



tivitách v múzeu a na otvorených priestranstvách. Výsledky ukazujú nárast návštevnosti po realizácii desiatich aktivít. Poukázal na nízku pripravenosť verejných inštitúcií vypracovať konkrétny plán a zároveň vysokú ochotu účastníkov pristupovať vo voľnom čase k dobrovoľníckej práci. Zo zistení tiež vyplýva, že neexistuje koncepcia rozvoja takýchto platforiem pre občanov. Väčšina obyvateľov Kosova, ktorí sa venujú dobrovoľníctvu, sú mladí ľudia, ale aj ďalšie vekové skupiny sú pripravené ponúknuť dobrovoľnícku činnosť. Verejné inštitúcie na centrálnej aj miestnej úrovni by mali byť vyzvané, aby navrhli programy na rozvoj dobrovoľníckej práce a na pomoc pri rozvoji cestovného ruchu. Tieto programy by priamo ovplyvňovali ochranu a propagáciu kultúrneho dedičstva v Kosove.

**Kľúčové slová:** vzdelávanie; dobrovoľnícka práca; rozvoj cestovného ruchu; propagácia kultúrneho dedičstva;

## Introduction

Voluntary activities have always existed in human society. While there are various definitions of voluntary work, it is generally seen as a free activity performed for the common good, or work done „without monetary compensation“<sup>1</sup>. Volunteering in Kosovo has been practiced since the post-socialist period, continuing through the war and into the post-war reconstruction phases. Voluntarism played a dominant role in the fields of economics, politics, and everyday life<sup>2</sup>. Kosovo, a small country in the heart of Europe, organized its education system during the 1990s through voluntary efforts, with around 70% of activities being carried out by volunteers<sup>3</sup>. Starting from „private homes that had been converted into schools“<sup>4</sup> and the well-maintained daily commitment. Data from the 2016 „Civil Society Index in Kosovo indicate that 60 percent of NGO-s involve volunteers in their activities“<sup>5</sup>.

The purpose why this study was carried out in Kosovo, as history shows us that the community in this country has a spirit and will to do voluntary things. Despite several years of initiatives by public institutions to regulate voluntary work, these efforts have largely failed in Kosovo, particularly in the area of cultural heritage. The „National Strategy for Cultural Heritage“<sup>6</sup>, does not address voluntary work as part of its framework. All that happened was the drafting and approval of the Law on Youth Empowerment and Participation. As a document dealing with voluntary work exclusively in the youth sector.

According to statistics, Kosovo is one of the countries in the Western Balkans that has seen an increase in the number of visitors. As noted, „Visitors show interest in countries with rich cultural heritage, and therefore, there is a need to adapt the hosting infrastructure“<sup>7</sup>. Although tourism in Kosovo was underdeveloped throughout much of its history, the situation has changed in recent years. The growing interest in visiting countries

<sup>1</sup> FREEMAN, Richard. Working for nothing: The supply of volunteer labor. In *Journal of Labor Economics*, 1996, vol. 15, no. 1, p. 140-166.

<sup>2</sup> HOWARD, Clark. *Civil Resistance in Kosovo*. London 2000.

<sup>3</sup> OSMANI, Rexhep. Shkrime Intervista Artikuj 1989-1999. Dukagjini 2009, p. 76.

<sup>4</sup> GASHI, Zijadin. *Home Schools in Photographs*. Libri Shkollor 2017, p. 7-8.

<sup>5</sup> HOXHA, Taulant. Përmbledhje ekzekutive. In HOXHA, Taulant. *Indeksi Kosovar i Shoqërisë Civile është përgatitur nga ekipi i hulumtimit të Fondacionit Kosovar për Shoqëri Civile*. Tetor 2016, p. 7-8. Available online: <<https://kcsf.rrota.com/wp-content/uploads/2023/10/Indeksi-Kosovar-i-Shoqerise-Civile-2016.pdf>>; 1. 7. 2025.

<sup>6</sup> JERLIU, Florina. *National Strategy for Cultural Heritage 2017 – 2027*, p. 24-64. Available online: <[https://mkr-ks.org/repository/docs/eng\\_strategy\\_for\\_heritage.pdf](https://mkr-ks.org/repository/docs/eng_strategy_for_heritage.pdf)>; 01. 07. 2025.

<sup>7</sup> GASHI, Bekim. *Museums and Tourism*. Pristine 2023, [Interview conducted by the author]

with diverse cultural offerings is now a significant trend. Today, tourism has become one of the most important sectors in Kosovo, though it still faces challenges due to limited investment.<sup>8</sup> Therefore, the paper discusses the importance of voluntary educational activities in museums, particularly in open areas, as a means to boost tourism.

