

Tourism Organization of Gračanica - TOG

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**THE CURRENT SITUATION IN TOURISM INDUSTRY
IN MUNICIPALITY OF GRAČANICA/GRAÇANICË**

The accommodation and restaurants capacities within the Municipality of Gračanica/Graçanicë

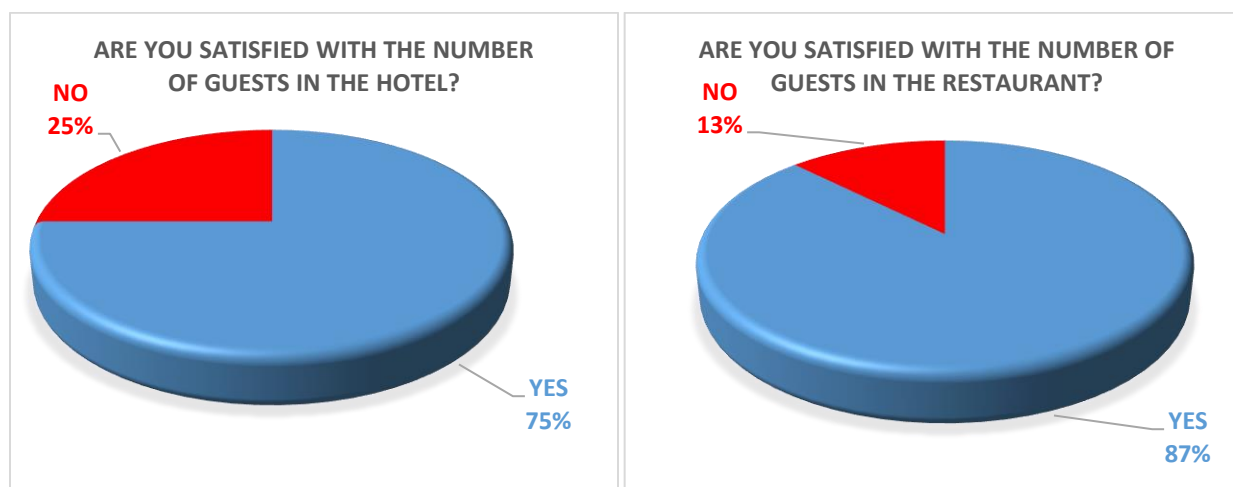
The results of this research were obtained according to the survey by Tourism Organization of Gračanica conducted within the territory of Municipality of Gračanica/Graçanicë. The research included eight accommodation units (hotels and motels), eight restaurants and six cafes and pizzerias.

HOTELS AND MOTELS

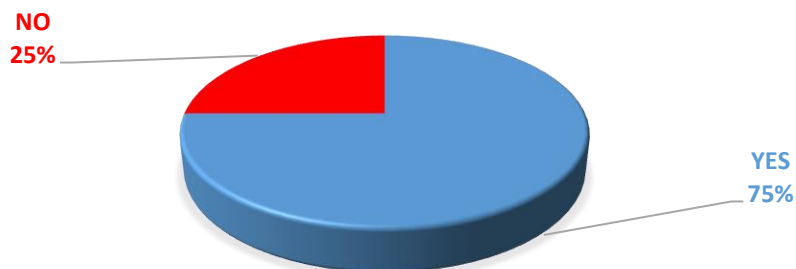
The accommodations capacities surveyed: 178 rooms, 332 beds. Restaurants that are part of the accommodation facilities have the following capacities: 1126 seats within the restaurants and 200 seats in the balconies and terraces.

No.	Name of the facility	Owner	Place	Capacity of restaurant/terraces	Accommodation capacities (rooms/beds)
1	Hotel Konstantin	Hranislav Perenić	Laplje Selo/Llapnasellë	40	25/56
2	Hotel Gračanica	Andreas Wormser	Gračanica/Graçanicë	36	15/27
3	Hotel Ulpijana	Milorad Nikolić	Gračanica/Graçanicë	120/100	25/60
4	Hotel Emerald	Ibrahim Bacaliu	Çaglavica/Çagllavicë	500	79/110
5	Motel Vožd	Vladimir Trajković	Laplje Selo/ Llapnasellë	50/70	3/8
6	Motel Arsa	Milutin Arsić	Gračanica/Graçanicë	50/30	4/8
7	Motel Evropa	Miljan Jovanović	Gračanica/Graçanicë	80	15/33
8	Motel Markov Konak	Ivana Grbić	G. Gusterica/Gushtericë e Ep.	250	12/30

Most of the owners of accommodation facilities are satisfied with turnover in 2016. The number of overnights and the number of tourists/guests in the restaurants within the accommodations facilities is higher than in 2015.



