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## Analysis of Tourists' Perceptions of Kosovo's Tourism Locations' Information Accessibility

Avni Krasniqi<sup>1</sup>, Benjamin Hashani<sup>2</sup>

### Abstract

*Nowadays, using internet services gives anybody and everyone access to a wide range of information from across the globe. This survey was conducted to learn people's attitudes on the information found on the Internet to go to the intended location. Many tourists today choose to travel independently because they believe it offers more comfortable circumstances and chances for privacy for them and their families. However, a study of 300 respondents is the finest illustration of how much information is sufficient for different tourist locations in Kosovo. Out of the 300 respondents, 248 claimed to reside in Kosovo, 48 claimed to reside abroad, and 2 said they were unsure. The study's findings support the conclusion that there are significant differences in the knowledge people have about Kosovo's tourist attractions depending on their age and level of income. I have demonstrated that both domestic and foreign tourists have sufficient knowledge of Kosovo's tourist hotspots based on the nation's most recent tourism data. I support the institutions taking a more professional stance while creating a shared tourist data block for Kosovo.*

**Keywords:** Destination, Tourists' perceptions, Tourism locations, Information accessibility

### Introduction

This article discusses visitor perceptions on the usefulness and importance of information about Kosovo's tourist destinations while also examining them from many angles in terms of the accuracy, usability, and sources of the information. Technology has enabled tourism, a hugely important economic sector, to expand much more swiftly than other sectors, earning it the designation of "industry" today. According to research, a destination's capacity for sustained growth may be significantly influenced by the amount of happiness it inspires in travelers. Therefore, contentment may be thought of as the outcome of earlier quality [1]. E-tourism has grown as a result of this new Internet-based advertising method. The ability of the Internet to connect the buyer and the seller, or the tourist offer and the tourist demand, has greatly accelerated the development of the tourism industry [2]. A lot of consideration should also be given to the fact that destination traders may more effectively tailor their offer to make it more alluring and fulfilling for the visitors of the [3] the more in-depth the knowledge on the attitudes of tourists regarding the offer of the destination. According to some, failing to grasp these views of visitors will probably result in lower levels of pleasure, loyalty, and their intention to return [2]. Many authors such as ([3]; [4]; [5]) show that overall satisfaction with a destination is seen as a result of tourists' perceptions of the various attributes of the destination. very complex, as

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<sup>1</sup> Municipality of Kaçanik, Directory of Education

<sup>2</sup> Municipality of Ferizaj, Directory of Education



[6] points out, the overall destination experience is a sum of the large number of individual experiences that occur during their stay at the destination [9]. More and more tourists are using the internet and online resources for their information needs. [2] argues that the rapid development of the Internet opens up unprecedented and affordable opportunities for global tourism representation and marketing. The development of information and communication technologies (ICTs) in general, and cloud computing technologies in particular, encourages tourism destination governments and practitioners to use smart technologies to optimize their decision-making in business planning and improve the visitor experience. The term "smart tourism" refers to the rising phenomena in which tourist destinations, industry professionals, and visitors rely increasingly on new ICTs that enable the translation of massive amounts of data into value propositions [1]. According to Li, Hu, Huang, and Duan [2], smart tourism is both an all-encompassing technology and a support system for tour information services. Under the theory of "service-dominant logic," smart tourism is included into the concept of service co-creation [3].

### **Aim of the research**

The study's goal is to examine how much knowledge local tourists and those who reside outside of Kosovo have about the tourist destinations they desire to visit, as well as how they obtain that knowledge.

### **Objective of the research**

- *Measurement of local and foreign visitors' perceptions of the sources of information about Kosovo's tourist centers. Analysis of the information situation for the country's tourism destinations.*
- *Comparing the supplied data and resources.*
- *Examining and contrasting the effects of demographic elements like age and monthly income on Kosovo's level of tourist information.*

### **Research questions and hypothesis**

- 1) What degree of information are tourism destinations in Kosovo providing?
- 2) How do the ages and monthly incomes of domestic and international visitors differ in terms of their degree of information?

Hypothesis:

H1. Tourism operators know enough about Kosovo's tourism attractions.

H2: Overall amount of knowledge about tourism destinations in Kosovo varies significantly depending on demographic parameters like age.

H3: This same amount of knowledge about tourism destinations in Kosovo varies significantly depending on demographic parameters like monthly income.

