranked as "neutral": cultural heritage (22.4%), religious attractions (25.9%), national park (22.4%), hiking (13.8%), and mountain biking (10.3%). There were also features that domestic day trippers ranked as "not at all important" or "unimportant" and those are the following: cultural heritage (13.8%), religious attractions (32.8%), national park (17.2%), hiking (12.0%), and mountain biking (22.4%) (see table below).

Rest and relax in nature area	98.3
Mountain biking	67.2
Mountain climbing, rock climbing	89.6
Hiking and trekking	71.4
Good food	100
National Park	60.3
Religious attractions	41.4
Friendly and hospitable people	98.3
Cultural heritage	63.8
Outdoor activities and adventure	91.4
Fresh and cool mountain climate	100

0   20   40   60   80   100

■ Important or Very important
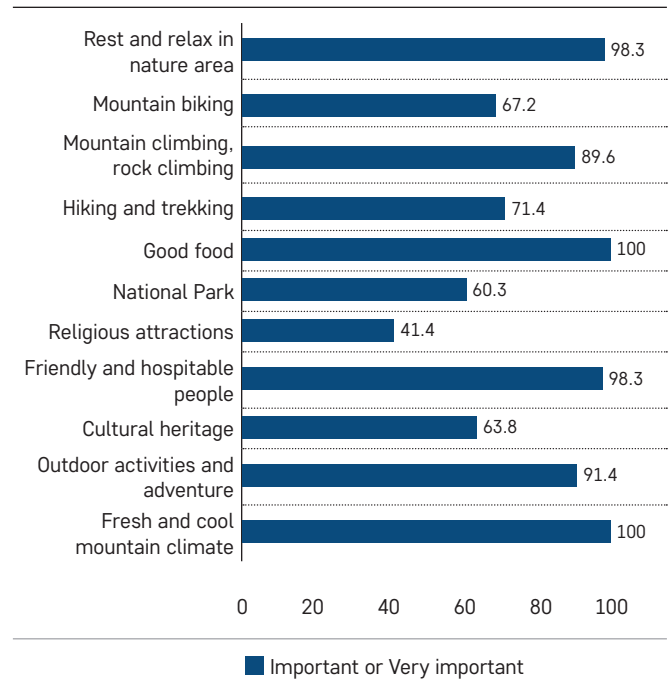
When the data for **all day-trippers** is put together, one can observe that together as a group day-trippers have ranked as "important" or "very important" the following features to the decision to visit: fresh and cool mountain climate (92.5%), good food (93.7%), friendly and hospitable people (93.6%), rest and relax in the nature (89.4%), outdoor activities and adventures (90.5%), mountain climbing (67.0%), hiking (60.2%), mountain biking (53.2%),cultural heritage (66.7%), national park (64.9%), and religious attractions (43.6%). The following features were ranked as "neutral": cultural heritage (22.6%), religious attractions (23.4%), national park (21.3%), hiking (19.4%), mountain climbing (16.0%), and mountain biking (18.1%). There were also features that day-trippers ranked as "not at all important" or "unimportant" and those are the following: cultural heritage (10.8%), religious attractions (32.9%), national park (13.8%), hiking (20.4%), mountain climbing (17.0%), and mountain biking (28.7%) (see table below). When comparing the answers pulled together it can be seen that they are relatively the same as answers per category of day-tripper.

Rest and relax in nature area	89.4
Mountain biking	53.2
Mountain climbing, rock climbing	67
Hiking and trekking	60.2
Good food	93.7
National Park	64.9
Religious attractions	43.6
Friendly and hospitable people	93.6
Cultural heritage	66.7
Outdoor activities and adventure	90.5
Fresh and cool mountain climate	92.5

■ Important or Very important
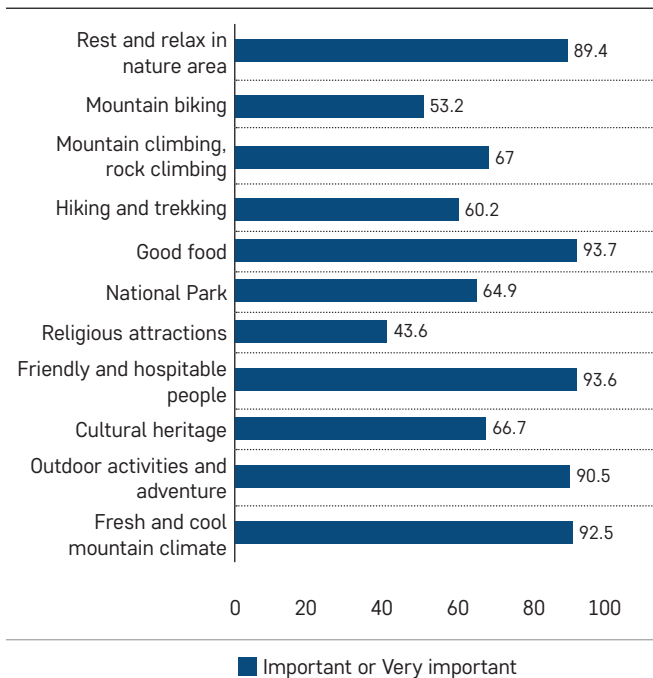
3.4 MAIN SOURCE OF INFORMATION

The main sources of information about the area of destination for **domestic overnight tourists** were listed to be: the tourists have been at the area before (63%), from TV (10%), from Internet (10%), Facebook (8%), and friends and family members (5%). For **diaspora overnight tourists**, the main sources of information were: friends and family members (41.4%), been there before (24.1%), TV (19.0%), Internet (10.3%), Facebook (3.4%) and maps (1.7%). For **international overnight tourists**, the main source of information were: friends and family members (23.9%), internet (21. 7%), travel guide books (13.0%), Facebook (10.9%), travel agent (8.7%), travel magazines (6.5%), have been before (6.5%) and the rest was split equally between TV, maps, newspapers and visitor centres.

For **overnight tourists as a category**, the main source of information was the fact that they had been there before (29.2%), friends and family members (25.7%), internet (13.9%), TV (11.1%), Facebook (6.9%), tour guide books (4.2%), travel agent (2.8%), travel magazines (2.1%), maps (2.1%), newspapers (1.4%) and visitor centres (0.7%).

International day-trippers received most of the information about the area of destination from friends and family members (60.7%). Around 12.5% had been there before, 7.1% from internet, 7.1% from Facebook, 3.6% from TV, 3.6% from travel guide books, 3.6% from maps and 1.8% from travel magazines. Similar to international day-trippers, **domestic day-trippers** received most of the information from friends and family members (24.5%). Around 24.5% had been at Western Kosovo before, 16.4% received information from Facebook, 13.6% from internet, 11.8% from TV, 7.3% from travel guide books and 0.9% from travel agents and 0.9% from visitor centres. When all the data for **day-trippers is pulled together**, it can be observed that the main source of information about the area for this group was friends and family member (36.7%), followed by "been at the area before" (20.5%), Facebook (13.3%), Internet (11.4%), TV (9.0%), Travel guide books (6.0%), maps (1.2%), travel agents (0.6%), visitor centres (0.6%) and travel magazines (0.6%).