DID YOU HAVE MORE GUESTS IN 2016 COMPARED TO 2015?

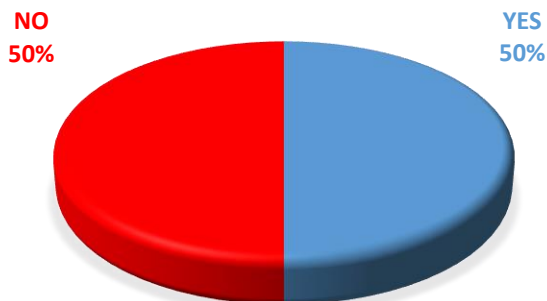


The average occupancy of accommodation capacity in 2016 is **45.8%**. The highest average occupancy of accommodation capacities has Emerald Hotel – approx. 75%.

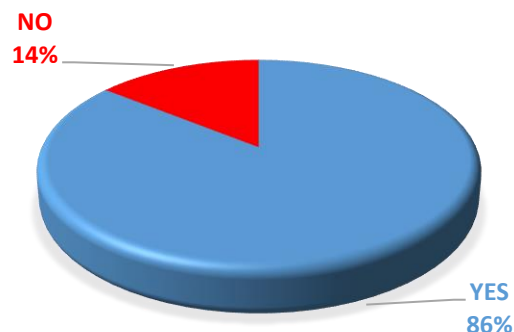
In total, around **50.000 overnight stays** is realized, and turnover of the overnights reached around **2.5 million euros** (the amount is obtained according to the information on the average occupancy of each accommodation facility in percent during the 2016). The largest number of overnight stays has been realized during summer and spring.

With its promotional campaign, by participating in international fairs of tourism and by organizing the events, TOG has contributed to increase number of the tourists in Gračanica/Gračanicë. Most of the tourists visited Municipality of Gračanica/Gračanicë because of Gračanica monastery, which is the most famous tourist attraction. But, with landscaping (construction of pedestrian paths and info signs) of the archeological site Ulpiana and its declaration as the archeological park has additionally influenced to an increase of tourists/guests number in the accommodation facilities. Also, organization of the large number of events (knight festival SHIELD, Vidovdan ceremonies, theatre festival Joakim Vujić, and other) influenced on an increased turnover in accommodation facilities.

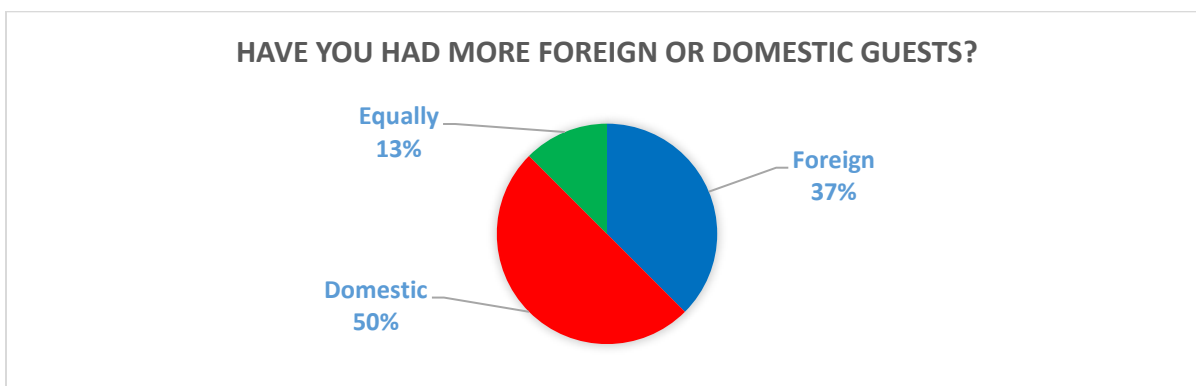
DOES LANDSCAPING OF
ARCHEOLOGICAL PARK ULPIANA
INFLUNCED TO AN INCREASE NUMBER
OF GUESTS IN YOUR ACCOMMODATION
FACILITY?