## **LITERATURE REVIEW**

Tourism has grown incredibly quickly in recent decades, and technology's fast advancement, particularly the Internet, has surely played a significant impact. The Internet has served a variety of purposes, including connecting supply and demand and allowing users to book reservations online and learn more specifics about their travel destinations. Tourism has continued to develop

and diversify over the past 60 years, making it one of the biggest and fastest-growing economic sectors in the world [7]. The number of tourists arriving globally is anticipated to rise by an average of 3.3% each year from 2010 to 2030, according to the newly updated UNWTO long-term prognosis and the evaluation of future tourism trends. By 2030, there will be 1.8 million additional foreign tourists arriving year, an increase of around 43 million [2].

Tourism stakeholders have a wealth of opportunities to create, store, and retrieve big data for use in a variety of ways thanks to the growth of the Internet of Things (IoT), mobile apps, location-based services, geotagging services, virtual reality (VR), augmented reality (AR), social media, and smart devices. These uses include enhancing tourist experiences, competitiveness of destinations, and sustainability [4-6]. The use of software or algorithms has started among practitioners to assess and anticipate visitor behavior [7]]. Smart tourism benefits tourists, companies, and locations alike. Governments in a number of nations, including the United States, Mainland China, and South Korea, have begun initiatives to build the technology and essential infrastructure to support the expansion of smart tourism [2,4]. The declaration specifies significant objectives for the upcoming years, such as creating platforms for information exchange, boosting smart tourism, and building smart tourism governance. Although there is a ton of relevant material, this field's study is still in its infancy [21]. As an illustration, it appears that consensus on the notion of "smart tourism," which is necessary for the development of theory, has not been obtained [2], in addition to the lack of theoretical foundations established specifically for the topic.

Online delivery of virtual services or tourism-related information is regarded as one of the key advancements in contemporary technology that has a significant influence on the travel and tourist sector. Although virtual reality has been around since the late 1960s, current advancements in web platforms, hardware, and software for creating hypermedia content have allowed technology to come out of the shadows and become more prevalent in day-to-day life [8]. Many authors, including [9], have highlighted the (possible) importance of Internet services in tourist management and marketing. According to them, this can be used as a replacement for travel and tourism services (i.e., a replacement for the actual visit) [10], making it useful for the management of protected areas, such as natural heritage sites, and cultural (i.e., to limit the number of tourists or visits), and, thus, a beneficial contributor to sustainability [11]. The perceptions and desires of potential travelers themselves, their encounters and levels of satisfaction or dissatisfaction, information provided by service providers, and information from friends and family are among the most crucial impact criteria [8]. Other criteria include guides, press articles, television programs, radio commercials, and commercials. Due to their location and line of work, most tourism-related firms frequently are forced to focus on a few specific market sectors. The goal of the journey, the demands of the customers, the user's attributes, the demographic, economic, or geographic features, the psychological qualities, the pricing, etc. are a few examples of potential segments [9].

The most recent advancements in online travel services provide limitless possibility for large-scale virtual excursions to popular tourist locations. People are said to find it simpler to take virtual tours of cities and tourist destinations due to the accessibility of inexpensive technology and the amount of tourism-related material. This study also makes the case that internet travel agencies are effective tools for promoting travel [9]. Potential visitors can get a better sense of a place by viewing more engaging photos of it through this manner, which gives traders the chance to market to them. The socio-demographic component has a significant impact on how tourism develops [1]. Information resource structures, which are based on consumer behavior, are

frequently utilized as a segmentation variable in the tourist literature, according to research, as a result of the continuing loss of sociodemographic segmentation power [10, 5]. Information seeking is frequently related to a cultural background (and subsequently varied regional backgrounds), which leads to various behavioral tendencies.

The presence of family and friends at the vacation spot, early visits to the spot, and the level of innovation connected to the spot are among these holiday groups [11]. According to several research, organizations, tour operators, and other tourism-related enterprises put a lot of time and money into disseminating information about travel. Despite significant financial investments in marketing and communication, it is said that there is a general lack of awareness of the information sources that visitors rely on to make decisions [7]. Therefore, it seems that human experience is the most important source of knowledge. Tourists start by checking different information sources before planning their holidays. [14] As a result, entrepreneurs and proponents of tourism must be specific about the kind of information that belongs in brochures and travel guides [12]. It is vital to simultaneously analyze how information affects visitor behavior and perception. For a multitude of factors, including ecological, sociological, and economic concerns, tourists are known to swarm to coastal nations [16]. sources of information: brochures, the internet, guides, etc.