## **Review of Literature**

During the research, few studies were found that specifically link voluntary education and tourism, as these two components are often treated separately in most research. However, based on the existing literature, tourism is recognized as a key component of the economy in every country<sup>9</sup>. However, the development of tourism is of great importance not only for citizens but also for the strengthening of the state. As a sector, tourism has a significant impact on the economy of every country<sup>10</sup>, as it helps economic development at least in a certain destination.

Given the importance of this component, researchers have recommended that involving a broad segment of society would positively impact the development of tourist packages, allowing everyone to benefit both financially and through their engagement in various activities<sup>11</sup>. The commitment to the protection and promotion of cultural heritage in Kosovo should be a priority for institutions, to prevent further damage to the country's heritage, which is a crucial asset for tourism. In carrying out its responsibilities, the Ministry of Culture, Youth, and Sports, along with the National Museum of Kosovo, is tasked with implementing cultural policies and strategies. This includes ensuring the enforcement of legislation concerning movable cultural heritage, and upholding scientific and professional standards in research, collection, inventory, study, protection, preservation, conservation, restoration, and the promotion of both tangible and intangible cultural heritage sites<sup>12</sup>. An analysis reveals that the host community and the resources available for tourism are the most important factors in driving tourism development<sup>13</sup>.

## **Voluntary work**

Despite rapid global developments, voluntary work remains a key way for citizens to contribute to their communities. While paid jobs are often promoted, voluntary work tends to receive less attention. However, studies indicate that this theme continues to be supported by people of good will. Research shows that volunteering is becoming increasingly popular in society, driven by a growing number of projects, organizations, and volunteer networks. Voluntary work can be organized by both individuals and legal entities, all dedicated to the welfare of society.

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<sup>8</sup> ZEJNA, Isuf. Turizmi në Kosovë në rritje. Available online: <<https://www.botasot.info/turizem-lajme/648552/turizmi-ne-kosove-ne-rritje>>; 01. 07. 2025.

<sup>9</sup> FURIA, Donatella – CROCIAT-Alesando – AGOVINO, Massimiliano. Voluntary work and cultural capital: an exploratory analysis for Italian regional data. In *Economia Politica*, 2018, vol. 35, no. 3, p. 789-808.

<sup>10</sup> WALL, Geoffrey – MATHIESON, Alister. *Tourism: Change, Impacts and Opportunities*. London 2006, p. 432.

<sup>11</sup> SHARPLEY, Richard – TELGER, J. David. *Tourism and Development: Concepts and Issues*. Toronto 2002.

<sup>12</sup> JERLIU, National Strategy for Cultural Heritage, p. 24-64.

<sup>13</sup> GETZ, Donald. Event tourism: Definition, evolution, and research. In *Tourism Management* 2008, vol. 29, p. 403-428.

In the Western Balkans, countries have begun to adopt laws to promote and regulate volunteerism, (Croatia 2007, Macedonia 2007, Bosnia and Herzegovina 2008, Serbia 2010, Montenegro 2010, Slovenia 2011 and finally Albania, which adopted a law for volunteerism. Even in European countries there are commitments in voluntary work, in Italy it is estimated at „6.63 million people (rate of total voluntary work is 12.6%)”<sup>14</sup>. With the legislation on volunteering it is required to overcome the gap between the state, civil society and the sector business through voluntary action for the public good”<sup>15</sup>. Volunteerism is „taking the full form for interaction every day social for citizens in their daily lives. More that a third of Kosovars are engaged in volunteering during the last two years; 38.5 percent in 2016 and more a decrease to 32.7 percent in 2017”<sup>16</sup>. From the 2017 survey data, it shows that in Kosovo, the volunteers are mostly young, coming mainly from the „18-24 age group, for example, accounting for 14.3 percent of those who have volunteered in the past year. In terms of time commitment, more than a third of those willing to volunteer (34.9 percent) would dedicate up to 10 hours, or the equivalent of two working days, per month. Meanwhile, 5.3 percent would volunteer up to 20 hours, or four days, per month, and only 2.1 percent would be willing to commit more than 25 hours, or over five days, of volunteer work”<sup>17</sup>.