■ Domestic overnight
■ Diaspora overnight
■ International overnight
■ Overall overnight
■ International day-trippers
■ Domestic day-trippers
■ Overall day-trippers
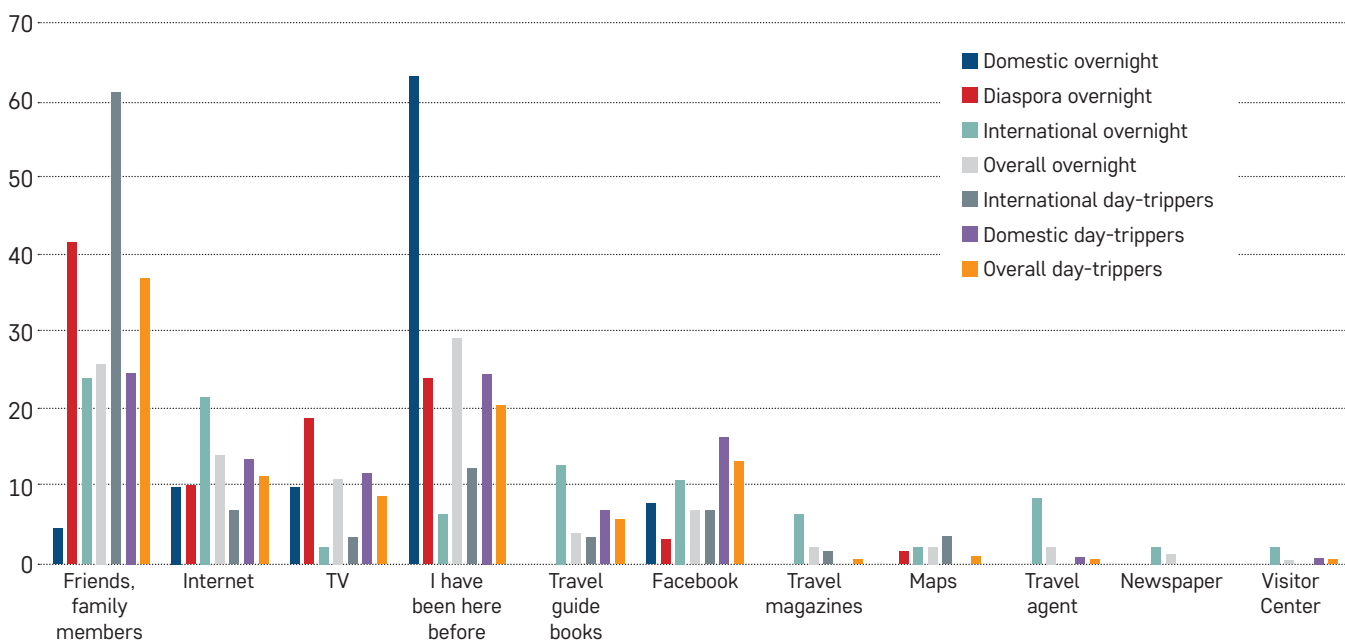
3.5 TRAVEL GROUPS AND TRAVEL ARRANGEMENTS

The majority of **domestic overnight tourists**, 52.0%, travel as a couple. Around 26.0% of tourists travel on average with a group of 5.4 friends, 11.0% travel as a family with 2.3 children on average. Also, the vast majority, 84.0%, have made all the arrangements for the trip themselves; 16.0% have reserved the trip with a Kosovo tour operator (one with Miroci in Junik and 2 respondents with Junik Tourism Centre). Almost 44.0 % of respondents have visited Prishtina and 33.0% have visited Prizren prior to coming at the area of destination. Regarding other countries visited, 33.0% have visited Albania and almost 15.0% have visited Macedonia prior to coming at the area of destination (the respondents were asked to state which cities and countries have they visited during the same holiday prior to coming at the area of destination). On average, the total length of stay for **domestic overnight tourists** during holidays in Kosovo was 4.78 days. The tourists stayed or were planning to stay 3.41 days on average at the Western Kosovo part.

Around 32.5% of **diaspora overnight tourists** travel as a family with 2.69 children on average, 22.5% travel alone, 17.5% travel with a group of 4.57 relatives on average , 15.0% travel as a couple, 12.5% travel as a group with 5.6 friends on average. The vast majority, 87.0% have organized the trip themselves, while 13.0% have organized it through an international travel agent (it is important to note here that the respondents have mixed the arrangement of the tour operator since they have written the name of the airline company where they purchased the ticked to come to Kosovo). Prior to arriving in Kosovo, 28.0% of respondents have visited European cities, 5.6% have visited Split, Croatia and the rest have visited other cities in Kosovo such as Prizren, Gjakova, Prishtina, Gjilan and Istog. One explanation as to why diaspora tourists have visited other countries prior to coming to Kosovo is that they travel by car and on their way stop at other destinations. The total length of stay in Kosovo was 18.91 days on average, while the stay in Western part of Kosovo was 18.76 days on average.

Most of **international overnight tourists** that were interviewed, 47.8%, travel as a group with 12.3 friends on average, 26.1% with a group of 4.2 tourists/travellers on average, 21.7% as a couple and 4.3% travel alone. Around 60.8% (or 14 respondents) have booked with a Kosovo tour operator named Kosovo Outdoor, 39.2% have made all the arrangements themselves. On average, the length of holidays for international tourists was 8.39 days, and they have spent on average 4.17 days in Western Kosovo. Around 40% of tourists have visited Albanian cities like Tirana, Butrint, Gjirokastra, and Permet. Approximately 20% have visited Prishtina, another 20% have visited Prizren. Another 20% have visited Montenegro but did not specify which cities.

Around 27.8% of **all overnight tourists** have travelled as a couple, 25.6% as a group with 8.7 friends on average, 17.8% as a family with 2.6 children on average, 12.2% travel alone, 7.8% with 4.6 group of relatives on average, 6.7% with 4.1 group of travellers on average, 2.2% have chosen the option "other" but did not specify. The vast majority, 71.6%, have made all the arrangements for the trip themselves, 14.8% have booked through a Kosovo tour operator, 5.7% through an international travel agent (it is important to note that domestic tourists have misunderstood this question and put the airline company where they purchased the ticket to come home), 5.7% have made other arrangements and 2.3% did not answer. Around 15.6% have made all the arrangements through "Kosovo outdoor" and 2.2% though Tourism Centre Junik. On average, the length of holidays for overall tourists was 10.89 days, and they have spent on average 10.33 days in Western Kosovo.

International day-trippers have various travel parties. Around 38.9% travel as a family with 2.7 children on average, 19.4% travel as a couple, 16.7% with 3.5 friends on average, 13.9% travel alone, 8.3% with 4.3 number of relatives on average, and 2.8% with 1 number of tourists on average. Similar to other groups, 72.0% have organized the trip themselves, 12.0% (or 3 respondents) have organized the trip through a Kosovo tour operator, 4.0% (or 1 respondent) through an international travel agent while 12.0% have not answered. The respondent who organized the trip through an international tour operator has put the price of the airline ticket to be 3000€. The three respondents who booked the trip through Kosovo tour operator have mentioned three different agencies and those were Barileva (spent 120 per person), Fadili Tours (spent 120 per person) and LALALA (100 € per person).

Around 31.0**%** of **domestic day-tippers** travel with a group of 4.7 friends on average, 25.9% travel as a couple, 24.1% travel alone, 17.2% with 3.0 numbers of relatives on average, and 1.7% have other travel parties. The vast majority, 86.2% have organized the trip themselves, 10.3% (or 6 out of 58 respondents) through a Kosovo tour operator, and 3.4% had other travel arrangements. One of the domestic day-trippers mentioned Balkan Tours as travel organizer; two day-trippers mentioned Monika tours; two other mentioned Train Kos; and one day-tipper mentioned to have organized the trip through Junik Tourist Centre. The average package price per person for the 6 respondents is 3.5 € (2 € the lowest price mentioned and 8 € was the highest price mentioned).

When the data are pulled together for **all day-trippers**, it can be observed that 25.5% of them travel with a group of 4.4 friends on average; 23.4% travel as a couple; 20.2% travel alone; 14.9% travel as a family with 2.7 children on average; 13.8% travel with a group of 3.3 relatives on average; 1.1% with a group of travellers and 1.1% have answered with other. Almost 85.1% have organized the trip themselves while 7.4% have organized it through a Kosovo tour operator, 1.15 through in international travel agent, 2.1% have made other arrangements and 4.3% did not answer. The agencies mentioned were: Balkan Tours, Barileva, Fadili Tours, LALALA, Monika Tours, Train Kos and Junik Tourist Centre. The average package price per person rounds up to 40.1 € onse an extreme value of 3,000 € is taken from consideration. If 3,000 is taken into consideration then we come up with an average package price of 309.0 €.

3.6 SPENDING LEVELS

The tables below present spending levels for different categories of tourists. For overnight tourists the costs are on average per person per day in €, while for day-trippers the costs are per day.

Category of tourists	Meals, drinks, snacks	Accommodation	Guides, entrance fees, equipment rentals, excursions, activities	Transport	Shopping	Entertainment
Domestic overnight tourists	11.64	16.60	13.18	18.81	35.68	16.09
Diaspora overnight tourists	12.78	14.08	10.00	14.24	27.58	29.52
International overnight tourists	10.38	15.00	4.60	43.00	14.62	5.20
Overall overnight tourists	12.1	15.65	11.34	18.72	28.80	22.22

Category of tourists	Meals, drinks, snacks	Guides, entrance fees, equipment rentals, excursions, activities	Transport	Shopping	Other expenses
International day-trippers	20	10	150	70	
Domestic day-trippers	11.05	7.56	20.65	19.77	
Overall day-trippers	15.5	8.8	85.3	44.9	15.5

The spending for all day –trippers together was calculated by finding the median for international day-trippers and domestic day-trippers.