However, the most significant source of information appears to be human experience. When arranging their vacations, tourists start by consulting other sources of information. [14] As a result, business owners and tourist advocates need to be precise about the type of content that belongs in brochures and travel manuals [12]. Analyzing the impact of information on visitor behavior and perception is crucial at the same time. Tourists are known to flock to coastal nations for a variety of reasons, including ecological, sociocultural, and economic considerations [16]. Many coastal regions depend heavily on the tourism industry [15]. The industry has witnessed continual expansion, is one of the largest in the world, and will continue to be crucial for the social and economic well-being of coastal communities while being vulnerable to changes in the global economy much like other sectors. Coastal tourism has the potential to degrade social conditions and the environment if it is not practiced responsibly, notwithstanding the social benefits of the industry [3].

Therefore, it is obviously in the interest of the tourism industry to conserve and sustain the tourist sites that serve as the foundation for its profitability. This is a modern problem that will entail contributions from coast planners, managers, and practitioners. International organizations, such as the World Tourism Organization (WTO) and the United Nations Commission on Sustainable Growth (UNCSD), have worked to produce recommendations for sustainable tourism practices as well as for the development of tourism in sensitive and fragile coastal environments. The WTO claims that these practices apply to all types of tourism, including mass tourism and other niches of specialised tourism, in all types of places (World Tourism Organization, 2004). In order to ensure the long-term sustainability of the tourist industry, it is argued that the principles of sustainability pertain to the environmental, economic, and sociocultural components of its growth. Common criteria for performance monitoring in the sustainable development of coastal tourism are still absent, despite efforts to coordinate various programs [8].

According to some, the success of the tourist sector depends on efficient and quick ICT infrastructure and software applications. ICT applications make it possible to merge customer-management interactions and supply chain management into a single source that simplifies a variety of tasks, including product selection, ordering, delivery, tracking, payment, and reporting

[13].ICTs eventually lower costs by putting service providers in direct touch with customers. They also have an impact on employment since ICT equipment requires regular maintenance, which affects employment. ICT is used by management in tourist businesses to carry out a variety of tasks that boost workplace efficiency, including online reservations [16].

Applications of ICT provide unique potential for creative businesses to rethink travel goods to meet individual demands and consumer preferences. Particularly for business travelers who now anticipate various comforts to be available throughout their journeys, these applications have now evolved into a component of the core offering. The promotion and communication of tourism have undergone a revolution thanks to the usage of the Internet and the World Wide Web. Commission expenses can be decreased through ICT [11].The use of ICTs has rapidly impacted hospitality management, integrating hotel operations, redefining the marketing function, enhancing overall effectiveness, delivering tools for marketing research and partnership creation, and enhancing customer service, as well as creating strategic prospects. Additionally, customers want an increasing number of ICT gadgets in their bedrooms. The upper tiers of hotels now come equipped with internet connection via data ports and televisions.

The use of the Internet has significantly enhanced hotel booking and representation procedures. Online reservations are particularly practical for hotel visitors as they offer a productive and effective contact channel [14]. The requirement for technology to speed up procedures grows as capacity, the number of departments, transactions, arrivals, departures, and reservations increase. Additional hotel PMS and CRS integration can boost productivity, ease control, decrease manpower, and speed up reaction times for management and customer needs [17].The WTO contends that "immediately detecting consumer requirements and reaching out to potential customers with full, tailored, and up-to-date information" are crucial to success. For the management of increasing traffic, the volume and quality expectations of today's travelers must develop quickly. Tourists are becoming more affluent and demanding, seeking for high-quality goods and good value. Therefore, in order to meet new forms of demand, destinations and managers require new techniques. [15]. The industry's usage of IT is driven by the rise of the size and complexity of tourist demand as well as the quick creation and high level of sophistication of new tourism goods that target mini-market groups. Young, seasoned, educated, and demanding tourists are increasingly searching for information on the most exotic locations and authentic experiences, as well as attempting to interact with providers to meet their unique wants and goals [16] [17]. In the modern, connected consumer, "patience is a virtue that vanishes because they are far less ready to wait or put up with delays" [18].According to researchers, technology must be included and market contact must be increased in order to meet the long-term needs of the tourist industry. Travelers will increasingly be able to get trustworthy information and make bookings using ICT at a fraction of the expense, inconvenience, and time required by traditional means. ICT applications raise the level of customer satisfaction and enhance the quality of services provided to tourists and passengers. The correctness and completeness of precise information on destination access, amenities, attractions, and activities have a significant impact on customer satisfaction [19].