Voluntary work can be organized by both individuals and legal entities, regardless of age, all of whom contribute to the welfare of society. The Mobile Museum is one of the programs that offers the community an opportunity for voluntary work. This educational program is divided into ten activities, including:

- Presentation of the archaeological exhibition;
- Development of improvised archaeological tracings;
- Presentation of the ethnological exhibition, through the ethnological box;
- Community engagement in the promotion of cultural heritage;
- Meeting with young people on the topic „An hour on the importance of preserving Cultural Heritage and Promoting Tourism in Kosovo“.
- School of mosaic;
- Sculpture corner;
- Painting/ drawing – Presentation of cultural and social values by young people through painting;
- Traditional games;
- Reading corner with young people, part of the educational program” (Fig.1)

The Museum of Kosovo organized a series of volunteer-driven activities with strong community involvement. In addition to the Mobile Museum’s educational program, which included events both inside and outside the museum, the museum also engaged the community in activities marking historically significant dates

<sup>14</sup> Attività gratuite a beneficio di altri. In Statistiche report. Available online: <[http://www.istat.it/files/2014/07/Statistica\\_report\\_attivita\\_gratuite.pdf?title=Attivit%C3%A0+gratuite+a+beneficio+di+altri+-+23%2F2014+-+Testo+integrale.pdf](http://www.istat.it/files/2014/07/Statistica_report_attivita_gratuite.pdf?title=Attivit%C3%A0+gratuite+a+beneficio+di+altri+-+23%2F2014+-+Testo+integrale.pdf)>; 01. 07. 2025.

<sup>15</sup> SUTAJ, Visar – VIDAČAK, Igor. Krijimi i një ambienti më mundësues për vullnetarizëm në Kosovë. Studimi mbi vullnetarizmin në Kosovë. Document politikash. Prishtinë 2017, p. 20.

<sup>16</sup> SUTAJ – VIDAČAK, Krijimi i një ambienti më mundësues për vullnetarizëm në Kosovë, p. 11.

<sup>17</sup> KRASNIQI, Vjollca. Gjendja e vullnetarizmit në Kosovë: Sfidat dhe perspektivat. Prishtinë 2018, p. 16.



Fig. 1. Catalog of Mobil Museum Activities. Museum of Kosovo, 2018, p.1-2.

## Tourism Development and Cultural Heritage Promotion

Tourism refers to the activities of individuals who travel and stay outside their usual place of residence for no more than one year, for purposes such as leisure, business, or other activities unrelated to paid work in the destination country (WTO, 2005). It can be defined as the processes, activities, and outcomes resulting from the interactions between tourists, the tourism offerings, host governments, the local community, and the surrounding environment—all of which contribute to attracting and hosting visitors. Tourism is a combination of services and industries that provide a travel experience, including transportation, accommodation, shopping, entertainment, recreational facilities, and other hospitality services available to individuals or groups traveling away from home.<sup>18</sup>

The development of tourism and the promotion of cultural heritage are closely interconnected. With global developments, there has been a rising demand from customers for experiences that offer both satisfaction and relaxation, especially as work-related pressures have become a daily burden. As a result of these global shifts, the strategies for tourism development have evolved, recognizing that tourism is an industry characterized by rapid changes and fierce competition. The focus is now on adapting to customer needs to provide satisfaction and comfort<sup>19</sup>.

It is the recent global developments that have sparked a surge in movement, creating opportunities for progress in the effective use of information technology (IT) within the tourism industry. The provision of high-quality services and ensuring customer satisfaction have become key factors in the success of the tourism sector<sup>20</sup>. Museums with their activities play a key „role in tourist attractions and are considered among the primary reasons people visit a destination“.<sup>21</sup> Generally, visitors to museums are not only interested in learning about history, but „also in special events and programs. Museums should,

<sup>18</sup> GOELDER, Charles R. – RITCHIE, J. R. Brent. *Tourism: principles, practices, philosophies*. Hoboken 2012, p. 3.

<sup>19</sup> CHANG, Lan-Lan – BACKMAN, Kenneth – HUANG, Yu-Chih. Creative tourism: a preliminary examination of creative tourists' motivation, experience, perceived value and revisit intention. In *International Journal of Culture, Tourism and Hospitality Research*, 2014, vol. 8, no. 4, p. 401-419.

<sup>20</sup> CHEN, Yubo – FAY, Scott – WANG, Qi. The Role of Marketing in Social Media: How Online Consumer Reviews Evolve, In *Journal of Interactive Marketing*, 2011, vol. 25, no. 2, p. 1-32.