DOES EVENTS ORGNIZED IN
GRAČANICA/GRAČANICË INFLUNCED TO
AN INCREASE NUMBER OF GUESTS IN
YOUR ACCOMMODATION FACILITY?



4 of the surveyed accommodation facilities has more domestic than foreign tourists/guests, 3 accommodation facilities has more foreign tourists/guests, while 1 has equally foreign and domestic tourists/guests.



There are currently **174 employees** employed within surveyed accommodation facilities.

Waiter	Bartender	Receptionist	Manager	Chef	Maintenance Staff	Other
78	8	20	17	22	12	17

Considering that number of tourist increased in 2016, and therefore workload, 5 of 8 accommodators would employ new skilled employees with secondary tourism management and hospitality school or certificate for a given position. 6 of 8 accommodators considered that employee’s capacity building in their facilities is necessity, while 4 of them are ready to invest in capacity building trainings.

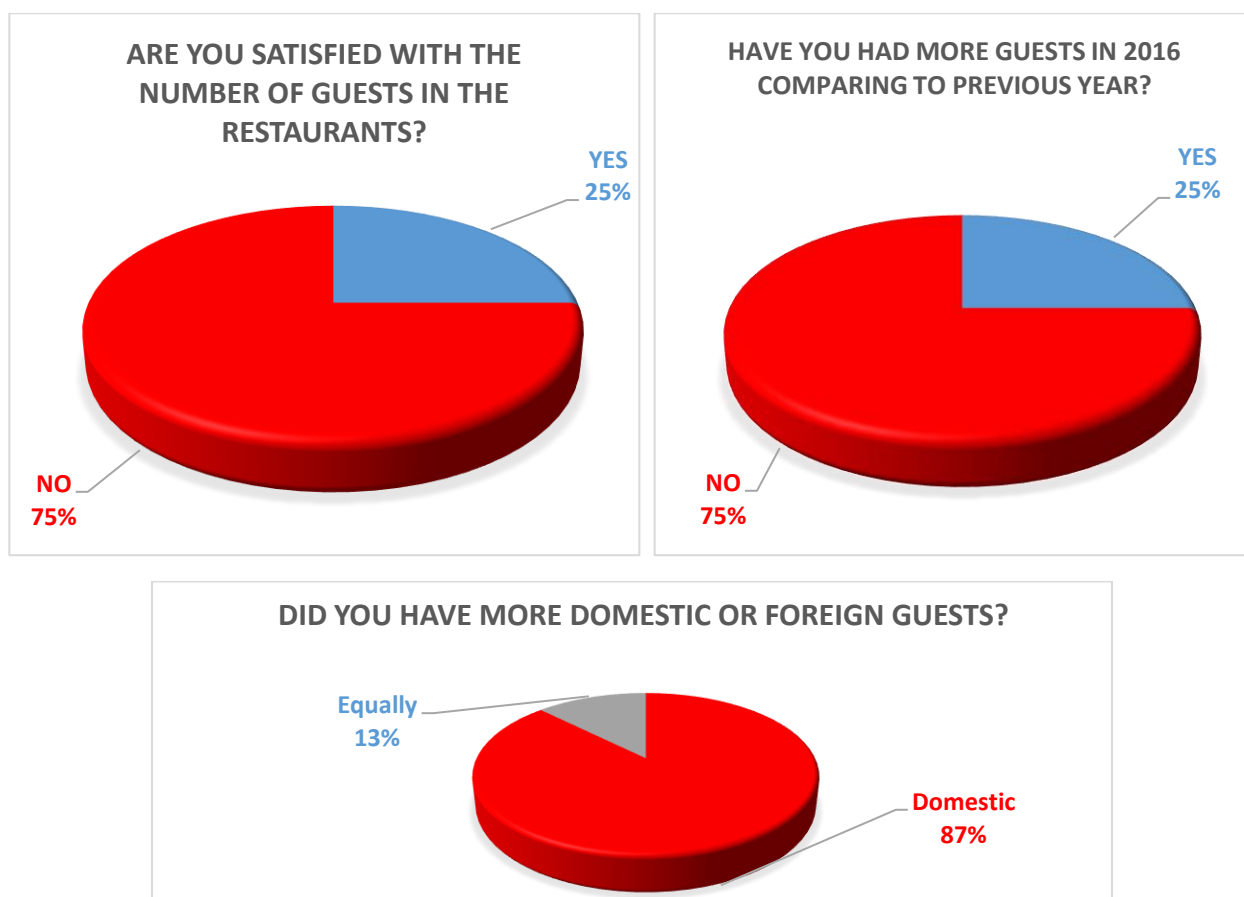


RESTAURANTS

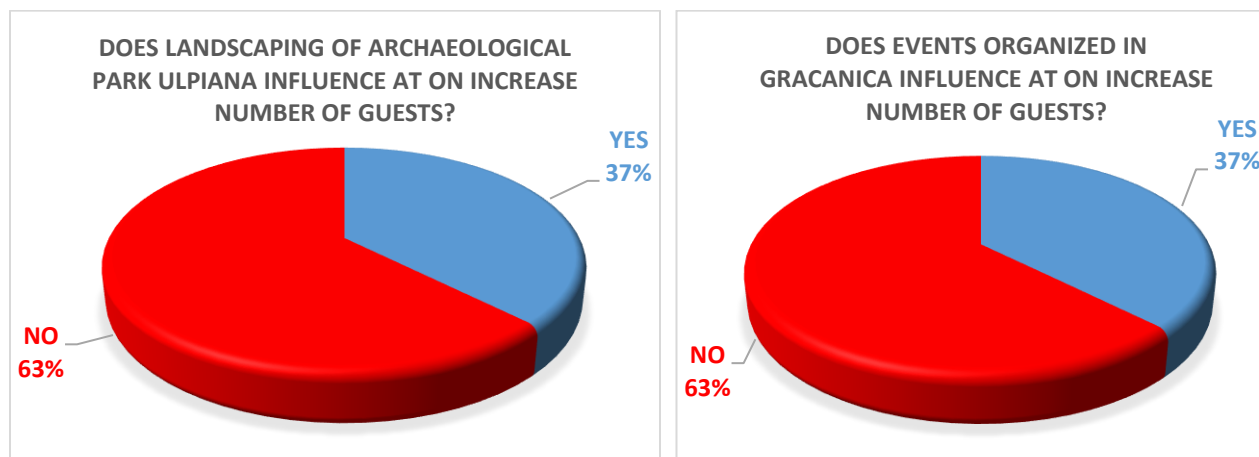
Within the TOG tourism register there are 14 restaurants, but 8 of them are included by this survey with the overall capacity: 1042/65 seats (restaurant/terrace).

No.	Name of the facility	Owner	Place	Capacity restaurant/terrace
1	Klub Privrednika	Nebojša Josifović	Gračanica/Gračanicë	350
2	Ognjište	Uroš Stojanović	Gračanica/Gračanicë	180
3	Posebna priča	Ljubiša Milovanović	Gračanica/Gračanicë	100/35
4	Mehana	Dušan Popović	Gračanica/Gračanicë	80