According to research, airline CRSs have been present in Global Distribution Systems (GDS) since the middle of the 1980s, continuously expanding their geographic reach and integrating horizontally (with other airline systems) [22]. and vertically (to include the complete spectrum of travel-related goods and services. Even severe competition in the GDS sector compelled certain mergers and acquisitions. Only two or three of the top 10 GDSs are expected to survive, hence more concentration and integration are. Frequent networking promotes

communication and streamlines interactions between various businesses. Numerous technologies and software applications are said to make it easier for tourism firms to communicate with one another [18]. Electronic data transmission, while utilizing existing communication protocols, makes it easier to transfer structured data from one computer to another (sometimes hosted by separate and faraway entities). Between tour operators and handling companies at destinations, this has frequently been used to transfer passenger lists, invoices, and other paperwork [23].

Used by executives of airlines, hotels, and car rental companies, computer reservation systems and global distribution systems help facilitate communication between travel agents and them [23]. Additionally, integrated destination computer information systems and destination management systems work to combine the administration and promotion of independent tourism businesses in the destination region, facilitating interconnectivity. Small and medium-sized tourist businesses will frequently gain from ICT-supported networks as a result of their ability to pool resources and compete with their bigger counterparts [23, 24]. According to several surveys, the file transfer protocol, www, and e-mail are among the most widely used internet services that improve connectivity and communication between businesses and people. Extranets are rumored to offer networked enterprises a secure interface. The use of extranets in this context, which allow for restricted access and liaison only with authorized organizations, makes it easier for tourism businesses to network [14, 26].

## **METHODOLOGY OF RESEARCH**

The research was done throughout the months of August and September 2021 online because to the COVID 19 epidemic. All adults over the age of 18 who were participating in the study were both domestically and internationally. The model of Independent T-Test and Anova one way was used to validate the research questions and hypotheses, and the model of descriptive interpretation was used to present the opinion of tourists on the significance of information in tourism in Kosovo. The data were processed using the SPSS program.

### **Research instrument**

The information was gathered using a closed-ended questionnaire that had 19 questions in all, 12 of which measured the opinions of both local and international tourists and 7 of which were demographic in nature. Through agencies and tourism attractions in Kosovo, the questionnaire was sent directly to the intended tourists using Google Forms.

### **Data administration and presentation of results**

The data were managed by first gathering it and putting it in encrypted Excel, then moving it to SPSS. In order to illustrate the results empirically, I first presented the descriptive data before presenting the results of the Anova test and T-test.

## **RESULTS**

A total of 300 respondents took part in the study, 248 of them were Kosovo natives and 51 others were from other European nations. 98 people, or 32.7%, were in the 18–25 age range, followed by 155 people, or 51.7%, in the 25–45 age range, and 47 more people, or 15.7%, in the 45–64

age range. Out of these, 159 (or 53%) were men and 141 (or 47%) were women. 2 respondents, or 0.7%, had elementary education, 40 had secondary education, 13.3%, 169 had faculty, 56.3% had master's degrees, and 7.7% had doctorates. Of them, 214 had jobs, or 71.3%, and 86 had jobless status, or 28.7%.

**Table 1. Demographic results**

<b>Age</b>	<b>N</b>	<b>%</b>
18-25 age	98	32.7
25-45 age	155	51.7
45-64 age	47	15.7
<b>Gender</b>	<b>N</b>	<b>%</b>
Male	159	53.0
Female	141	47.0
<b>Education level</b>	<b>N</b>	<b>%</b>
Primary school	2	0.7
High school	40	13.3
Faculty	169	56.3
MSc	66	22.0
PhD	23	7.7
<b>Employment</b>	<b>N</b>	<b>%</b>
Yes	214	71.3
No	86	28.7
<b>Marital status</b>	<b>N</b>	<b>%</b>
Yes	185	61.7
No	115	38.3
<b>Settlement</b>	<b>N</b>	<b>%</b>
Kosove	248	82.7
Outside Kosovo	51	17.0
<b>Monthly income</b>	<b>N</b>	<b>%</b>
To 500 eu	133	44.3
500-1000 eu	104	34.7
Over 1000 eu	63	21.0

Source: Author

When asked if their salary is sufficient to travel to foreign countries, 18 respondents provide a fully positive response (6%), 99 give a positive response (33%), 26 give a neutral response (8.7%), 131 give a negative response (43.7%), and 26 give a highly negative response (8.7%). The majority of respondents concur that they want to go to beautiful natural places and that they enjoy visiting cities. They value visiting historical and cultural sites, which demonstrates their enthusiasm in traveling to Kosovo's tourism attractions. Regarding their knowledge of the tourist destinations, it is clear that they only had a partial understanding of the locations they had visited, and that they were uninterested in the commercials they saw for the destinations. The majority of respondents believe they can find the proper location by using internet applications and use the 3G or 4G network. The majority of respondents are happy or extremely satisfied with the information they discovered online about the Kosovo location they wished to visit.