<sup>21</sup> GRABURN, Nelson. A quest for identity. In *Museum International*, 2003, vol. 50, no. 3, p. 14.

therefore, play an active role in serving the needs and interests of their local community”<sup>22</sup> Museums can play a vital role in enhancing and expanding tourism offerings, “as tourists increasingly seek diverse activities”.<sup>23</sup>

### Importance of Study

Kosovo is one of the countries in the Western Balkans that has an increase in interest from various visitors in its cultural heritage sites<sup>24</sup>. In south-eastern European countries, volunteerism has become an integral part of public policy. It has also taken on a significant role in youth policies<sup>25</sup>. However, until now in Kosovo, the institutionalization of voluntary work has only been partially achieved through the Law on Youth Empowerment and Participation<sup>26</sup>.

Based on the initial initiatives, we can say that Kosovo has a solid infrastructure for developing new plans to integrate volunteering into the protection and promotion of cultural heritage. A greater focus on coordinating voluntary activities could yield significant results, especially in improving conditions for visitors and enhancing the promotion of Kosovo’s cultural heritage (Fig. 2).



Fig. 2. The model of the study

### Research question and hypothesis:

To assess the impact of youth volunteer educational activities in museums and open public spaces on tourism development, research questions were formulated.

#### Research question

Do museum educational programs with volunteer work have an impact on active citizenship and the development of tourism?

#### The hypothesis

- H<sub>0</sub>. Museum educational programs with recognition of volunteer work will not influence the desire to engage in voluntary work
- H<sub>a</sub>. Museum educational programs with recognition of volunteer work will influence the desire to engage in voluntary work
- H<sub>0</sub>. The cultural heritage values in your country are not particularly attractive to foreign visitors

<sup>22</sup> STEPHEN, Awoniyi. The Contemporary Museum and Leisure: Recreation As a Museum Function. In Museum Management and Curatorship, 2001, vol. 19, no. 3, p. 297-308.

<sup>23</sup> BELK, Russell – COSTA, Janeen Arnold. International Tourism: An Assessment and Overview. In Journal of Macromarketing, 1995, vol. 15, no. 2, p. 33-49.

<sup>24</sup> GASHI, Bekim. Gashi, B. Museums and Tourism. (F. Hoxha, Interviewer, 2023, 10. 3.).

<sup>25</sup> KRASNIQI, Gjendja e vullnetarizmit në Kosovë, p. 7.

<sup>26</sup> KRASNIQI, Gjendja e vullnetarizmit në Kosovë, p. 11.



H<sub>a</sub>. The cultural heritage values in your country are particularly attractive to foreign visitors?

H<sub>0</sub>. Volunteer work in protection and promotion of cultural heritage by public institutions cannot stimulate visitors' interest in visiting

H<sub>a</sub>. Volunteer work in protection and promotion of cultural heritage by public institutions can stimulate visitors' interest in visiting.

### Methodology

This section provides a detailed description of how the study was conducted, including the sample size, the data collection instrument used, and the statistical techniques employed to analyse the data. The research design serves as the foundational plan for the data collection and analysis process. It addresses key questions as: What is the research question? What data are relevant? What data will be collected? And how will the results be analysed?<sup>27</sup> The study is based on quantitative data, which were collected through a physical questionnaire administered to 300 respondents. The questions focused on the impact of educational projects and voluntary activities on tourism development (Tab. 1).

No.	Name of activities with the Mobile Museum	The number of visitors before the activities of the Mobile Museum	The number of visitors after the activities of the Mobile Museum
1.	Presentation of the archaeological exhibition;	10	45
2.	Development of improvised archaeological tracings;	13	53
3.	Presentation of the ethnological exhibition, through the ethnological box;	23	60
4.	Community engagement in the promotion of cultural heritage;	25	33
5.	Meeting with young people on the topic „An hour on the importance of preserving Cultural Heritage and Promoting Tourism in Kosovo“.	34	37
6.	School of mosaic;	12	21
7.	Sculpture corner;	7	13
8.	Painting/ drawing – Presentation of cultural and social values by young people through painting;	12	20
9.	Traditional games;	24	45
10.	Reading corner with young people, part of the educational program”	6	60

*Tab. 1. The number of participants in public spaces before the start of the activities  
Source: The results from statistics of Mobile Museum.*

<sup>27</sup> ROBSON, Colin. Real World Research: A Resource for Social Scientists and Practitioner-Researchers. (2nd ed). United Kingdom 2002.