5	Hajduk Veljko	Velimir Jovanović	Gračanica/Gračanicë	60
6	Dragan	Srđan Milićević	Laplje Selo/ Llapnasellë	150
7	Bela Vista	Boban Ristić	Laplje Selo/ Llapnasellë	70/30
8	Burence	Nenad Simić	Sušica/Shushicë	52

The most of the restaurant owners are not satisfied with the number of tourists/guests in 2016, and didn't have the increased turnover compared to 2015. Restaurants are mostly visited by domestic tourists/guests.



The landscaping of the archaeological park Ulpiana and events organized in Gračanica/Gračanice mainly influenced on increase number of tourists/guests within the restaurants in Gračanica/Gračanice but not on restaurants outside of Gračanica/Gračanice. In order to increase number of tourists/guests in restaurants in other villages within the Municipality of Gračanica/Gračanice, it is necessary to organize more events in these villages.



There are currently **56 employees** employed within the surveyed restaurants.

Waiter	Bartender	Receptionist	Manager	Chef	Maintenance Staff	Other
20	4	0	3	17	11	1

The survey indicates that, even besides the insufficient number of tourists/guests within the restaurants, there is a need to employ new skilled workers with graduated secondary tourism management and hospitality school or certificate for the given position. Half of the surveyed owners considers that there is a need to invest in employee’s capacity building trainings, and they are willing to invest in capacity building trainings.

