

“Competent student – experienced graduate: international workshops on key competencies for the labour market”

The project is financed by the National Agency for Academic Exchange within the International Academic Partnerships Programme
Agreement No. PPI/APM/2019/1/00014/U/00001

Workshop
„Tell me about your culture - comprehensively”
20-24 September 2021
Peja, Kosovo

Nature-based businesses

Goal:

- encouraging the students of thinking on economic development by using natural heritage in a sustainable way by the responsible businesses

Agenda:

- joint meeting, presentation of facts and development of tourism in Peja
- field visit to natural heritage sites
- field visit to companies that use those natural heritages
- try the natural attractions offered from those natural-based companies
- getting to know and feel the nature of Peja

Activities and tasks:

- starting the joint meeting with the trainer
- interacting to the presentation of Peja and the development of tourism in this city
- having direct discussions with the owners of nature-based companies and guiders as well
- group discussions of students about the natural heritage and its importance on the local economy
- experiencing the attractions in natural sites provided by those companies

Outcome:

- students gain the knowledge about the importance and the impact natural-based businesses have on local economy as well as the influence of those companies’ attractions on attracting new tourists.

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Group introduction: The nature-based businesses workshop started with a presentation for the Peja city including: general information about it, tourism information and the importance of natural heritage on the development of the tourism and economy of this city. We’ve had the chance to ask during the presentation and got to know more in details. In order to be clearer what we were going to do in the field visits, we’ve got to watch some videos of places and attractions, which were really interesting for the students.

Field Visits: The two visits were on nature-based businesses, the very first one was the Outdoor Kosovo Company on the waterfall “Drini i Bardh” and “Sleeping Beauty Cave” and the second one was the Balkan Adventure Company that had the attractions of Zip Line and Via Ferrata.

1. Outdoor Kosovo Company (waterfall “Drini i Bardh” and “Sleeping Beauty” cave)

About 10 km from the center of Peja city was our first field stop visit. It was the waterfall of the river "Drini i Bardhe" and the "Sleeping Beauty" cave where we've been toured by a responsible person of the Outdoor Kosovo company. It was presented the importance of this area on the development of Peja's tourism, on biodiversity, on water as well as on the economic impact of this zone to businesses and local residents. Shortly, after enjoying the view of waterfall and the fresh air, we continued the visit to "Sleeping Beauty" cave, where we were welcomed by another responsible person of cave's management from Outdoor Kosovo company. As the purpose of the visit was to gain knowledge about the natural heritage and its involvement on the local economy, the guide of the cave shared a short history of the company and their offers, role of the cave's attraction on increasing the number of tourists from all around the world, as well as on number of employees, where the employees were mostly students. Afterwards we went inside the cave and the guide told everything about the cave, the infrastructure development of the cave, the new parts of the cave that will be opening and we've got to see bats sleeping and flying too.



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2. Balkan Adventure Company (Zip Line and Via Ferrata)

The second and the last visit was in the visitor center of Balkan Natural Adventure company, which it is located at the entrance of Rugova Canyon. We were welcomed by the owner of the company, Nol Krasniqi and informed us the development history of the company and its tourism offers. This company has managed to employ directly 25 people and have an indirect impact on many other local residents that benefit from the tourists as they visit Balkan Natural Adventure's attractions. But also

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had the chance to ask about the promotion of the offers to national and international market, and how the Covid-19 has impacted their business as the number of visitors decreased. Afterwards we continued along the Rugova Canyon to the start point of the Zip Line attraction, we were so excited of experiencing this attraction by flying through metal wire, everyone experienced it on their own best, someone screaming of the joy, someone getting a bit frightened but at the end saying it was really worth it and someone enjoying it calmly. After the Zip Line, we have passed to the other attraction called "Via Ferrata Mati" it was the basic one for beginners as Via Ferrati has levels of difficulties, but us as beginners was the basic one. It was an adrenaline for us and a really unique experience. Even though it was the first week of the project and we haven't got to know each other that much, during the Via Ferrata we created a bond and really worked as a team, pushing each other to achieve the goal all together.



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