A total of 300 respondents completed the questionnaire, yielding a response rate of 98%. According to The Research Advisors (2006), this sample size was tested and found to provide a 95% confidence interval with an error margin of 3.5%.<sup>28</sup> The age distribution of respondents was as follows: 31% (93 respondents) were aged 16-24, 51% (153 respondents) were aged 30-44, and 18% (54 respondents) were aged 45-65. In terms of gender, 210 respondents (70%) were male, and 90 respondents (30%) were female. Regarding marital status, 198 respondents (66%) were married, 99 (33%) were single, and 3 (1%) were divorced. The reported education levels were as follows: 180 respondents (60%) had completed college, 48 (16%) had postgraduate degrees, and 27 (9%) identified their education level as „other.“ Finally, in terms of employment status, 210 participants (70%) reported being employed, while 90 (30%) were not. The demographic characteristics are presented in Table 2 (Tab. 2) in appendix below.

Demographic	Characteristics	N	%
Age	16–24	93	31
	30–44	153	51
	45–59	39	13
	60–65	15	5
Gender	Men	210	70
	Women	90	30
Marital status	Single	99	33
	Married	198	66
	Divorced	3	1
	Widowed	0	0
Education	High school	45	15
	Graduate	180	60
	Master's degree	48	16
	Other	27	9
Employment Status	Yes	210	70
	No	90	30

*Tab. 2. The Participants' Demographic Characteristics*

*Source: The results from the answers of the respondents in the questionnaire.*

## Analysis of Results

The study confirms that voluntary museum education activities in museums and open areas increase impact on tourism. However, it also highlights that Kosovo has not yet established a concrete platform for framing readiness to engage in voluntary work related to cultural heritage preservation and development tourism. The findings present several interesting results as:

<sup>28</sup> The Research Advisors. Sample size table. Retrieved December 5, 2016, from The Research Advisor: <<http://research-advisors.com/tools/SampleSize.htm>>; 01. 07. 2025.



Hypothesis 1

H<sub>0</sub>: Museum educational programs with recognition of volunteer work will not influence the desire to engage in voluntary work.

H<sub>a</sub>: Museum educational programs with recognition of volunteer work will influence the desire to engage in voluntary work.

The purpose of presenting the first hypothesis relates to emphasizing the significance of educational programs and the recognition of voluntary work in fostering its growth. The data collected reveals that a substantial 95% of respondents express a positive attitude toward voluntary work and indicate their willingness to participate in such activities, provided that institutions actively encourage and make such requests (Fig. 3). This suggests that the recognition and promotion of volunteer opportunities by institutions can play a crucial role in encouraging greater participation in volunteerism (Fig. 3).

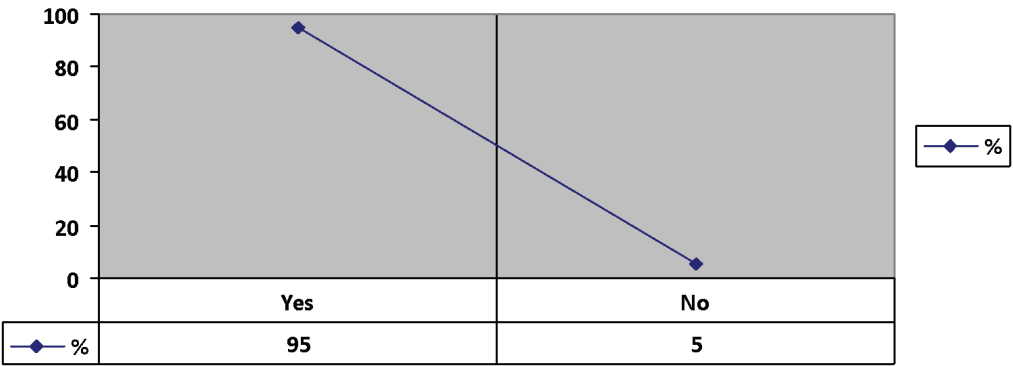


Fig. 3. Do you like voluntary work and would you engage?  
Source: The results from the answers of the respondents in the questionnaire.

Hypothesis 2

H<sub>0</sub>: There are no voluntary initiatives in the community for the preservation, protection, and presentation of cultural heritage to adapt objects for visitors.

H<sub>a</sub>: There are voluntary initiatives in the community for the preservation, protection, and presentation of cultural heritage to adapt objects for visitors.

According to the findings, 52% of respondents indicated that there are a few voluntary initiatives in their communities related to the preservation, protection, and presentation of cultural heritage, as well as the adaptation of objects for visitors (Fig. 4). The results show that 38% of respondents believe that having knowledge of voluntary work is an important factor in motivating them to engage in voluntary work related to cultural heritage to adapt objects for visitors. (Fig. 5).