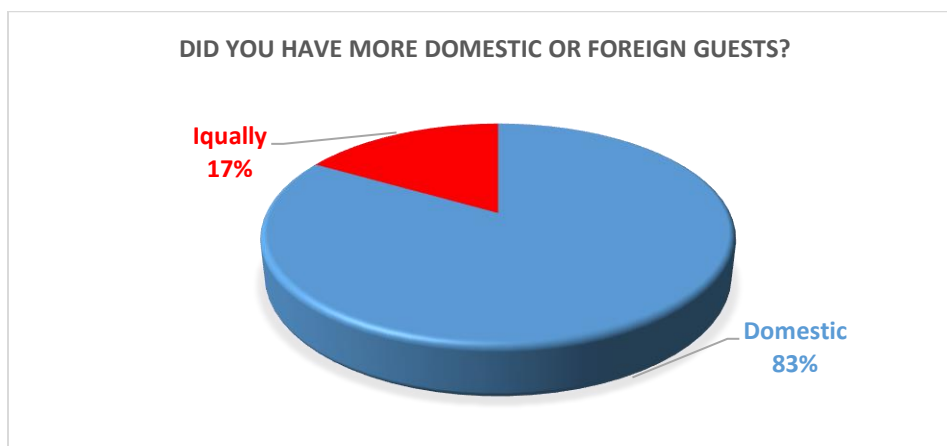
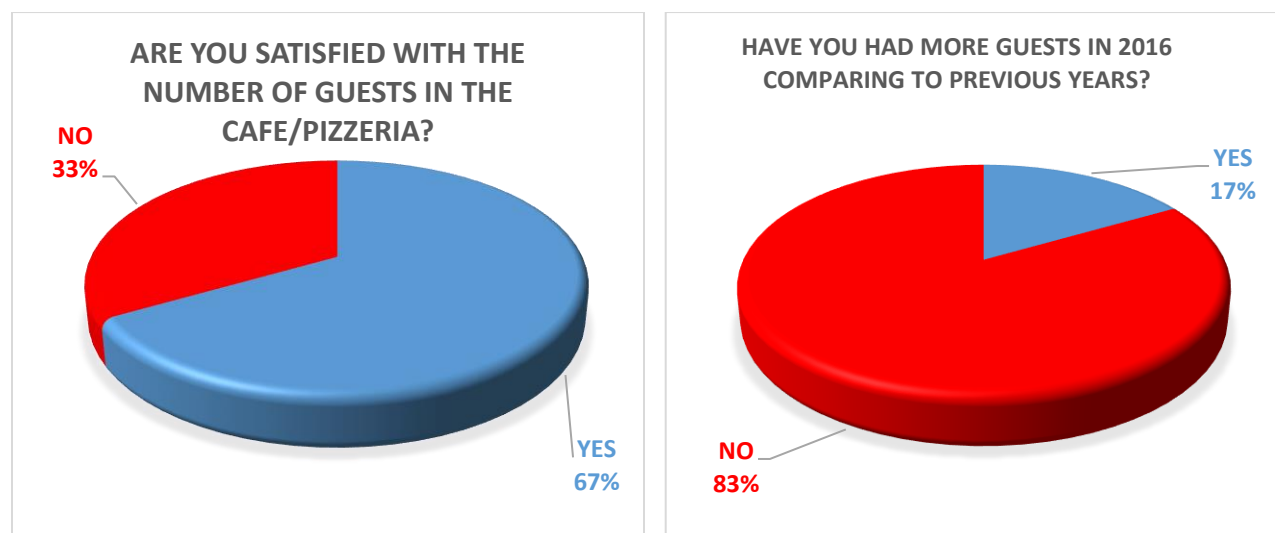


