

Municipality of Peja's Tourism strategy: Managing visitor flows and promoting cross-sector cooperation

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This session introduces a practical overview of tourism development in the municipality of Peja, Kosovo, from a local governance perspective. As Chief of the Tourism Sector, Virtyt shares insights into strategic destination planning, inter-sector cooperation, and digital promotion. Participants will gain an understanding of how a small municipality can build a strong tourism identity through structured strategies, destination models, and targeted marketing tools.

Introduction and objectives

Hello everyone,

My name is **Virtyt Morina**, and I come from the municipality of **Peja**, located in the western region of Kosovo. Peja is a relatively small municipality compared to many European destinations, but it is rich in natural, cultural, and historical resources that make it highly attractive for tourism development.

I work in the local administration as the Chief of the Tourism Sector, which means I focus on the development, coordination, and promotion of tourism in our municipality. Today, I would like to share with you an overview of our approach to destination development, the models we use, the cooperation we build across sectors, and the strategies that guide our tourism promotion.

Although I specialize in the local context of Peja, the principles I will present — especially regarding destination strategy, inter-sector collaboration, and digital promotion — can be applied broadly across many regions.

Objectives

The main objectives of this presentation are to:

- Introduce the destination of Peja and its tourism potential

- Present the **Semgalon model of destination development**, which we apply in our strategy
- Highlight the importance of **cooperation between local sectors** to strengthen tourism
- Show how Peja uses **digital tools and promotional channels** to build visibility
- Explain how strategic planning can help smaller municipalities grow successfully in tourism

By the end of the session, I hope you will have a better understanding of how a structured approach, supported by digital tools and multi-sector collaboration, can transform local tourism.

Content & development

Peja is located in the northwest of Kosovo, positioned between mountains, rivers, and rich cultural landscapes. Over the last years, our municipality has invested in a clear strategic vision to enhance tourism as a key engine for local development.

One of the major frameworks we apply is the Semgalon model of destination development. This model helps us structure our tourism strategy around the flow of visitor choices, the creation of attractive products, and the balanced development of the destination. It provides a strong foundation for understanding our strengths, setting priorities, and aligning actors in the right direction.

Another essential component of our approach is cooperation between sectors. Tourism cannot grow in isolation — it requires contributions from culture, environment, infrastructure, sports, hospitality, and local businesses. Strengthening coordination between these sectors allows us to build a coherent identity and offer quality experiences to visitors.

We also place great emphasis on digitalisation and promotion, which are critical for attracting both domestic and international tourists. Our promotional tools include:

- Social media platforms such as Facebook, Instagram, Twitter
- Web-based tools and digital storytelling, which provide accessible information to visitors
- Various forms of written media, including national and international press
- Partnerships with platforms like National Geographic and BBC, which help extend our visibility

In addition, we use 360-degree virtual tools, allowing visitors to explore parts of the destination online before arriving. This strengthens trust and encourages people to plan their trips.

Through all these actions, our goal is to present Peja as a dynamic and welcoming destination, offering year-round tourism possibilities.

Conclusion

To conclude, here are the key messages from today's presentation:

- Peja is a small municipality, but with rich tourism potential that can be developed through strategic planning.
- Applying a structured model like **Semgalon** helps guide destination development in a clear and coherent way.
- Inter-sector cooperation is essential — tourism grows when culture, environment, businesses, and institutions work together.
- Digitalisation and promotion play a central role in building destination visibility and attracting visitors.
- With the right approach, even a small municipality can become a strong and successful tourism destination.

Thank you very much for your attention.

I hope this overview has helped you better understand tourism development in Peja, and I look forward to answering any questions you may have.