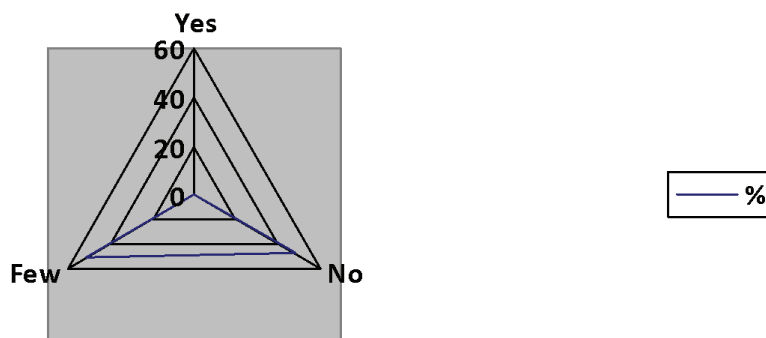


Fig. 4. Are there any voluntary initiatives in your community focused on the preservation, protection, and presentation of cultural heritage, aimed at making objects accessible for visitors? Are you involved in any of these initiatives?

Source: The results from the answers of the respondents in the questionnaire.

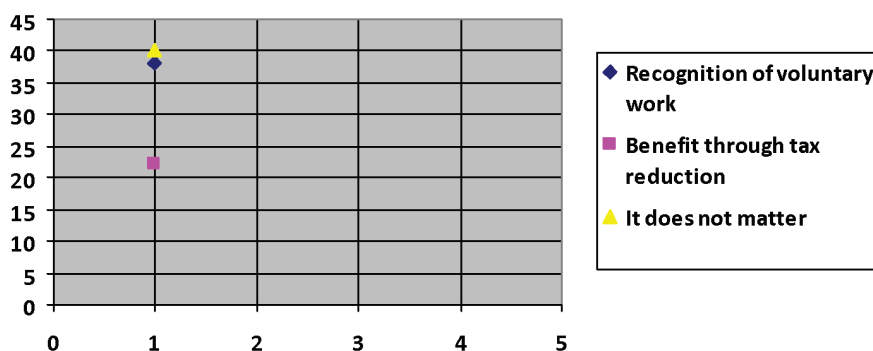


Fig. 5. Which of the following factors would motivate you to engage in voluntary work related to cultural heritage?

Source: The results from the answers of the respondents in the questionnaire.

### Hypothesis 3

$H_0$ : The cultural heritage values in your country are not particularly attractive to foreign visitors.

$H_a$ : The cultural heritage values in your country are particularly attractive to foreign visitors.

According to the results, 90% of respondents believe that Kosovo's cultural heritage values are indeed an attractive feature for foreign visitors (Fig. 6). Out of 300 respondents, 270 (90%) affirmed that voluntary work makes cultural heritage objects more attractive to visitors and plays a role in the growth of tourism (Fig. 7).

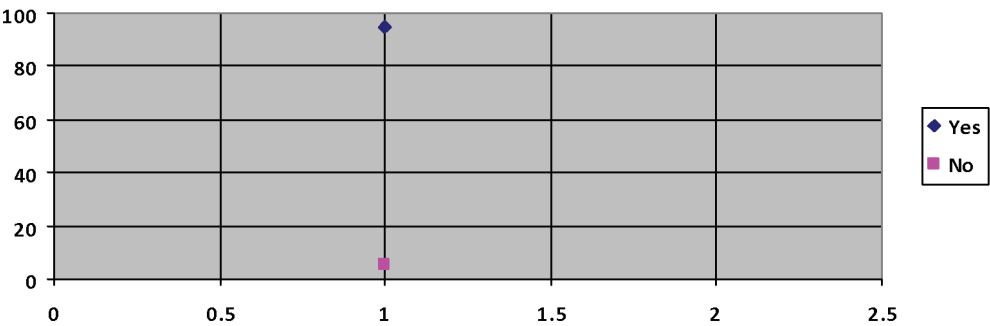


Fig. 6. Do you believe that Kosovo, with its rich cultural heritage, is and will continue to be an attractive destination for foreign visitors?  
Source: The results from the answers of the respondents in the questionnaire.