The tables below represent the average daily spent per category of tourist, which was calculated by using the percentages of services/products used/purchased and amount spent per category of tourist. It is important to note that not all tourists have purchased/used all the products/ services. As it can bee seen from the data presented in the tables, domestic overnight tourists have higher average daily spending than other overnight tourists, followed by diaspora tourists. International tourists seem to spend the least from overnight tourists. One reason as to why domestic tourists seem to be spending the most is that almost all of them purchased the products specified or used the services specified (see the table with percentages, below the table with average daily spent).

The average daily spent per category of tourist

	Domestic overnight tourists	Diaspora overnight tourists	International overnight tourists	Overall overnight tourists
Meals, drinks, snacks	11	5	4	6
Accommodation	15	5	3	8
Guides, entrance fees, equipment rentals,	11	1	1	4
Transport	18	12	11	14
Shopping	29	22	5	19
Entertainment	14	23	1	13
Total	98	67	25	63

	Domestic	Diaspora	International	Overall overnight
Meals, drinks, snacks	93%	39%	35%	56%
Accommodation	93%	33%	22%	49%
Guides, entrance fees, equipment rentals	81%	13%	22%	39%
Transport	96%	83%	26%	68%
Shopping	81%	78%	35%	65%
Entertainment	85%	78%	22%	62%

Only 5 (18%) out of 27 of **domestic overnight tourists** have purchased souvenirs during their stay, while the rest (82 %) have not. From those who have purchased, 83 % have purchased textiles/ clothes while 17% have purchased local agricultural products and have spent 46.67 € on average. Tourists have specified the amount spent but did not specify what they have actually purchased,

Meanwhile, 32.5% of **diaspora overnight tourists** have purchased souvenirs while 67.5% have not. From those who said yes, 73.3% purchased textiles/ clothes and spent 49 € on average, 13.3% local agricultural products and spent 15 € on average, 13.3% have stated to have purchased other products. Tourists have specified the amount spent but did not specify what they have actually purchased

Around 35.0% (or 8 respondents) **international overnight tourists** have purchased souvenirs while the rest have not. Of those who purchased, 62.5% purchased textile and spend 12.5 € on average, while 25.0% purchased agricultural products and spent 27.5 € on average. Around 12.5% stated to have purchased other products. Tourists have specified the amount spent but did not specify what they have actually purchased

Around 28.9% (26 out of 90) of **overall overnight tourists** have purchased souvenirs while 71.1% have not. The vast majority, 72.4% have purchased textiles/clothes, 17.2% have purchased local agricultural products, and 10.3% have purchased other products. Tourists have spent on average 42.5 € per person on clothes/textiles and 21.0 € on average per person on agricultural products. Tourists have specified the amount spent but did not specify what they have actually purchased

Around 52.8% of **international day-trippers** have purchased souvenirs while 47.2% have not. The majority, 56.2% have purchased textiles and clothes and spent 118.0 €s on average. Around 25.0% have purchased local agricultural products and spent 18.7 € in average. Around 18.8% have purchased other products and did not specify the amount spent. Same as overnight tourists, they did not specify what exactly did they purchase.

Approximately 27.6% of **domestic day-trippers** have purchased souvenirs while the rest have not. Around 80.0% have purchased textiles/clothes while 20.0% have purchased agricultural products. Domestic day-trippers have spent 19.31 € on average on clothes/textiles and 4.75 € on average in agricultural products.

Data show that around 39.8% of **all day-trippers** have purchased handicrafts/ souvenirs while the rest have not. Around 72.0% have purchased textiles/clothes and spend 38.7 € on average while 28.0% have purchased agricultural products and spent 62.7 € on average.

3.7 TYPE OF TRANSPORT USED BY EACH SUBCATEGORY OF TOURISTS (IN %)

Domestic overnight tourists

- 3.7 Public bus
- 3.7 Taxi
- 7.4 Tour group bus
- 85 Own private car

Overall overnight tourists

- 14.4 Tour group bus
- 2.2 Public bus
- 17.8 Taxi
- 1.1 Other
- 64.4 Own private car

Diaspora overnight tourists

- 25 Taxi
- 75 Own private car

International day-trippers

- 5.6 Public bus
- 8.3 Rental car
- 16.7 Taxi
- 2.8 By walking
- 66.7 Own private car

International overnight tourists

- 4.3 Other
- 47.8 Tour group bus
- 4.3 Public Bus
- 21.7 Own private car
- 21.7 Taxi

Domestic day tripper

- 1.7 Bicycle
- 6.9 Public bus
- 3.4 Train
- 15.5 Taxi
- 5.2 Tour group bus
- 1.7 Other
- 65.5 Private car

Day-trippers together

- 1.1 Bicycle
- 6.2 Tour group bus
- 3.2 Rental Car
- 2.1 Train
- 16 Taxi
- 3.2 Tour group bus
- 1.1 By walking
- 1.1 Other
- 66 Own private car

3.8 ATTRACTIONS VISITED AND ACTIVITIES DONE

3.8.1. ATTRACTIONS VISITED (IN %)

Category of tourists	Patriarchatein Peje	Drini Waterfalls	Kullas in Decan	Kullas in Junik	Lumbardhi river mountain areas Decan	Decani Monastery	Rugova Valley	Rugova mountain villages/hamlets	Haxhi Zeka's mill museum Peje	Mt Gjeravica area mountain villages	
Domestic overnight tourists	2.5	32.5	2.5	12.5				47.5			
Diaspora overnight tourists	2.2	20.7	13.0	15.2	2.2		2.2	26.1	14.1	4.3	
International overnight tourists	20.7	5.4			1.1		20.7	22.8	17.4	7.6	
Overall overnight tourists	9.8	16.5	5.8	8.5	1.3		9.4	28.6	12.9	4.9	
International day-trippers	10.4	17.0	6.6	4.7	2.8	3.8	4.7	26.4	15.1	4.7	3.8
Domestic day-trippers	2.8	21.3	5.6	9.3	0.9		28.7	15.7	13.0	2.8	
All Day-trippers	6.7	19.5	6.2	7.1	1.9		17.1	21.4	14.3	3.8	1.9

3.9 ACTIVITIES DONE (IN %)

Category of tourists	Going for a walk	Mountain climbing	Shopping	Stroll around the town	Fishing	Swimming, bathing	Hiking, trekking	Cycling	Rock climbing	Paragliding	Wildlife watching
Domestic overnight tourists	41.8	7.3	32.7	9.1			1.8	7.3			
Diaspora overnight tourists	31.5	6.8	17.8	34.2		6.8	1.4	1.4			
International overnight tourists	17.7	8.1	9.7	19.4		1.6	32.3	3.2			8.1
Overall overnight tourists	30.0	7.4	19.5	22.1		3.2	11.6	3.7			2.6
International day-trippers	22.7	7.2	19.6	9.3	4.1	11.3	3.1	7.2	6.2	4.1	4.1
Domestic day-trippers	19.7	19.1	12.9	27.5	0.6	3.4	5.6	1.1	6.2		3.9
All day-trippers	24.1	15.5	12.6	22.3	0.7	4.7	5.8	4.0	5.8	0.4	4.3

4. Satisfaction levels

4.1. RESTAURANT SATISFACTION LEVEL (IN %)

Domestic overnight tourists	Very poor	Poor	Neutral	Good	Very Good
Quality of food			11.1	22.2	66.7
Variety of food			7.4	33.3	59.3
Quality of service			11.1	22.2	66.7
Comfort			11.1	44.4	44.4
Cleanliness			14.8	48.1	37.0
Toilet and bathroom facilities			25.9	48.1	25.9
Price (value for money)	3.7		55.6	29.6	11.1

International overnight tourists	Very poor	Poor	Neutral	Good	Very Good
Quality of food				52.2	47.8
Variety of food		4.3	17.4	56.5	21.7
Quality of service			26.1	52.2	21.7
Comfort			21.7	60.9	17.4
Cleanliness			34.8	47.8	17.4
Toilet and bath-room facilities	4.3	4.3	39.1	47.8	4.3
Price (value for money)			9.5	42.9	47.6