**Table 2. Descriptive results**

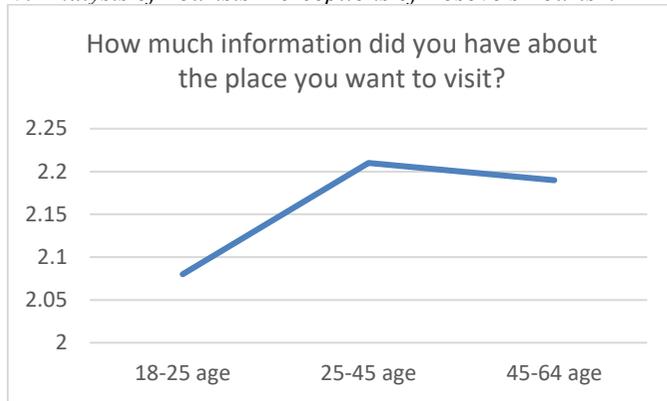
Your income is enough to visit different places:	N	%
I completely agree	18	6.0
subscribe	99	33.0
I have no attitude	26	8.7
I disagree	131	43.7
I do not agree at all	26	8.7
Give a rating from 1 to 5 on how much you want to visit natural beauties: (1 is the lowest grade, 5 is the highest)	N	%
Never	1	0.3
Sometimes	1	0.3
Frequently	11	3.7
More often	39	13.0
Every time	248	82.7
Give a score from 1 to 5 as you are a fan of city visits: (1 is the lowest grade, 5 is the highest)	N	%
Never	5	1.7
Sometimes	10	3.3
Frequently	33	11.0
More often	46	15.3
Every time	206	68.7
Give a score from 1 to 5 as you are a fan of city visits: (1 is the lowest grade, 5 is the highest)	N	%
Never	5	1.7
Sometimes	10	3.3
Frequently	33	11.0
More often	46	15.3
Every time	206	68.7
Give a grade of 1 to 5 on how much you want to visit cultural heritage sites (1 is the lowest grade, 5 is the highest)	N	%
Never	2	0.7
Sometimes	12	4.0
Frequently	36	12.0
More often	57	19.0
Every time	193	64.3
How much information did you have about the place you want to visit?	N	%
I had no	11	3.7
I had partially	228	76.0
I had enough information	61	20.3
For the place, you want to visit, get the preliminary information at:	N	%
Page	207	69.0
Television	7	2.3
From people who have visited it before	71	23.7

From a travel agency or tour operator	15	5.0
Are you attracted to advertisements for certain tourist destinations:	N	%
I am not attracted at all	11	3.7
Partly, if well done	215	71.7
I'm quite drawn to visiting the destination	74	24.7
Have you visited any place in Kosovo with offers from travel agencies:	N	%
yes	73	24.3
not	227	75.7
How much do you use the 3G / 4G internet network:	N	%
Nothing	14	4.7
Partly	115	38.3
Always	171	57.0
Do you think that using the internet can get you to the right place you want to visit:	N	%
Nothing	3	1.0
Partly	181	60.3
Always	116	38.7
How satisfied are you with the information you found online about the place you want to visit in Kosovo:	N	%
I am very satisfied	37	12.3
I'm satisfied	195	65.0
I have no attitude	39	13.0
I'm not happy	24	8.0
I am not at all satisfied	5	1.7
Does the information you find about Kosovo meet your individual preferences for visiting a tourist destination:	N	%
I am very satisfied	33	11.0
I'm satisfied	183	61.0
I have no attitude	48	16.0
I'm not happy	26	8.7
I am not at all satisfied	9	3.0