CAFE AND PIZZERIA

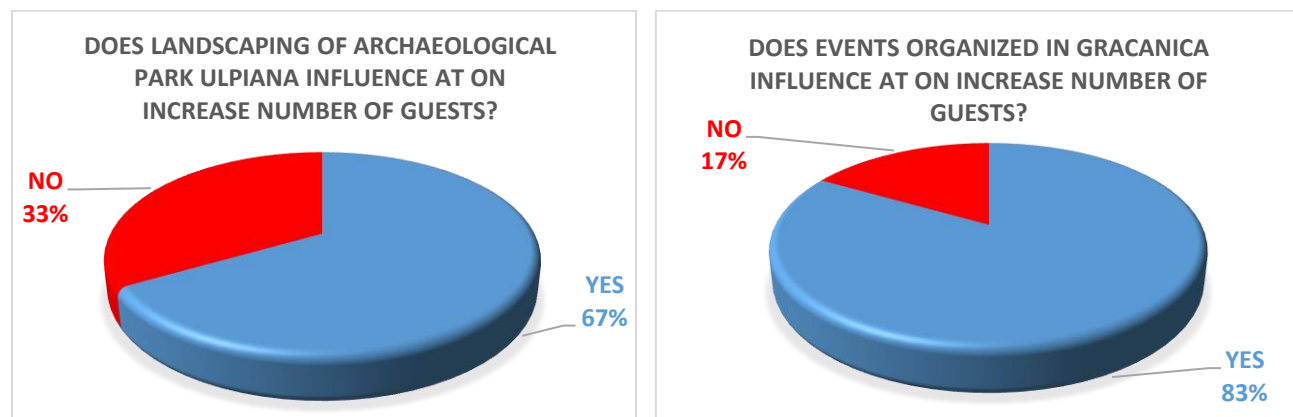
Within the TOG tourism register there are 11 cafes and pizzerias, and 6 participated in this survey with the overall capacity of: 546 seats.

No.	Name of the facility	Owner	Place	Capacity
1	Matrix (cafe - pizzeria)	Novica Milovanović	Gračanica/Gračanicë	80
2	Madera (cafe - pizzeria)	Ivica Dimitrijević	Gračanica/Gračanicë	100
3	Fratello (cafe - pizzeria)	Siniša Mirković	Gračanica/Gračanicë	96
4	Centar cafe (cafe - pizzeria)	Tomica Velić	Gračanica/Gračanicë	100
5	Tropicana (cafe - pizzeria)	Dejan Janičijević	Laplje Selo/ Llapnasellë	120
6	Nargila bar (cafe)	Miloš Grbić	Gračanica/Gračanicë	50

The most of the surveyed cafe and pizzeria owners are satisfied with the number of tourists/guests in 2016, but they didn't had an increase of turnover compared to 2015. Cafes and pizzerias are mostly visited by domestic tourists/guests.



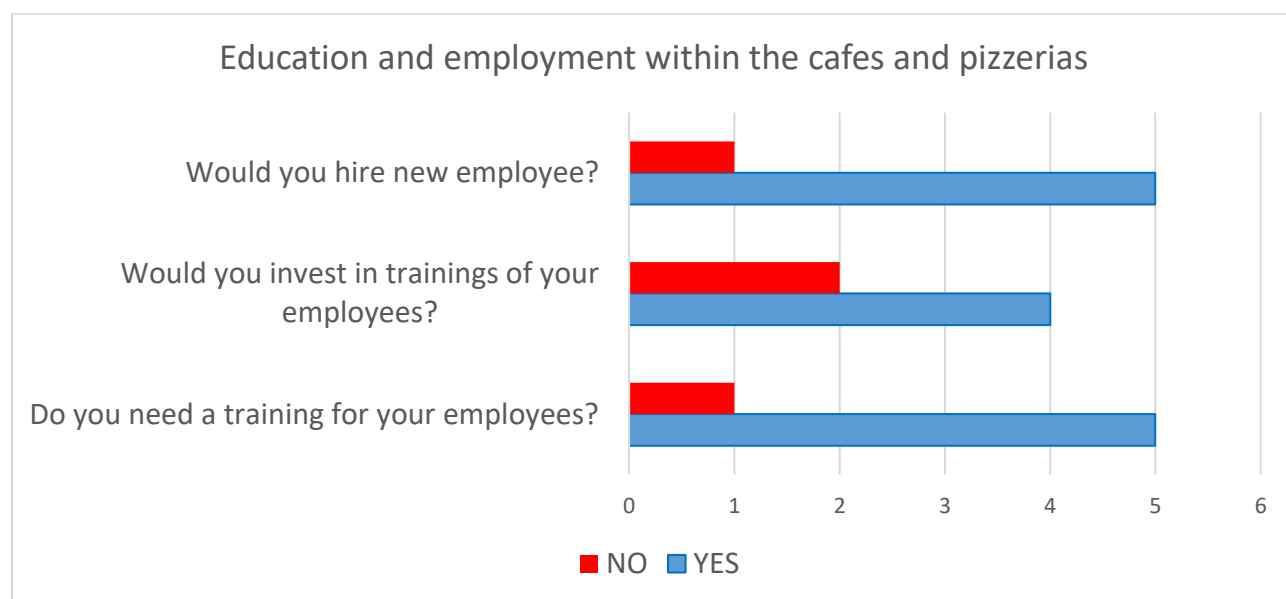
The landscaping of the archaeological park Ulpiana and events organized in Gračanica/Gračanice affected on increased number of tourists/guests in the cafes and pizzerias. However, concerning that cafes and pizzerias included in this survey are mainly situated in Gračanica/Gračanice, we assume that these two activities didn't increased number of tourists/guests in other villages within the Municipality of Gračanica/Gračanice.



