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# Hotel Complex – Case study the Town of Deçan

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**Abstract.** The hotel industry is at the heart of the hospitality system. This comes from the oldest traditions in the history of mankind - respect for the guest, celebration of his reception and service. It organically and naturally connects restaurants, cafes, transport and excursions into a single chain of tourist and excursion services. Today, the hotel industry as a kind of economic activity involves the provision of services and the organization of short stays in hotels, motels, camps and other accommodation facilities for a fee and represents the most powerful economic system in a region or tourist center. In our country, during these last two decades, the interest for the hospitality industry, including hotel and tourist services, has steadily increased. So the main idea of the selected topic is about a very important potential of our country, tourism and the rich nature that it offers, which means that there is perspective not only now but also in the future. The main purpose of designing a modern hotel complex in the town of Deçan, lies in the fact that such complexes in a municipality of about 42 villages are missing, taking into account the picturesque nature of Deçan and the great opportunities for tourism development in an area, quite rich mountains and the proximity to the natural park Bjeshkët e Nemura (Albanian Alps), where the extension of Deçan is estimated to be at a distance of about 100 m in the air line from Bjeshkët e Nemura (Albanian Alps). This topic tries to touch on a multifunctionality of topics, important and potential, taking into account our modest possibilities as a state. Design of the Hotel Complex in the town of Deçan, which includes the Hotel building as the main building and other buildings such as mostly traditional mountain villas with small modern doses, traditional mill and stable building, which are considered as secondary buildings in this case with feature traditional and recreational, was born as a great need for this city to have a strong identification base, to walk in the course of development of mountain tourism on the one hand and the aspect of heritage on the other hand, as the town and municipality in general is distinguished with these two elements.

**Keywords:** *Hotel industry, hospitality, tourism, multifunctionality, national road, heritage.*

## 1. Introduction

The word hotel is derived from the French hotel, which refers to a French version of the town house. The term hotel was first used by the Fifth Duke of Devonshire to denote a residential property in London around 1760 AD. Historically, in the UK, Ireland and several other countries, a town house was the residence of an aristocratic colleague in the capital of major cities. The word hotel can also originate from the hotel, meaning a place to stay for travelers. The invention of the coin and the wheels in the 5th century BC are considered to be the two main factors that led to the emergence of the inn and hospitality as a commercial activity. While Europe can safely be considered the cradle of the organized hotel business, it is on the American continent that the evolution of the modern hotel industry over the past century can be seen.<sup>1</sup> The forerunner of the modern hotel was the inn of medieval Europe. For a period of about 200 years from the mid-17th century, service inns served as a shelter for travelers. Guesthouses began to cater to wealthier customers in the mid-18th century. One of the first hotels in a modern sense opened in Exeter in 1768. Hotels spread throughout Western Europe and North America in the early 19th century, and luxury hotels began to appear in the late part of the 19th century.<sup>2</sup> Today the hotel industry is experiencing rapid growth. With the development of airlines, especially budget airlines, more people from all walks of life can afford to travel. People spend more not only on vacation but on services in general, so the whole tourist market is booming. According to the Global Business Travel Association in 2015 "Global Business Travel spending has been a record breaking \$ 1.2 trillion". The GBTA also predicts that figures will reach \$ 1.6 trillion by 2020.<sup>3</sup> The town of Deçan is quite famous in terms of rich natural and cultural heritage. As one of the main centers of Dukagjini, Deçan has managed to preserve quite well the cultural objects and traditions of the past as well as the nature with some interesting points to visit. In the past in the former Yugoslavia, Deçan was also known for a hotel and tourist complex in the Deçan Gorge, which attracted tourists from all over the former Yugoslavia. So the idea of selection and development of this topic is based to some extent on the historical aspect and the past of the town.