Source: Author

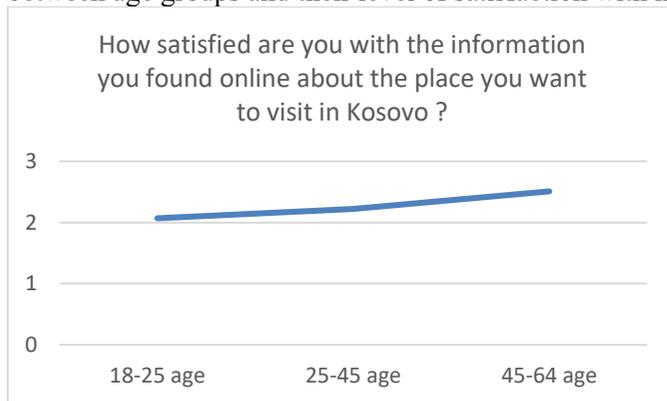
### **Comparison between age groups and their opinion on tourist destinations in Kosovo - Anova**

I used the Anova one-way test to conduct a comparative analysis, comparing the age groups of respondents to the level of knowledge they had about the destination they wanted to visit. The results show that the age group 26–45 has the most knowledge, compared to the other two age groups, but the p-value level is greater than 0.5.



Source: Author

The age group 45-64 years has the highest level of satisfaction with the information they have found online about the location in Kosovo that they want to visit, with an average of 2.51 and coefficient  $F = 4.626$  and  $p\text{-value} = 0.011$ , indicating that there are significant differences between age groups and their level of satisfaction with information about tourist destinations.



Source: Author

The age group 45-64 years has a greater degree of satisfaction with the fulfillment of their preferences in the issue of whether the information they have discovered about Kosovo fulfills their particular preferences to visit a tourist destination,  $F = 6.766$  and  $p\text{-value} = 0.001$ .



Source: Author

**Table 3. Përgjigjet e responentëve në lidhje me informatat që posedojnë rreth turizmit në Kosovës**

Questions	Mean	F	P-value
How much information did you have about the place you want to visit?			
18-25 age	2.08		
25-45 age	2.21	0.534	0.081
45-64 age	2.19		
How satisfied are you with the information you found online about the place you want to visit in Kosovo:			
18-25 age	2.07		
25-45 age	2.22	4.626	<b>0.011</b>
45-64 age	2.51		
Does the information you find about Kosovo meet your individual preferences for visiting a tourist destination:			
18-25 age	2.06		
25-45 age	2.39	6.766	<b>0.001</b>
45-64 age	2.57		

Source: Author

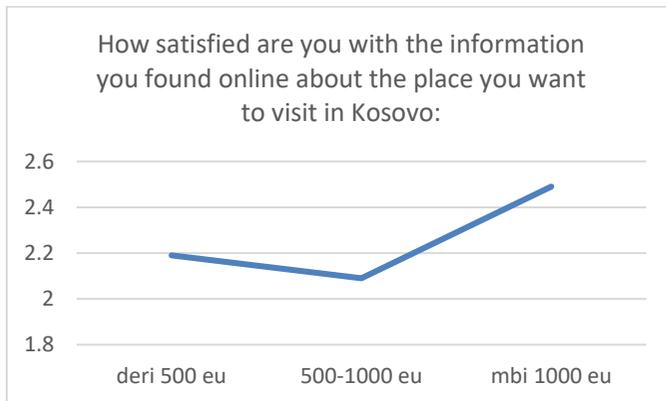
### **Comparison between the level of monthly income and their opinion on tourist destinations in Kosovo – Anova**

We can see that respondents with higher incomes over 1000 Euro had more information about the place they wanted to visit, compared to the other two lower-income groups, in the second comparison through Anova, where I presented the differences between the level of monthly income, in the context of questions about how much information they had about the country they want to visit.  $F = 3.480$ ,  $p = \text{value} = 0.032$ .



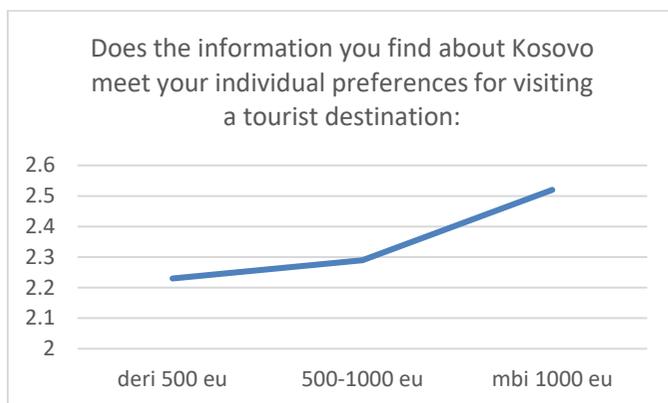
Source: Author

We notice that even in this instance, the respondents with the greatest monthly income have a greater degree of satisfaction with the information when asked how happy they are with the information they discovered online about the area they wished to visit in Kosovo.  $F = 5,031$  and  $p\text{-value} = 0.007$  indicate that the group that they identified online had the lowest monthly income when compared to the other two groups.