There are currently **50 employees** employed within the surveyed cafes and pizzerias.

Waiter	Bartender	Receptionist	Manager	Chef	Maintenance Staff	Other
19	16	0	2	10	3	0

The survey indicates that there is a need for employment of new skilled workers with graduated secondary tourism management and hospitality school or certificate for the given position in the cafes and pizzerias. The majority of the surveyed owners considers that there is need to invest in employee's capacity building trainings, and they are willing to invest in capacity building trainings.



CONCLUSION

Gračanica/Gračanice as touristic destination is becoming famous and attractive on the global tourist map. The major contributor to this fact is Gračanica monastery (14th century) which is listed on UNESCO World Heritage List. Due to Gračanica monastery, tourists are staying in Gračanica/Gračanice only couple of hours, because the monastery was only stopover destination. However, in 2016 landscaping of the archeological site Ulpiana was done and it was declared as archeological park, whereby Gračanica/Gračanice from tourist resource gains another tourism product. It further influenced on retain of tourists and on increase of turnover in accommodation facilities and restaurants within the Municipality of Gračanica/Gračanice. With the construction of new attractions and creation of new touristic products, planned within the Tourism Development Strategy, the tourist offer of Gračanica/Gračanice will expand. In this way, the additional content will be provided which is essential for tourists retain longer than few hours in Gračanica/Gračanice.

Another very important factor which influenced on better turnover to accommodators in 2016 is increase of investment in tourism development by the Municipality of Gračanica/Gračanice, Royal Norwegian Embassy, USAID AKT LS and Swisscontact. In 2016, TOG has implemented 12 projects and with constant work on promotions and development of sustainable tourism we contributed to the increase on the number of tourists. Around 25.000 tourists has visited the Gračanica/Gračanice in 2016. TOG's projects and activities which has direct impact on the increased number of tourists are: organization of a knight festival SHIELD, tour operator study visit FAM TRIP, promotion at International Tourism Fair in Belgrade, brochures (tourist guide book, intangible cultural heritage of Municipality of Gračanica/Gračanice, tourist map) and good cooperation with tour operators from region.

The events organized in Gračanica/Gračanice has the positive impact on the increasing number of tourists to most of the accommodation facilities in Gračanica/Gračanice, while the impact in other villages in municipality is lower. Beside the TOG, a great contribution to tourism development was given by Culture Center of Gračanica, which implemented a large number of events in the past year, including the three most important: Vidovdan ceremonies, documentary film festival Grafest and theatre festival "Joakim Vujić".

These studies included eight accommodation facilities, eight restaurants and six cafes and pizzerias (22 accommodators in total). The total number of employees is 280. Concerning that on the territory of Municipality of Gračanica/Gračanice do not exist secondary tourism management and hospitality school, the most of accommodators (68%) requires the capacity building trainings in order to improve the quality of services. According to the accommodators opinion, the most urgent and most necessary is waiter trainings, since that they are in direct contact with the tourists/guests. Besides that, the most of them also requires trainings for the receptionists, chef and management. 50% of the surveyed accommodators are willing to invest in employee's capacity building trainings and they are willing to employ new skilled employees with the certificate. In accordance with these conclusions, the Tourism Development Strategy of the Municipality of Gračanica/Gračanice contains concrete activities and Action Plan with regards to the improvement of accommodation facilities, tourism personnel capacity building and improvement of the services. The Tourism Organization of Gracanica will be focused and give its best efforts to solve the above mentioned issues.