Global Conference on Advances in Business and Social Sciences (GCABSS – 2020 Online)

Comments and Questions
GCABSS 2020

Paper No. 201223

Comment 1
This paper is about how to build a powerful destination image. According to the authors, a powerful destination brand image increases visitors’ satisfaction, tourists’ affirmative return, customer loyalty and positive publicity. Kosovo is known for its cultural, historical and natural resources; however, authors contend that “there is a gap in the literature regarding the impacts of events about building and empowering destination image.” This second part of their statement is a bit disjointed from the earlier part of their reasoning. Hope authors will note this and will either correct it or give some understandable explanation to this effect.

Reply
See reply for Comment 3.

Comment 2
Kosovo is a beautiful country, though it has recently been a chaotic place due to a brutal war at the end of the last century. As a well-wisher of the country, I pray and hope that the country will emerge with a distinction reflecting her glorious past. At the same time, I hope that authors would include in their study about still present hatred towards minorities in the country. Winning of the war by one country should not be overshadowed by a similar or even brutal reprisal towards the other groups in the country; otherwise this cycle with never-ending and country will not develop a powerful destination brand image that she longs.

Reply
See reply for Comment 3.

Comment 3
It is a good paper, and with the various factors that the authors consider, I think the paper can be used as a model study for other small but beautiful countries around the world.

Reply
Thank you very much for your comments and questions. I will correct what is suggested from the comments feedback. As for the questions, the answers are as followed:
Global Conference on Advances in Business and Social Sciences (GCABSS – 2020 Online)

Question No. 1
How different Kosovo’s culture from that of it neighboring like Macedonia, Tirana, Montenegro and Bulgarla, etc.?

Reply
1. As a young and attractive country, Kosovo has a very rich culture and history. Kosovo Cultural Heritage was created by ancients Illyrians and Romans with later indications by different empires in more recent centuries. When traveling around Kosovo, there are many opportunities to experience the very old civilization, unique culture, and distinctive traditions which are documented in archeological parks, natural parks, galleries, tower houses (Kullas) in other words strongholds, religious monuments, and museums.

Question No. 2
Please explain your research methodology?

Reply
2. With regards of this study the semi - structured interviews were applied. Semi-structured interviews are well matched for the investigation of the attitudes and point of views of respondents in respect of complicated and sometimes vulnerable issues and enable exploration for additional explanation of answers (Barriball & While, 1994). The data will be analyzed through the Constant Comparative Method – the Grounded theory. According to Grove (1988) it’s the most suitable method because it offers the analyst the ability to compare the results with the academic part of the research in order to achieve a complete idea or picture. Furthermore, as reported by Glaser (1965) due to the broad collation this technique gives the researcher the opportunity to bring out strong and stable outcomes. These benefits will be reached through the application of the taped interview that provides the researcher the opportunity to listen the declaration of the managers as well as to understand the manner they communicate their opinions. Once the taping procedure is done, we will translate the data and identify the important concepts in order to follow with the the mamboing (separating the text and formulating theories) and the process will finish with the incorporation and writing up theories.

Question No. 3
How is the situation between Kosovo and Bulgarla now?

Reply
I am not sure if the question was for Bulgarla or Serbia.. But since it is asked for Bulgarla, the answer is as follows: Kosovo declared independence on 17 February 2008 and after an evenly split vote in the legislature, Bulgarla recognized it on 20 March 2008 despite objections from Russia. Both countries have very correct and friendly relation with each other. Bulgarla has an embassy in Pristina and Republic of Kosovo has opened its embassy in Sofia as of January 2010.
Global Conference on Advances in Business and Social Sciences (GCABSS – 2020 Online)

Question No. 4
There was a similar study in this conference about Macedonia, how would you compare your research with that one?

Reply
I am sorry but I couldn't find any similar study about Macedonia. Could you please send it to me so I can read it and give feedback?

Question No. 5
Can you please inform us about some important social events in Kosovo that may have a broader appeal for people outside the country?

Reply
Pristina Jazz Festival - The Pristina Jazz Festival is a music festival where jazz artists from all over the world perform. It is held annually in October and November, in the ODA theatre. Pristina Jazz Festival has hosted artists such as: Uri Caine, Tom Kennedy, Reggie Washington, Giulio Martino, Willard Dyson, Bob Albanese, Hans-Joachim Roedelius, Robin Verheyen, Aki Rissanen, Peppe La Pussata, Tim Story, Francesco D’Errico, and Yiotis Kiourtisoglou.

PriFest, or Prishtina International Film Festival, is a film festival that has been held every July since 2009 – the year after the country’s declaration of independence from Serbia – in the capital city of Kosovo. The festival screens international and local cinema productions and draws particular attention to the Kosovar film industry. PriFest features four competition categories, including mid-length films, European feature films, documentaries and Balkan movies. Outside of the competitions, there are special screenings, including a program dedicated to the LGBT community, a focus on Turkish cinema and many Kosovar premieres of Albanian movies.

Sunny Hill Festival - In the heart of Gemia Park, also known as the lung of Pristina, the Sunny Hill Festival is held every August. This is a musical event organized by the Sunny Hill Foundation, a charity organization set up in Pristina, under the patronage of the great Kosovar-Albanian artist Dua Lipa, who works to reduce poverty and injustice in the country. Famous singers perform at the festival, as well as local and international artists.

Doku Fest - In the heart of Gemia Park, also known as the lung of Pristina, the Sunny Hill Festival is held every August. This is a musical event organized by the Sunny Hill Foundation, a charity organization set up in Pristina, under the patronage of the great Kosovar-Albanian artist Dua Lipa, who works to reduce poverty and injustice in the country. Famous singers perform at the festival, as well as local and international artists.

Question No. 6
The image of a tourist destination is not based on the perception of the resident population, shouldn't the study collect the view of tourists as well?
Reply
The idea is to understand the opinions and precipitations of event managers towards implementing an event in Kosovo. This study will help in understanding the challenges that event managers face during an event and to understand what steps are needed to follow in order to organize a successful event. However, collecting the view of tourists would enrich this study even more by providing feedback from tourists. That is a very good suggestion.

Question No. 7
Is there any specific reason for selecting only Kosovo and not any other city?

Reply
This study has used semi-structured interviews. Considering the pandemic situation it was easier to undertake a study in my country of resident rather than going in another country.