Source: Author

Additionally, we notice that on average the respondents with the greatest incomes had the highest average in the question of whether the information they have obtained about Kosovo fulfills their own preferences to visit a tourist site,



Source: Author

**Table 4. Respondents' answers regarding the information they possess about tourism in Kosovo**

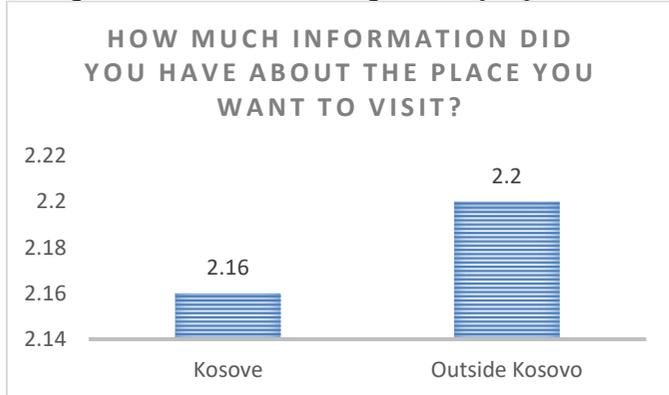
Questions	Mean	F	P-value
How much information did you have about the place you want to visit?			
To 500 eu	2.14		
500-1000 eu	2.13	3.480	<b>0.032</b>
Over 1000 eu	2.30		
How satisfied are you with the information you found online about the place you want to visit in Kosovo:			
To 500 eu	2.19		
500-1000 eu	2.09	5.031	<b>0.007</b>
Over 1000 eu	2.49		
Does the information you find about Kosovo meet your individual preferences for visiting a tourist destination:			
To 500 eu	2.23		
500-1000 eu	2.29	2.351	0.097
Over 1000 eu	2.52		

Source: Author

### Comparison between domestic and foreign visitors regarding their opinion of tourist sites and information provided

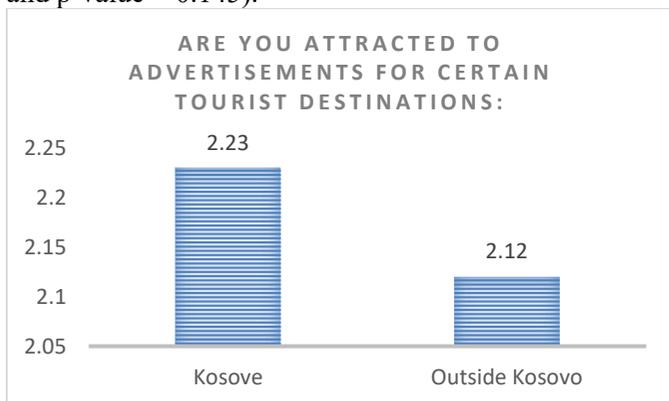
The final comparison I made was directly related to the research. I asked two groups of tourists—local and foreign—what information they thought they knew about the destinations they wanted to visit. We can see that foreign tourists have a higher average level of information, but this

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average level does not differ significantly—p-value = 0.663.



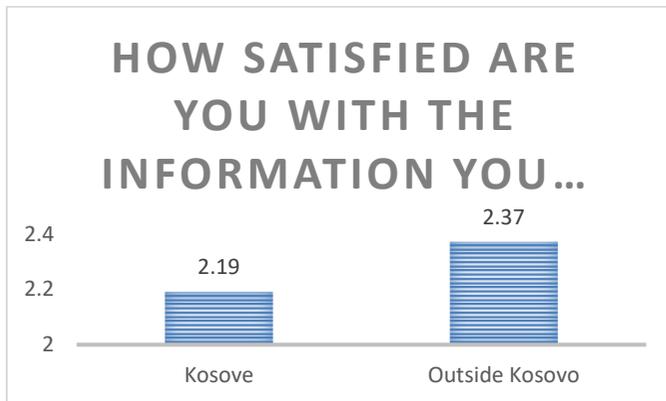
Source: Author

We can see that domestic tourists have an average of 2.23 when asked if they receive advertisements for specific tourist destinations, while foreign visitors have a lower average of 2.12; this indicates that there are no differences between domestic and foreign visitors ( $F = 3.741$  and  $p\text{-value} = 0.145$ ).