Diaspora overnight tourists	Very poor	Poor	Neutral	Good	Very Good
Quality of food			5.0	75.0	20.0
Variety of food			15.0	77.5	7.5
Quality of service		2.5	12.5	75.0	10.0
Comfort			21.1	71.1	7.9
Cleanliness	2.6	5.3	21.1	68.4	2.6
Toilet and bath-room facilities	2.6	7.9	23.7	63.2	2.6
Price (value for money)			17.5	62.5	20.0

Overall overnight tourists	Very poor	Poor	Neutral	Good	Very Good
Quality of food			5.6	53.3	41.1
Variety of food		1.1	13.3	58.9	26.7
Quality of service		1.1	15.6	53.3	30.0
Comfort			18.2	60.2	21.6
Cleanliness	1.1	2.3	22.7	56.8	17.0
Toilet and bath-room facilities	2.3	4.5	28.4	54.5	10.2
Price (value for money)	1.1		27.3	47.7	23.9

International day-trippers	Very poor	Poor	Neutral	Good	Very Good
Quality of food		2.8	5.6	61.1	30.6
Variety of food	2.8	2.8	19.4	47.2	27.8
Quality of service		8.3	19.4	41.7	30.6
Comfort		5.6	16.7	47.2	30.6
Cleanliness	5.6	11.1	11.1	50.0	22.2
Toilet and bath-room facilities	2.8	11.1	27.8	38.9	19.4
Price (value for money)		2.9	5.7	51.4	40.0

All day-trippers	Very poor	Poor	Neutral	Good	Very Good
Quality of food		1.1	2.1	36.2	60.6
Variety of food	1.1	2.1	7.4	44.7	44.7
Quality of service		3.2	9.6	50.0	37.2
Comfort		2.1	10.6	51.1	36.2
Cleanliness	3.2	9.6	5.3	47.9	34.0
Toilet and bath-room facilities	2.1	7.4	16.0	47.9	26.6
Price (value for money)		1.1	3.2	39.8	55.9

Domestic day-trippers	Very poor	Poor	Neutral	Good	Very Good
Quality of food				20.7	79.3
Variety of food		1.7		43.1	55.2
Quality of service			3.4	55.2	41.4
Comfort			6.9	53.4	39.7
Cleanliness	1.7	8.6	1.7	46.6	41.4
Toilet and bath-room facilities	1.7	5.2	8.6	53.4	31.0
Price (value for money)			1.7	32.8	65.5

4.2 ACCOMMODATION SATISFACTION LEVEL

This section presents accommodation satisfaction level for each category of tourists. It is important to mention that although most of the tourists have rated the satisfaction level as "good" or "very good" it does not necessarily mean that the service is so. The domestic tourists might have rated the services high because they might have not have a good understanding of quality as they have not been outside Kosovo to try accommodation services. Meanwhile, diaspora tourists, who are thought to have experienced better quality services in the countries they live expect higher quality and that is why they do not rate the services the as high as domestic tourists.

The vast majority of **domestic overnight tourists**, 74%, have stayed in apartments, 7.4% in villas, 11.1% in Kullas, 3.7% in guesthouses and 3.7% in a private house of a friend/ family. It is important to mention that the tourists have stayed in one type of accommodation during their whole stay and the names of the places where they stayed are written on the first page of the questionnaires. Following table list the satisfaction level of domestic tourists with accommodation.

Domestic overnight tourists	Very poor	Poor	Fair	Good	Very Good
Facilities	18.5			29.6	51.9
Friendliness	18.5			25.9	55.6
Quality of service	14.8	3.7		29.6	51.9
Cleanliness	18.5		7.4	29.6	44.4
Availability of information	11.1		33.3	40.7	14.8
Toilet and bathroom	14.8		18.5	51.9	14.8
Communication in English	3.7		55.6	37.0	3.7
Price (value for money)	11.1		59.3	25.9	3.7

Around 42.5% of **diaspora overnight tourists** have stayed in apartments, 27.5% have used private house of friends/family, 5% have stayed in hotels, another 5% have stayed in motels, 10.% in guesthouses, 7.5% in villas and 2.5% have used Bed & Breakfast services to spend the night/nights at the destination area. The following table represents the satisfaction level for accommodation services.

Diaspora overnight tourists	Very poor	Poor	Fair	Good	Very Good
Facilities		10.3	28.2	59.0	2.6
Friendliness		10.3	23.1	59.0	7.7
Quality of service		10.3	43.6	43.6	2.6
Cleanliness		10.0	45.0	45.0	
Availability of information		10.3	48.7	41.0	
Toilet and bathroom		23.1	41.0	35.9	
Communication in English	2.6	25.6	53.8	17.9	
Price (value for money)		12.8	35.9	43.6	7.7

High rates of **international overnight tourists**, 65.2%, have stayed in guesthouses during their stay in Kosovo. Around 13% have stayed in private house of family/ friends, 13% in hotels, 4.3% in apartments, and 4.3% in mountain hut. The following table represents the satisfaction level for accommodation services.

International overnight tourists	Very poor	Poor	Fair	Good	Very Good
Facilities			19.0	52.4	28.6
Friendliness				33.3	66.7
Quality of service			4.8	57.1	38.1
Cleanliness			10.0	65.0	25.0
Availability of information			36.8	42.1	21.1
Toilet and bathroom			33.3	61.9	4.8
Communication in English	4.8	9.5	9.5	61.9	14.3
Price (value for money)			15.8	31.6	52.6

Putting the data together for **all overnight tourists** reveals that 42.2% of tourists have stayed in apartments, 22.2% in guesthouses, 16.7% in private house of family/friends, 5.6% in hotels, 5.6% in villas, 3.3% in kullas, 2.2% in motels, 1.1% in mountain hut, and 1.1% in bed & breakfast. The table below shows the level of satisfaction grouped for all tourists.

Overall over-night tourists	Very poor	Poor	Fair	Good	Very Good
Facilities	5.7	4.6	17.2	48.3	24.1
Friendliness	5.7	4.6	10.3	42.5	36.8
Quality of service	4.6	5.7	20.7	42.5	26.4
Cleanliness	5.7	4.6	25.3	44.8	19.5
Availability of information	3.5	4.7	41.2	41.2	9.4
Toilet and bathroom	4.6	10.3	32.2	47.1	5.7
Communica-tion in English	3.4	13.8	43.7	34.5	4.6
Price (value for money)	3.5	5.9	38.8	35.3	16.5

The following cross-tabulations present more detailed information on how different facilities were ranked by overnight tourists. The type of accommodation has been cross-tabulated with the level of satisfaction for services offered by the accommodation facility (the facility itself, friendliness, quality of service, cleanliness, availability of information, toilet and bathroom, communication in English and price/value for money.

TYPE OF ACCOMMODATION

		Hotel	Motel	Guest-House	Kulla	Villa	Apartment	Mountain hut	Bed and breakfast	Private house of family/ friends	Totali
Facility	Very good	3	0	2	1	2	12	0	0	1	21
		14.3%	.0%	9.5%	4.8%	9.5%	57.1%	.0%	.0%	4.8%	100.0%
	Good	1	2	12	2	3	16	1	0	5	42
		2.4%	4.8%	28.6%	4.8%	7.1%	38.1%	2.4%	.0%	11.9%	100.0%
	Fair	1	0	3	0	0	4	0	1	6	15
		6.7%	.0%	20.0%	.0%	.0%	26.7%	.0%	6.7%	40.0%	100.0%
	Poor / Very Poor	0	0	1	0	0	5	0	0	3	9
		.0%	.0%	11.1%	.0%	.0%	55.6%	.0%	.0%	33.3%	100.0%
Total		5	2	18	3	5	37	1	1	15	87
		5.7%	2.3%	20.7%	3.4%	5.7%	42.5%	1.1%	1.1%	17.2%	100.0%

The table above presents a cross-tabulation between the type of accommodation and the satisfaction level with the facility. The columns in the table represent the type of accommodation while rows represent the satisfaction level with the facility itself. As it can be seen from the table, 5 respondents or 13.5$% who actually stayed in apartments (37 respondents or 42 % of overnight tourists have stayed in apartments) have ranked those facilities as poor or very poor. Meanwhile, 28 respondents or 75.7% have ranked the apartment facilities as good or very good. 13 out of 18 respondents who have stayed in guest-houses have rated those facilities as good or very good. Only one respondent rated guest-house facilities as poor or very poor.