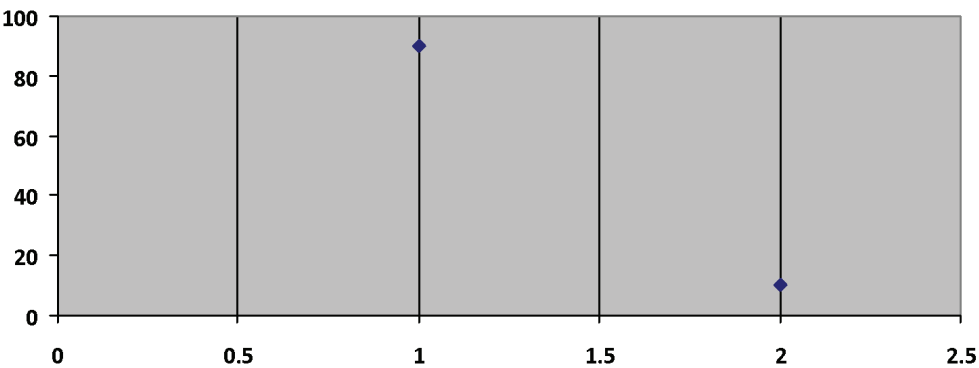


Fig. 7. Does voluntary work contribute to making cultural heritage objects more attractive to visitors, and does this impact the growth of tourism?  
Source: The results from the answers of the respondents in the questionnaire.

Hypothesis 4

- $H_0$ : Promoting volunteer work in the protection and promotion of cultural heritage by public institutions cannot stimulate visitors' interest in visiting.  
 $H_a$ : Promoting volunteer work in the protection and promotion of cultural heritage by public institutions can stimulate visitors' interest in visiting.

According to the results, 72% of respondents were aware that these efforts most to be part of the strategic priorities of Kosovo's institutions, particularly the Ministry of Culture, Youth, and Sports (Fig. 8). From the results, 52.6% of respondents agreed that volunteering in cultural heritage can help promote the country's cultural values and increase visitor interest (Fig. 9). According to the results, 36.8% of respondents believe that central institutions should take the initiative, while 34% feel that community involvement is key (Fig. 10). Over 90% of respondents agreed that voluntary work contributes to the growth of tourism, which, in turn, positively impacts the country's economic growth (Fig. 11).

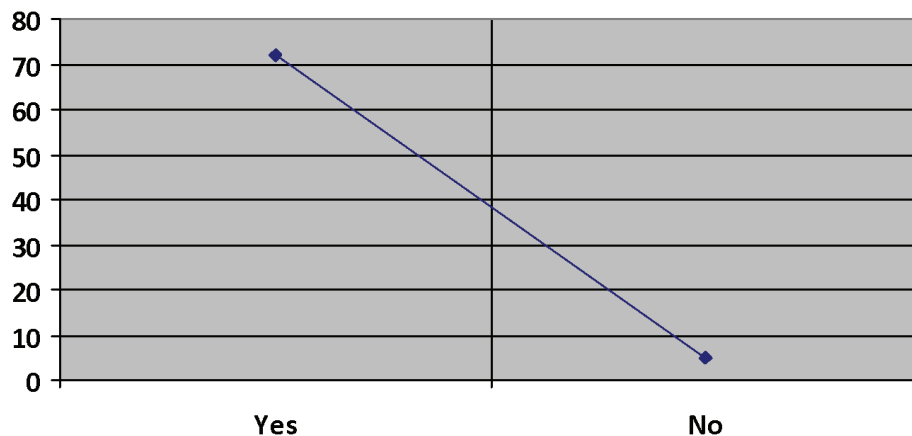


Fig. 8. Do you know that the preservation, protection and presentation of Kosovo's cultural heritage is part of the strategic orientations and policies of the institutions of Kosovo, especially the Ministry of Culture, Youth and Sports?

Source: The results from the answers of the respondents in the questionnaire.