Source: Author

When asked how satisfied they are with the information they found on the Internet about the country they want to visit in Kosovo, we see that foreign tourists have a higher average of 2.37, but there is no significant difference with the opinion of domestic tourists.



Source: Author

Even in the case of the question of whether the information they have found about Kosovo meets their individual preferences to visit a tourist destination, we see that the average of domestic tourists is 2.27 compared to the average of foreign ones of 2.52,  $F = 1.617$  and  $p\text{-value} = 0.090$ .



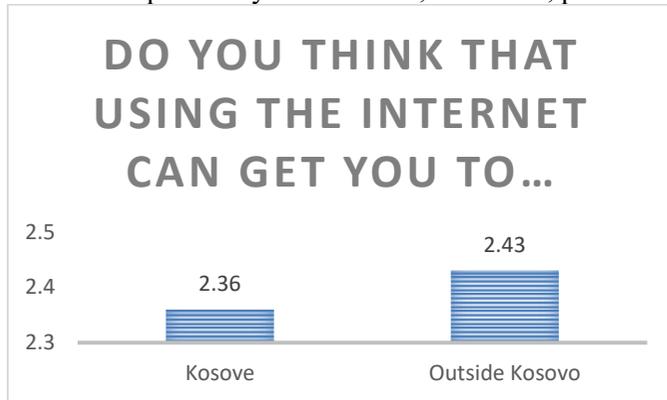
Source: Author

A significant difference was found in the question of whether they have visited any place in Kosovo through offers from travel agencies, where we see that foreign tourists have a higher average than domestic tourists,  $F = 47.342$  and  $p\text{-value} = 0.001$ .



Source: Author

While there was no significant difference in the question of whether using the internet could lead them to the place they want to visit,  $F = 2.890$ ,  $p\text{-value} = 0.405$ .



Source: Author

**Table 5. Respondents' answers regarding the information they possess about tourism in Kosovo**

Questions	Mean	F	P-value
How much information did you have about the place you want to visit?			
Kosove	2.16		
Outside Kosove	2.20	3.156	0.663
Are you attracted to advertisements for certain tourist destinations:			
Kosove	2.23		
Outside Kosove	2.12	3.741	0.145
How satisfied are you with the information you found online about the place you want to visit in Kosovo:			
Kosove	2.19		
Outside Kosove	2.37	0.752	0.141
Does the information you find about Kosovo meet your individual preferences for visiting a tourist destination:			
Kosove	2.27		
Outside Kosove	2.52	1.617	0.090
Have you visited any place in Kosovo with offers from travel agencies:			
Kosove	1.73		
Outside Kosove	1.90	47.342	<b>0.001</b>
Do you think that using the internet can get you to the right place you want to visit:			
Kosove	2.36		
Outside Kosove	2.43	2.890	0.405

Source: Author

## CONCLUSION AND RECOMMENDATIONS

In order to determine how tourists felt about the informational accessibility of the country's tourist destinations, this study polled 300 different tourists in Kosovo, the majority of whom were domestic visitors and some from abroad. We found that both domestic and foreign tourists had advanced degrees, decent wages, and were often married couples. The research's first findings suggested that although they have a great desire to see all of Kosovo's places or natural marvels, their average income is sufficient for them to travel there. Visitors visiting Kosovo have a great desire to discover its tourist attractions, and it is encouraging that they have access to the necessary information to do so, according to the research's results. They claim that using the internet to learn more about Kosovo's tourism sites is a great idea and that the information they have learned suits their particular travel tastes. The results of the study show that there are significant differences between the opinions of various age groups and their levels of satisfaction with the details they discovered online about the place they wished to visit. The findings of the second Anova research show that visitors with incomes over 1000 Euros have access to more information than the two categories of tourists with lower incomes, and they are also happier with the knowledge they have learned. We claim that both domestic and foreign tourists are sufficiently knowledgeable about Kosovo's tourist attractions. If the p-value is more than 0.05, the H1 hypothesis is appropriately accepted. The country's tourist attractions are adequately explained to both local and H1.1 foreign visitors to Kosovo. Based on these findings, we draw the conclusion that online tourism information for Kosovo is acceptable to both domestic and international visitors. What I can suggest is that specific websites should be made available that link to various sources of tourist information. This would provide visitors the chance to familiarize themselves with all the information in one place. only data available online.

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