FRIENDLINESS – TYPE OF ACCOMMODATION – CROSS TABULATION

Friendliness			Hotel	Motel	Guest-House	Kulla	Villa	Apartment	Mountain hut	Bed and breakfast	Private house of family/ friends	Total
	Very good	Count	3	0	9	2	1	14	1	0	2	32
		% Friendliness	9.4%	.0%	28.1%	6.2%	3.1%	43.8%	3.1%	.0%	6.2%	100.0%
	Good	Count	2	2	7	1	4	15	0	1	5	37
		% Friendliness	5.4%	5.4%	18.9%	2.7%	10.8%	40.5%	.0%	2.7%	13.5%	100.0%
	Fair	Count	0	0	1	0	0	3	0	0	5	9
		% Friendliness	.0%	.0%	11.1%	.0%	.0%	33.3%	.0%	.0%	55.6%	100.0%
	Poor / Very Poor	Count	0	0	1	0	0	5	0	0	3	9
		% Friendliness	.0%	.0%	11.1%	.0%	.0%	55.6%	.0%	.0%	33.3%	100.0%
Total		Count	5	2	18	3	5	37	1	1	15	87
		% Friendliness	5.7%	2.3%	20.7%	3.4%	5.7%	42.5%	1.1%	1.1%	17.2%	100.0%

The above table presents the cross tabulation for the type of accommodation and friendliness of staff who worked at the specific accommodation. As It can bee seen from the table, the highest number of respondents have stayed in apartments (37 respondents or 42%). From those who stayed there, 5 respondents or 13.5% have ranked the friendliness criteria as poor or very poor meanwhile 29 respondents or 78.4% have ranked friendliness as good or very good. 16 out of 18 respondents who have stayed in guest-houses have rated those facilities as good or very good. Only one respondent rated guest–house facilities as poor or very poor.

QUALITY OF SERVICES - TYPE OF ACCOMMODATION – CROSS TABULATION

Quality of services			Type of accommodation									
			Hotel	Motel	Guest-House	Kulla	Villa	Apartment	Mountain hut	Bed and breakfast	Private house of family/ friends	Total
Very good	Count		1	0	6	2	1	12	0	0	1	23
	% Quality if service		4.3%	.0%	26.1%	8.7%	4.3%	52.2%	.0%	.0%	4.3%	100.0%
Good	Count		3	1	7	1	4	14	1	1	5	37
	% Quality if service		8.1%	2.7%	18.9%	2.7%	10.8%	37.8%	2.7%	2.7%	13.5%	100.0%
Fair	Count		1	1	4	0	0	6	0	0	6	18
	% Quality if service		5.6%	5.6%	22.2%	.0%	.0%	33.3%	.0%	.0%	33.3%	100.0%
Poor / Very Poor	Count		0	0	1	0	0	5	0	0	3	9
	% Quality if service		.0%	.0%	11.1%	.0%	.0%	55.6%	.0%	.0%	33.3%	100.0%
Total	Count		5	2	18	3	5	37	1	1	15	87
	% Quality if service		5.7%	2.3%	20.7%	3.4%	5.7%	42.5%	1.1%	1.1%	17.2%	100.0%

From the table above it can be seen that similar to two other cross tabulations, for the quality of services provided by apartments, 5 respondents out of 37 in total who have stayed in apartments, think that the quality of services is poor or very poor. Meanwhile, 13 out of 18 respondents who have stayed in guest-houses think that the quality of services provided was good or very good, and only 1 thought that the quality was poor or very poor.

CLEANLINESS - TYPE OF ACCOMMODATION – CROSS TABULATION

			Type of accommodation								
			Hotel	Motel	Guest-House	Kulla	Villa	Apartment	Bed and breakfast	Private house of family/ friends	Total
Cleanliness	Very good	Count	0	0	2	2	1	10	0	2	17
		% Cleanliness	.0%	.0%	11.8%	11.8%	5.9%	58.8%	.0%	11.8%	100.0%
	Good	Count	3	2	11	1	3	16	0	3	39
		% Cleanliness	7.7%	5.1%	28.2%	2.6%	7.7%	41.0%	.0%	7.7%	100.0%
	Fair	Count	2	0	4	0	1	7	1	7	22
		% Cleanliness	9.1%	.0%	18.2%	.0%	4.5%	31.8%	4.5%	31.8%	100.0%
	Poor / Very Poor	Count	0	0	1	0	0	5	0	3	9
		% Cleanliness	.0%	.0%	11.1%	.0%	.0%	55.6%	.0%	33.3%	100.0%
Total		Count	5	2	18	3	5	38	1	15	87
		% Cleanliness	5.7%	2.3%	20.7%	3.4%	5.7%	43.7%	1.1%	17.2%	100.0%

Similar to other tables, 5 respondents who have stayed in apartments think that the cleanliness was poor or very poor and only 1 respondent who has stayed in a guesthouse thinks that the cleanliness is poor. Other respondents seemed to value high the cleanliness of the places where the have stayed.

AVAILABILITY OF INFORMATION - TYPE OF ACCOMMODATION – CROSS TABULATION

| | | | Type of accommodation | | | | | | | | |
			Hotel	Motel	Guest-House	Kulla	Villa	Apartment	Bed and breakfast	Private house of family/ friends	Total
Quality of services	Very good	Count	0	0	2	0	0	5	0	1	8
		% A of I	.0%	.0%	25.0%	.0%	.0%	62.5%	.0%	12.5%	100.0%
	Good	Count	2	1	8	2	3	15	1	3	35
		% A of I	5.7%	2.9%	22.9%	5.7%	8.6%	42.9%	2.9%	8.6%	100.0%
	Fair	Count	3	1	6	1	2	14	0	8	35
		% A of I	8.6%	2.9%	17.1%	2.9%	5.7%	40.0%	.0%	22.9%	100.0%
	Poor / Very Poor	Count	0	0	1	0	0	3	0	3	7
		% A of i	.0%	.0%	14.3%	.0%	.0%	42.9%	.0%	42.9%	100.0%
Total		Count	5	2	17	3	5	37	1	15	85
		% A of I	5.9%	2.4%	20.0%	3.5%	5.9%	43.5%	1.2%	17.6%	100.0%

The above table shows the satisfaction level of respondents regarding information offered by accommodation providers where they have stayed. Only 3 respondents who have stayed in apartments have ranked the availability of information as poor or very poor. Other respondents seem to have been happy with the degree of information provided since they have ranked them as good or very good.

TOILET AND BATHROOM - TYPE OF ACCOMMODATION – CROSS TABULATION

			Type of accommodation									
			Hotel	Motel	Guest-House	Kulla	Villa	Apartment	Mountain hut	Bed and breakfast	Private house of family/friends	Total
Quality of services	Very good	Count	0	0	0	0	0	4	0	0	1	5
		% within T and B	.0%	.0%	.0%	.0%	.0%	80.0%	.0%	.0%	20.0%	100.0%
	Good	Count	4	0	8	3	3	19	1	0	3	41
		% within T and B	9.8%	.0%	19.5%	7.3%	7.3%	46.3%	2.4%	.0%	7.3%	100.0%
	Fair	Count	0	2	7	0	2	8	0	1	8	28
		% within T and B	.0%	7.1%	25.0%	.0%	7.1%	28.6%	.0%	3.6%	28.6%	100.0%
	Poor / Very Poor	**Count**	**1**	**0**	**3**	**0**	**0**	**6**	**0**	**0**	**3**	**13**
		% within T and B	**7.7%**	**.0%**	**23.1%**	**.0%**	**.0%**	**46.2%**	**.0%**	**.0%**	**23.1%**	**100.0%**
Total		Count	5	2	18	3	5	37	1	1	15	87
		% within T and B	5.7%	2.3%	20.7%	3.4%	5.7%	42.5%	1.1%	1.1%	17.2%	100.0%

The table above shows the level of satisfaction for toilet and bathroom for each respondent who stayed in specific type of accommodation. As it can be seen, 6 respondents who stayed in apartments, 3 who stayed in guesthouses and 1 who stayed in a hotel have ranked that service as poor or very poor.