## 2. Material and Methods

Accommodation treatment hotels, along with service like food and beverages, amenities like entertainment, conferences and training arrangements, as well as organizing public or private holidays. Each hotel has a unique feature to connect with it. Features can be sold its location, guest room number, special services such as concierge, travel assistance and car parking staff, land environment such as specialized, naked restaurant, business meeting places, swimming pools, etc. The diversity in services and amenities offered by each hotel is enough to put them in a

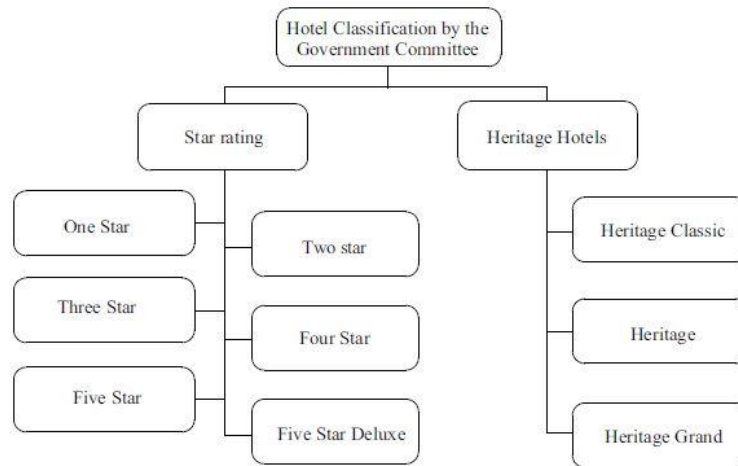
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<sup>1</sup> <https://tourismnotes.com/hotels> (2020)

<sup>2</sup> Oldest hotel ". Guinness World Records. Retrieved 4 April 2015. (2020)

<sup>3</sup> <https://www.blog.bidroom.com/brief-history-hotels> (2020)

single place of hotel classification, and if we classify them according to different criteria there will be several hotels that will fall into more than one group.<sup>4</sup>



**Fig. 1.** Hotel classification scheme. (Shehu, 2020)

The concept of the modern hotel industry includes all tourism entities, which provide accommodation for guests and other services for tourist consumption, and are organized in a variety of forms of companies, doing business to meet the needs and desires of the customer as well as achieve the set economic goals and the best possible business results. "The hotel business, in an economical way in market conditions to achieve commercial effects, offers accommodation and other hospitality services, which it uses to meet the needs and motives of guests and visitors and to provide a standard of living for staff. and management. "(Cerović, Z. 2003).

"During the temporary stay in hotels in selected destinations, the hotel industry offers rest and relaxation to tourists, enables business people to make business contacts, creates basic conditions for participants in conferences, seminars and other various professional, scientific and political gatherings, enable visitors to learn about natural and cultural attractions, historical monuments and food and beverage services for local people, as well as various entertainment venues. "(Bunja, Đ. 2008).

"The hotel and modern industry as an economic activity is an extremely important driver of economic development, especially in underdeveloped and developing countries. In fulfilling its functions, the hotel industry is linked to many other economic activities (trade, transport, industry, travel agencies, etc.), and differs from other industries in that it provides its own services in specific facilities. "(Vrtiprah, V. Pavlić, I. 2005).

The prevailing trends in the tourist search market determine the trends in the modern hotel industry, which can be summarized in the following general trends; changing

<sup>4</sup> <https://tourismnotes.com/hotels> (2020)

consumer needs, working and living conditions, prolonging life, increasing the level of information and computerization, the greatest need to protect health (well-being, spa treatment, organic food), emphasis on ecology and healthy eating, staying in pure nature, increasing demand for equipment for adventure and recreation, attending major events (sports, cultural, religious, business, etc.) and new travel motivations. Hotel offers must constantly study these trends and adapt to the requirements, desires and needs of modern customers.<sup>5</sup>

This research to be as concrete and clear as possible is collected and secondary data, needs to include the electronic science article and those who are part of books and magazines, compulsors, discuss, interpret, analyze and evaluate of the research in question. As a research method in this research paper is the use of quantitative methods or quantitative data that as a term to use to achieve the type of information that is calculated and expressed numerically. Through this method in this research is done data collection, modeling and analysis of data and evaluation of results obtained from this data. Among other things, this research through the quantitative method provides knowledge in solving a problem, generating ideas and hypotheses for subsequent quantitative research.