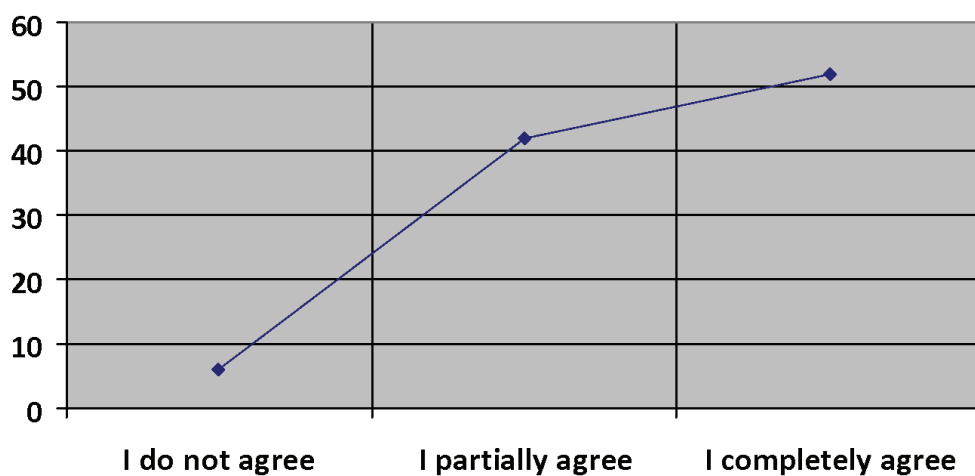


Fig. 9. Do you agree with the position that volunteering in cultural heritage can further promote the promotion of cultural values in the country and stimulate interest in visitors?

Source: The results from the answers of the respondents in the questionnaire.

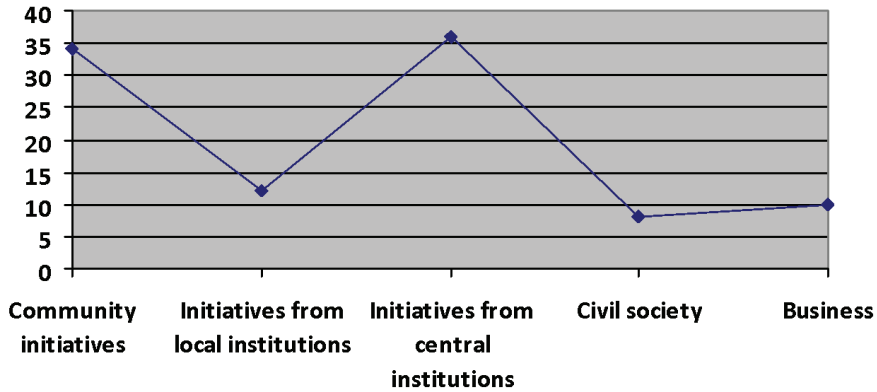


Fig. 10. Which of the following factors play a role in promoting volunteerism in the protection and promotion of cultural heritage to stimulate visitor interest?

Source: The results from the answers of the respondents in the questionnaire.

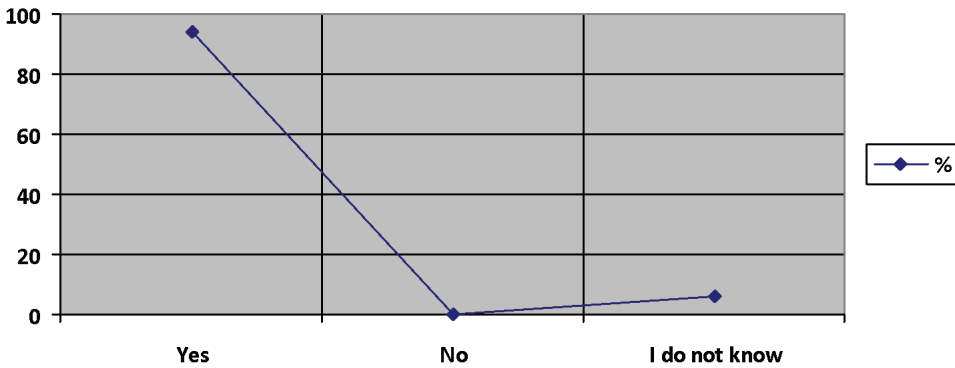


Fig. 11. If voluntary work contributes to the growth of tourism, does this growth in tourism, in turn, impact the country's economic development?

Source: The results from the answers of the respondents in the questionnaire.

### Conclusions

Based on the results, it is confirmed that voluntary museum education activities in museums have an impact in development of tourism. However, in recent years, these areas have not received much support, primarily due to low interest from relevant stakeholders. This finding is supported by the absence of a concrete framework, at least in Kosovo, for integrating voluntary work into tourism development.

#### Recommendations:

Increase the level of voluntary activities in Kosovo, with a particular focus on tourism development.

Establish a platform for implementing voluntary activities related to the protection and promotion of cultural heritage in Kosovo.

Encourage public institutions to develop concrete plans for fostering voluntary work in these areas.

Promote the willingness of institutions to offer opportunities for voluntary work during participants' free time.

The findings suggest that public institutions, both at the central and local levels, should design programs that would not only promote voluntary work but also contribute to the development of tourism. Additionally, these initiatives would play a crucial role in the protection and promotion of Kosovo's cultural heritage.

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