COMMUNICATION IN ENGLISH – TYPE OF ACCOMMODATION – CROSS TABULATION

			Type of accommodation									
			Hotel	Motel	Guest-House	Kulla	Villa	Apartment	Mountain hut	Bed and breakfast	Private house of family/ friends	Total
Quality of services	Very good	Count	1	0	0	1	0	0	0	0	2	4
		% within C in E	25.0%	.0%	.0%	25.0%	.0%	.0%	.0%	.0%	50.0%	100.0%
	Good	Count	2	0	10	1	1	13	1	0	2	30
		% within C in E	6.7%	.0%	33.3%	3.3%	3.3%	43.3%	3.3%	.0%	6.7%	100.0%
	Fair	Count	0	1	4	1	4	20	0	1	7	38
		% within C in E	.0%	2.6%	10.5%	2.6%	10.5%	52.6%	.0%	2.6%	18.4%	100.0%
	Poor / Very Poor	**Count**	**2**	**1**	**4**	**0**	**0**	**4**	**0**	**0**	**4**	**15**
		% within C in E	**13.3%**	**6.7%**	**26.7%**	**.0%**	**.0%**	**26.7%**	**.0%**	**.0%**	**26.7%**	**100.0%**
Total		Count	5	2	18	3	5	37	1	1	15	87
		% within C in E	5.7%	2.3%	20.7%	3.4%	5.7%	42.5%	1.1%	1.1%	17.2%	100.0%

The table above presents the satisfaction level with communication in English by accommodation providers since they ranked those services as poor or very poor. 2 out of 5 respondents who stayed in hotel where not satisfied with communication in English. 4 out of 18 who have stayed in guesthouses and 4 out of 37 who have stayed in apatmets were not satisfied wither since they ranked the services as poor or very poor.

PRICE (VALUE FOR MONEY) - TYPE OF ACCOMMODATION – CROSS TABULATION

Quality of services			Type of accommodation									
			Hotel	Motel	Guest-House	Kula	Villa	Apartment	Mountain hut	Bed and breakfast	Private house of family/friends	Total
Very good	Count		1	0	7	0	2	2	0	0	2	14
	% within Price		7.1%	.0%	50.0%	.0%	14.3%	14.3%	.0%	.0%	14.3%	100.0%
Good	Count		3	2	5	2	2	11	1	1	3	30
	% within Price		10.0%	6.7%	16.7%	6.7%	6.7%	36.7%	3.3%	3.3%	10.0%	100.0%
Fair	Count		1	0	4	1	1	20	0	0	6	33
	% within Price		3.0%	.0%	12.1%	3.0%	3.0%	60.6%	.0%	.0%	18.2%	100.0%
Poor / Very Poor	Count		0	0	1	0	0	4	0	0	3	8
	% within Price		.0%	.0%	12.5%	.0%	.0%	50.0%	.0%	.0%	37.5%	100.0%
Total	Count		5	2	17	3	5	37	1	1	14	85
	% within Price		5.9%	2.4%	20.0%	3.5%	5.9%	43.5%	1.2%	1.2%	16.5%	100.0%

The table above presents the satisfaction level with price/value for money. Only 4 respondents who stayed in apartments and 1 who stayed in guesthouse thought that the value they get for money is poor or very poor. Around 20 respondents who stayed in apartments and 4 in guesthouses think that the value they get is fair. Other seemed to be happy with the value they get for the money since they ranked it as good or very good.

4.3 TOUR GUIDE SATISFACTION LEVEL

Only one out of all **domestic overnight tourists** has used the services of a tour guide and rated all the categories that were asked in the questionnaire as very good.

Only 3 (7.5%) out of 40 **diaspora overnight tourists** have used the services of a tour guide and rated them as in the following table:

Diaspora overnight tourists	Very poor	Poor	Fair	Good	Very Good
Reliability		33.3		33.3	33.3
Quality of Service			100		
Quality of information		33.3	33.3	33.3	
Safety and security	66.7	33.3			
Communication, language skills	33.3		33.3	33.3	
Price (value for money)		33.3		66.7	

International overnight tourists, on the other hand, have used the services of the tour guide more frequently (82.6% stated to have used tour guide services). Following table presents their satisfaction level:

International overnight tourists	Very poor	Poor	Fair	Good	Very Good
Reliability			5.3	57.9	36.8
Quality of Service				57.9	42.1
Quality of information			5.3	52.6	42.1
Safety and security			15.8	42.1	42.1
Communication, language skills				47.4	52.6
Price (value for money)			15.4	46.2	38.5

When the data are put together, it can be observed that around 25.6% of **overnight tourists** have used the tours guide services while 74.4% have not. The table below depicts satisfaction levels for overnight tourists that have used tour guide services.

Overall overnight tourists	Very poor	Poor	Fair	Good	Very Good
Reliability	4.3	4.3	4.3	52.2	34.8
Quality of Service			13.0	52.2	34.8
Quality of information		4.3	8.7	52.2	34.8
Safety and security	8.7	4.3	13.0	34.8	39.1
Communication, language skills	4.3		8.7	43.5	43.5
Price (value for money)		5.9	17.6	47.1	29.4

Around 19.4% of **international day-trippers** have used the services of a tour guide. The following table represents their level of satisfaction with tour guide services.

International day-trippers	Very poor	Poor	Fair	Good	Very Good
Reliability			28.6	57.1	14.3
Quality of Service			14.3	71.4	14.3
Quality of information			14.3	85.7	
Safety and security			28.6	71.4	
Communication, language skills		14.3	14.3	57.1	14.3
Price (value for money)			33.3	33.3	33.3

Approximately 7.0% of **domestic day-trippers** have used tour guide services while the rest have not. The following table shows the satisfaction level of respondents who used tour guide services.

Domestic day-trippers	Very poor	Poor	Fair	Good	Very Good
Reliability					100.0
Quality of Service				33.3	66.7
Quality of information					100.0
Safety and security				33.3	66.7
Communication, language skills					100.0
Price (value for money)					100.0

Roughly 11.7% of **day-trippers together** have used tour guide services while the rest have not. The following table represents their satisfaction level:

All day-trippers	Very poor	Poor	Fair	Good	Very Good
Reliability			20.0	40.0	40.0
Quality of Service			10.0	60.0	30.0
Quality of information			10.0	60.0	30.0
Safety and security			20.0	60.0	20.0
Communication, language skills		10.0	10.0	40.0	40.0
Price (value for money)			25.0	25.0	50.0

4.4 SATISFACTION WITH OTHER ASPECTS OF THEIR STAY IN WESTERN KOSOVO

Domestic overnight tourists	Very poor	Poor	Neutral	Good	Very Good
Variety of tourist attractions		3.7	22.2	11.1	63.0
Diversity of outdoor activities			22.2	18.5	59.3
Visitor information			33.3	29.6	37.0
Friendliness of people			25.9	22.2	51.9
Ease of communication			29.6	25.9	44.4
Signage, road signage		7.4	33.3	37.0	22.2
Ease of access to tourists sites			23.1	61.5	15.4
Safety and security			29.6	37.0	33.3
Cleanliness of facilities			25.9	51.9	22.2
Cleanliness of the environment			22.2	59.3	18.5
Environmental protection			40.7	37.0	22.2

Diaspora overnight tourists	Very poor	Poor	Neutral	Good	Very Good
Variety of tourist attractions		13.2	18.4	57.9	10.5
Diversity of outdoor activities		15.8	21.1	57.9	5.3
Visitor information		21.1	23.7	44.7	10.5
Friendliness of people			21.1	63.2	15.8
Ease of communication		12.5	17.5	50.0	20.0
Signage, road signage	7.5	12.5	37.5	42.5	
Ease of access to tourists sites	5.0	7.5	32.5	47.5	7.5
Safety and security	17.5	15.0	10.0	40.0	17.5
Cleanliness of facilities	5.0	20.0	22.5	52.5	
Cleanliness of the environment	7.5	20.0	32.5	40.0	
Environmental protection	7.5	25.0	32.5	35.0	

International overnight tourists	Very poor	Poor	Neutral	Good	Very Good
Variety of tourist attractions		4.5	45.5	45.5	4.5
Diversity of outdoor activities		4.5	50.0	36.4	9.1
Visitor information		4.8	38.1	52.4	4.8
Friendliness of people			4.3	30.4	65.2
Ease of communication	4.3	13.0	26.1	39.1	17.4
Signage, road signage		23.8	38.1	38.1	
Ease of access to tourists sites		13.6	40.9	36.4	9.1
Safety and security		4.5	40.9	36.4	18.2
Cleanliness of facilities		4.8	47.6	38.1	9.5
Cleanliness of the environment	4.3	17.4	52.2	17.4	8.7
Environmental protection	4.5	22.7	36.4	31.8	4.5