### 3. Discussion

The location selected is located in the peripheral part of the town of Deçan, respectively in the west, in geographical coordinates 42.535427 °, 20.268040 °. This location is not included in the Urban Regulatory Plan of Deçan. The location is part of the plots with undeveloped area, with an irregular shape which includes parcels numbered 00073-0, 00074 - 0, 00075 - 0 and 00076 - 0, with a total area of  $S = 33,275.93 \text{ m}^2$  or  $S = 3.327593 \text{ hectares}$ .<sup>6</sup> Each design depends on the specific local conditions including, those related to the location of the hotel complex such as: geographical characteristics, location and access to the location of the hotel complex, size and shape of the location, climatic conditions such as: temperature, relative humidity, prevalence and prevailing wind direction as well as environmental conditions such as: perimeter activities, existing utility networks, fences and a number of other specific factors. The selection of the location is based on several different specific factors, depending on the geographical area, the existing public infrastructure network, where the location itself is located at the intersection of the national road segment Deçan - Plava, interconnection with the road leading to the Deçan Mountains, interconnection with the town of Deçan and the connection of Deçan with the villages of the Voksh region as well as other factors.

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<sup>5</sup> Batinić, Ivica. "Hotel management and quality of hotel services." (JPMNT) Journal of Process Management – New Technologies, International Vol. 4, No. 1, 2016. (2020)

<sup>6</sup> <https://kk.rks-gov.net/decan/> (2020)



**Fig. 2.** Location sequencing and relation to other spaces.  
Source: (Geoportal Kosova, processed by Shehu, 2020)



**Fig. 3.** Proposed plot for the Hotel Complex – Case study the Town of Deçan.  
Source: (Geoportal Kosova, processed by Shehu, 2020)

The main purpose of this research is to encourage the creation and support of such spaces, which reflect the identity, cultural and natural spirit of a country as well as to understand if the country needs such a hotel complex, where tourists will experience the feeling of enjoying a modern architectural complex with doses of agritourism, which offers nature walks on foot, but horses can also be used as part of recreation, skiing, traditional detox food, greenery and rich nature, hotel services various, space for work and meetings and other functions offered according to the request and needs. The hotel complex as such is built as a basis of strong interweaving of old traditions

and customs of living and mountain tourism, where in this space the culture of accommodation, recreation and nutrition will flourish and will be expressed in the best way. In addition, it can serve as a good space for exchanging different experiences of local and foreign tourists, promoting communication and in some way bringing the community together.

The specific and basic objectives that are thought to be achieved by designing such a hotel complex are:

- 1) Creation of an identification space for the town and the municipality of Deçan in general;
- 2) Filling the gaps of a proper concept of development of municipal and national tourism;
- 3) Meeting the needs of local and foreign tourists for comfortable accommodation and recreation;
- 4) Creation of a multifunctional accommodation space, which is lacking within the town and the municipality;
- 5) Promoting the development of cultural and natural heritage of the town and municipality;
- 6) Promotion of local food and natural products;
- 7) Revenue generation in terms of economic development;
- 8) Creation of a reference point in the bypass axis of the national road of special importance, which connects Deçan with Plava, etc.

#### **4. Conclusion**

The hotel complex and the organization of all its constituent units in the town of Deçan, is intended to be a model of functioning of a space as a single architectural whole, where the hotel building dominates with all relevant units. Within it, the organization of additional units on request as well as the organization of the entire space, which is included within the selected location. This architectural model is thought to be the prototype of the development of the town of Deçan and its identifying part in the framework of urban and architectural arrangement. This proposal for this particular area of the city will be designed based on regulations and municipal and state standards, regarding the design of this type of buildings. The solution that will be offered in this research, promotes the modern design factor of hotel facilities and their complexes, where as we have mentioned above the town and the municipality in general there is a significant lack of this type of facilities. The project proposal includes not only the design of a single hotel facility with its function, but also other ancillary units, which will be included within the hotel as well as outside it, depending on the layout, as well as the arrangement of the entire space of the hotel selected, where each part will have its own function and importance. The space selected as a location is slightly wider and it is thought to integrate more functions within it, such as animal stables, traditional mill and traditional mountain villas or stalls, as additional parts of the basic hotel building, so that this whole hotel complex deserves to be called a five star hotel complex. Since it has been selected to be five-star, all possible standards of their fulfillment will be considered, taking into

account all possible units and positions of the composition of this complex. As a concluding part of this research it is worth mentioning the fact that the selected topic initially has a strong foundation, as tourism and nature is the strong point of this town, historically known for tourist complexes and resorts, the selected location is located at the crossroads between two cities and states, therefore it will be a promoter of economic and cultural development of municipal and national tourism.

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