Overall overnight tourists	Very poor	Poor	Neutral	Good	Very Good
Variety of tourist attractions		8.0	26.4	40.2	25.3
Diversity of outdoor activities		8.0	28.7	40.2	23.0
Visitor information		10.5	30.2	41.9	17.4
Friendliness of people			18.2	42.0	39.8
Ease of communication	1.1	8.9	23.3	40.0	26.7
Signage, road signage	3.4	13.6	36.4	39.8	6.8
Ease of access to tourists sites	2.3	6.8	31.8	48.9	10.2
Safety and security	7.9	7.9	23.6	38.2	22.5
Cleanliness of facilities	2.3	10.2	29.5	48.9	9.1
Cleanliness of the environment	4.4	13.3	34.4	40.0	7.8
Environmental protection	4.5	16.9	36.0	34.8	7.9

International day-trippers	Very poor	Poor	Neutral	Good	Very Good
Variety of tourist attractions	2.9	5.7	42.9	25.7	22.9
Diversity of outdoor activities	5.7		31.4	40.0	22.9
Visitor information	5.7	8.6	45.7	25.7	14.3
Friendliness of people	2.9		11.4	37.1	48.6
Ease of communication	2.9	2.9	11.4	42.9	40.0
Signage, road signage	8.6	25.7	25.7	31.4	8.6
Ease of access to tourists sites	2.9	20.0	31.4	37.1	8.6
Safety and security	5.7	8.6	22.9	34.3	28.6
Cleanliness of facilities		8.6	34.3	28.6	28.6
Cleanliness of the environment		20.0	25.7	34.3	20.0
Environmental protection	5.9	29.4	20.6	26.5	17.6

Domestic day-trippers	Very poor	Poor	Neutral	Good	Very Good
Variety of tourist attractions		19.0	15.5	37.9	27.6
Diversity of outdoor activities		20.7	13.8	46.6	19.0
Visitor information	1.7	13.8	24.1	44.8	15.5
Friendliness of people				37.9	62.1
Ease of communication		3.4	24.1	39.7	32.8
Signage, road signage		3.4	41.4	46.6	8.6
Ease of access to tourists sites		6.9	34.5	46.6	12.1
Safety and security	1.7	15.5	10.3	58.6	13.8
Cleanliness of facilities	6.9	6.9	13.8	67.2	5.2
Cleanliness of the environment	12.1	12.1	3.4	67.2	5.2
Environmental protection	12.1	12.1	5.2	63.8	6.9

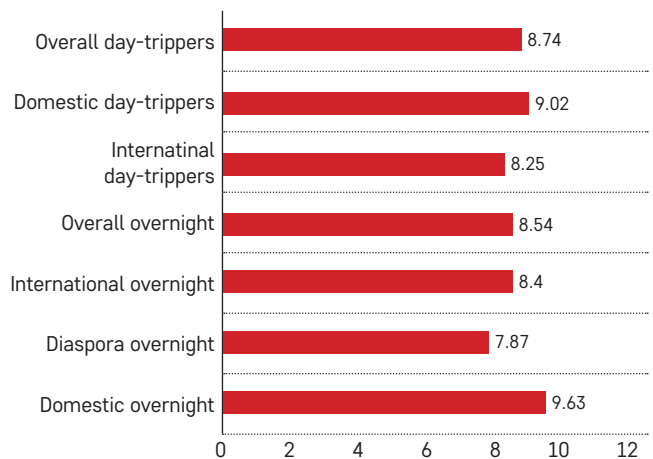| All day-trippers	Very poor	Poor	Neutral	Good	Very Good
Variety of tourist attractions	1.1	14.0	25.8	33.3	25.8
Diversity of outdoor activities	2.2	12.9	20.4	44.1	20.4
Visitor information	3.2	11.8	32.3	37.6	15.1
Friendliness of people	1.1		4.3	37.6	57.0
Ease of communication	1.1	3.2	19.4	40.9	35.5
Signage, road signage	3.2	11.8	35.5	40.9	8.6
Ease of access to tourists sites	1.1	11.8	33.3	43.0	10.8
Safety and security	3.2	12.9	15.1	49.5	19.4
Cleanliness of facilities	4.3	7.5	21.5	52.7	14.0
Cleanliness of the environment	7.5	15.1	11.8	54.8	10.8
Environmental protection	9.8	18.5	10.9	50.0	10.9

5. Overall customer satisfaction

When asked to rate the overall satisfaction level, respondents had to rate their stay from 1 to 10, 1 representing the lowest level of satisfaction and 10 representing high satisfaction. The vast majority of **domestic overnight tourists**, 77.8 %, rated their satisfaction level with 10 points, 7.4 with 9 points and 14.8 % with 8 points, coming to an average of 9.63 out of 10.0. As a result of high level of satisfaction, all domestic tourists plan to come back at the area of destination and all of them would recommend their friends and relatives to visit the area. **Diaspora overnight tourists** rated the overall quality of the visit with 7.87 out of 10, and as such, 95.0% are considering coming back while 5.0% are not. Around 87.5% will recommend Western Kosovo to friend and relatives while 12.5% will not do so. **International overnight tourists** seemed to be satisfied with their stay since they rated it with an average grade of 8.40 out of 10.0. Around 39.1% rated their visit with 8 points, 30.45 with 9 points, 17.4% with 7 points and 13.05 with 10 points. As a result of high rate of satisfaction, 73.9% plan to come back while 26.1 do not. Around 95.7% will recommend the area to their friends and relatives. When the data for **all overnight tourists** is grouped, we end up with an average rate of satisfaction of 8.54 out of 10. As a result of high rate of satisfaction, 91.1% plan to come back at the area of destination and 93.3% would recommend the area to their friends and relatives.

Day trip visitors were also asked to rate the overall quality of their visit. **International day-trippers** have rated their visit with an average grade of 8.28 out of 10. As a result, 97.2% plan to come back at the area of destination while 2.8% do not plan so. Similarly 97.2 would recommend to their relatives and friends to visit Western Kosovo. **Domestic day-trippers** have rated the overall quality of their visit with 9.02 point out of 10.0. As such, all of them plan to come back at the area of destination and all of them will recommend the area to their friends and relatives. **Day-trippers together** as a group rate their visit with 8.74 points out of 10.0. Around 98.9% are considering to come back while 1.1% are not. Similarly, 98.9% would recommend the area to their relative and friends while 1.1% would not do so.

Satisfaction rate

Category	Rate
Overall day-trippers	8.74
Domestic day-trippers	9.02
Internatinal day-trippers	8.25
Overall overnight	8.54
International overnight	8.4
Diaspora overnight	7.87
Domestic overnight	9.63

6. Gender analysis

The following section will present expenditures made by female and male respondents and which features they rank as important or not for the decision to visit a destination are. Regarding expenditures, from the table below it can be seen that male and female overnight tourists spend approximately same amounts.

Type of expenditure: Overnight Tourists	Average spend per person, per day: Costs in €	
	Male	**Female**
Meals, drinks, snacks	11.3	12.9
Accommodation (hotel, guesthouse, villa, apartment, etc.	14.7	16.9
Guides, entrance fees, equipment rental, excursions, activities	11.1	11.6
Transport	16.3	21.7
Shopping	27.9	29.7
Entertainment	22.4	21.9
Other expenses	26.3	24.3

Meanwhile, for day-trippers group, as it can be seen in the table below, females tend to spent more.

Type of expenditure: Day-trippers	Average spend per person: Costs in €:	
	Male	**Female**
Meals, drinks, snacks	18.2	19.3
Guides, entrance fees, equipment rental, excursions, activities	22.7	11.4
Transport	74.7	74.1
Shopping	17.1	42.5
Other expenses	-	70.6

The following tables present male and female views regarding the importance of features for the decision to visit. Each table represents a specific feature, the number of male and female respondents (presents them in percentage as well) and whether they have ranked the feature as "not at all important", unimportant", "neutral", "important" and "very important". From the tables below it can be concluded that female and male respondents rate the features quite similarly. There are some differences in percentages for specific features but they are very low (varying from 2% to 10%). Some tables where differences can be noticed have been commented under the respective tables.

Fresh and cool mountain climate - Overnight Tourists

		Neutral	Important	Very important	Total
Male	Count	8	13	29	50
	%	16.0%	26.0%	58.0%	100.0%
Female	Count	3	14	19	36
	%	8.3%	38.9%	52.8%	100.0%

Outdoor activities and adventures- Overnight Tourists

		Not at all important	Neutral	Important	Very important	Total
Male	Count	0	5	22	23	50
	%	.0%	10.0%	44.0%	46.0%	100.0%
Female	Count	1	4	15	17	37
	%	2.7%	10.8%	40.5%	45.9%	100.0%

Cultural heritage – Overnight Tourists

		Not at all important	Neutral	Important	Very important	Total
Male	Count	1	6	17	27	51
	%	2.0%	11.8%	33.3%	52.9%	100.0%
Female	Count	1	3	15	20	39
	%	2.6%	7.7%	38.5%	51.3%	100.0%

Friendly and hospitable people – Overnight Tourists

		Neutral	Important	Very important	Total
Male	Count	3	24	24	51
	%	5.9%	47.1%	47.1%	100.0%
Female	Count	2	17	19	38
	%	5.3%	44.7%	50.0%	100.0%

Religious Attractions- Overnight Tourists

		Not at all important	Unimportant	Neutral	Important	Very important	Total
Male	Count	5	3	12	18	13	51
	%	9.8%	5.9%	23.5%	35.3%	25.5%	100.0%
Female	Count	0	5	13	9	10	37
	%	.0%	13.5%	35.1%	24.3%	27.0%	100.0%

Around 9.8% of male respondents think that religious attraction are not at all important while no females thinks so; 5.9% of males think that religious attraction are unimportant while 13,5% of females think so; 23.5% of males rate religious attraction as neutral while 35.1% females do so; and 35.5% of males rank religious attractions as important while 24.3% of females do so,

National Park – Overnight Tourists

		Unimportant	Neutral	Important	Very important	Total
Male	Count	1	7	27	16	51
	%	2.0%	13.7%	52.9%	31.4%	100.0%
Female	Count	2	5	20	10	37
	%	5.4%	13.5%	54.1%	27.0%	100.0%

Good Food- Overnight Tourists

		Neutral	Important	Very important	Total
Male	Count	3	29	19	51
	%	5.9%	56.9%	37.3%	100.0%
Female	Count	6	20	11	37
	%	16.2%	54.1%	29.7%	100.0%

From the table above it can be seen that 16.2% of females feel neutral about "good food" as a factor for the decision to visit, while 5.9% of males do so. Males tend to be rank higher the "good food"feature as a decision to visit since 37.3% ranked it as very important while 29.7% of females did so.

Hiking - Overnight Tourists

		Not at all important	Unimportant	Neutral	Important	Very important	Total
Male	Count	0	1	12	25	13	51
	%	.0%	2.0%	23.5%	49.0%	25.5%	100.0%
Female	Count	1	3	6	13	16	39
	%	2.6%	7.7%	15.4%	33.3%	41.0%	100.0%

As it can be seen from the table above, around 7.7% of females tend to view the feature "hiking" as unimportant feature for the decision to visit while only 2.0% of males think so.

Mountain climbing- Overnight Tourists

		Not at all important	Unimportant	Neutral	Important	Very important	Total
Male	Count	4	3	14	18	11	50
	%	8.0%	6.0%	28.0%	36.0%	22.0%	100.0%
Female	Count	1	6	7	12	11	37
	%	2.7%	16.2%	18.9%	32.4%	29.7%	100.0%

Similarly with hiking, around 16.2% of females tend to view "mountain climbing" as an unimportant feature for the decision to visit while only 6.0% of males do so.

Mountain biking – Overnight Tourists

		Not at all important	Unimportant	Neutral	Important	Very important	Total
Male	Count	6	6	12	15	11	50
	%	12.0%	12.0%	24.0%	30.0%	22.0%	100.0%
Female	Count	3	8	7	9	10	37
	%	8.1%	21.6%	18.9%	24.3%	27.0%	100.0%

From the table above it can be seen that 21.6% of females view "mountain biking" as an unimportant feature for the decision to visit while 12.0% of males do so.

Rest and relax in the nature- Overnight Tourists

		Not at all important	Unimportant	Neutral	Important	Total
Male	Count	0	8	15	27	50
	%	.0%	16.0%	30.0%	54.0%	100.0%
Female	Count	4	5	14	14	37
	%	10.8%	13.5%	37.8%	37.8%	100.0%

Fresh and Cool mountain climate- Day-trippers

		Unimportant	Neutral	Important	Very important	Total
Male	Count	0	4	6	32	42
	%	.0%	9.5%	14.3%	76.2%	100.0%
Female	Count	1	2	15	34	52
	%	1.9%	3.8%	28.8%	65.4%	100.0%

Outdoor activities and adventures- Day-trippers

		Unimportant	Neutral	Important	Very important	Total
Male	Count	0	4	15	23	42
	%	.0%	9.5%	35.7%	54.8%	100.0%
Female	Count	1	4	22	25	52
	%	1.9%	7.7%	42.3%	48.1%	100.0%

Cultural Heritage- Day-trippers

		Not at all important	Unimportant	Neutral	Important	Very important	Total
Male	Count	0	2	6	16	17	41
	%	.0%	4.9%	14.6%	39.0%	41.5%	100.0%
Female	Count	1	7	15	17	12	52
	%	1.9%	13.5%	28.8%	32.7%	23.1%	100.0%

Differences in ranking the features for the decision o visit can be noticed in the "cultural heritage" feature shown in the table above. Around 15.4% of females rank this feature as unimportant or not at all important while 4.9% of males do so. Around 80.5% of male rank this feature as important or very important while 55.8% of male do so.

Friendly and hospitable people- Day-trippers

		Unimportant	Neutral	Important	Very important	Total
Male	Count	1	0	7	34	42
	%	2.4%	.0%	16.7%	81.0%	100.0%
Female	Count	1	4	17	30	52
	%	1.9%	7.7%	32.7%	57.7%	100.0%

Religious attractions – Day-trippers

		Not at all important	Unimportant	Neutral	Important	Very important	Total
Male	Count	3	7	13	9	10	41
	%	7.1%	16.7%	31.0%	21.4%	23.8%	100.0%
Female	Count	10	11	9	15	7	52
	%	19.2%	21.2%	17.3%	28.8%	13.5%	100.0%

National Park – Day-trippers

		Unimportant	Neutral	Important	Very important	Total
Male	Count	6	6	16	14	42
	%	14.3%	14.3%	38.1%	33.3%	100.0%
Female	Count	7	14	19	12	52
	%	13.5%	26.9%	36.5%	23.1%	100.0%

Good food – Day-trippers

		Unimportant	Neutral	Important	Very important	Total
Male	Count	0	2	15	25	42
	%	.0%	4.8%	35.7%	59.5%	100.0%
Female	Count	1	3	11	37	52
	%	1.9%	5.8%	21.2%	71.2%	100.0%

Hiking – Day-trippers

		Not at all important	Unimportant	Neutral	Important	Very important	Total
Male	Count	1	8	10	9	13	41
	%	2.4%	19.5%	24.4%	22.0%	31.7%	100.0%
Female	Count	3	7	8	10	24	52
	%	5.8%	13.5%	15.4%	19.2%	46.2%	100.0%

Mountain climbing- Day-trippers

		Not at all important	Unimportant	Neutral	Important	Very important	Total
Male	Count	0	6	10	13	13	42
	%	.0%	14.3%	23.8%	31.0%	31.0%	100.0%
Female	Count	3	7	5	11	26	52
	%	5.8%	13.5%	9.6%	21.2%	50.0%	100.0%

Mountain biking- Day-trippers

		Not at all important	Unimportant	Neutral	Important	Very important	Total
Male	Count	4	11	9	8	10	42
	%	9.5%	26.2%	21.4%	19.0%	23.8%	100.0%
Female	Count	4	8	8	15	17	52
	%	7.7%	15.4%	15.4%	28.8%	32.7%	100.0%

Rest and relax in the nature- Day-trippers

		Not at all important	Unimportant	Neutral	Important	Very important	Total
Male	Count	0	1	3	7	31	42
	%	.0%	2.4%	7.1%	16.7%	73.8%	100.0%
Female	Count	1	1	4	5	41	52
	%	1.9%	1.9%	7.7%	9.6%	78.8%	100.0%

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