

5. QUALITY ASPECTS OF PRODUCT DESIGN IN ARTISTIC EDUCATION

**Bard Bajcinovci, Uliks Bajcinovci,
Elena Rexha, Bujar Bajcinovci²³⁵**

Abstract: *The University of Prishtina “Hasan Prishtina” is the biggest higher education institution in Kosovo, which ever since its foundation has held the main burden of education and the development of the Kosovar society. If in the past the University of Prishtina was not only a hearth of knowledge, but also an icon of Kosova’s high education, now its mission is to offer stable and qualitative education to the new generation, functioning as an asset for the development and the strengthening of the Kosovar society. Currently, the UP is the biggest higher education institution in the Kosovo, with 42.006 students, above 1.000 academic staff members and around 350 administrative staff members, accommodated in 14 Academic Units. The research conducted in this paper reflects quality aspects in artistic education for sustainable product design, especially in art, architecture, creativity and innovation in academia curricula. The research methods consist of empirical observation in academia, direct observation of teaching methods, and promoting contemporary interactive teaching methods. To perceive a clearer research data, exploring was made within: The department of Architecture, Department of Anthropology-Archeology, The faculty of Arts in the University of Prishtina, also with UBT - Higher Education Institution in Kosovo, in the context of the possibilities for the improvement of the curricula’s, within actual and accredited academic frameworks. Research concludes that new teaching strategies must involve a new closeness, a brand new and more refining holistic system, as a response to less functional academic curriculums.*

Key words: *Artistic Education, Quality Aspects, Product Design, Academia*

1. Introduction

The University of Prishtina “Hasan Prishtina” is the biggest higher education institution in Kosovo, which ever since its foundation has held the main burden of education and the development of the Kosovar society. If in the past the University of Prishtina was not only a hearth of knowledge, but also an icon of Kosova’s high education, now its mission is to offer stable and qualitative education to the new generation, functioning as an asset for the development and the strengthening of the Kosovar society. Currently, the UP is the biggest higher education institution in the Kosovo, with 42.006 students, above 1.000 academic staff members and around 350 administrative staff members, accommodated in 14 Academic Units.²³⁶ *“The Faculty of Arts at the university of Prishtina are founded from the Academy of Art, which was established by the Assembly of Kosovo in 1973. The Academy started working on of the academic year 1973/74, and in the timeline of development in the academic year 1986/87, the Academy was transformed into the Faculty of Arts, with the title Faculty of Arts in Prishtina. In this context, the establishment of the Academy and later of the Faculty of Arts*

²³⁵ Student, cand.MSc., email: bb34218@ubt-uni.net, Student, cand.MSc., UBT. Architecture - Spatial Planning from Prishtina, email: ub35398@ubt-uni.net, Student, cand.BSc., email: elenarexha3@gmail.com, Associate Professor PhD., University from Prishtina, Republic of Kosovo, email: bujar.bajcinovci@uni-pr.edu

²³⁶ University of Prishtina, The Rector’s speech. UP -Yearbook 2019.

was the coronation of the many years of efforts of the pioneers of figurative, musical, and dramatic arts. Currently, the Faculty of Arts has three Departments: Department of Figurative Arts, Department of Music, Department of Dramatic Arts. So far, at the Faculty of Arts have graduated more than 900 students in Albanian language.”²³⁷ Product Design, discusses and studies the conceptual phase of the product development process. The main role of the quality aspects is to study, research and learn the process of conceptual product design development, theoretically and practically, singling out the process of creative thinking as a fundamental element in new product development. The product type typology is evolutive and each year diversely, according to current trends in collaboration with wide global trends. The aim of the quality aspects development is to initiate fundamental theoretical and practical principles in the field of product design, including the symbiotic interrelationship of technology advancement, lifestyle, understanding of the role of users, target groups and market segments in the design of products. The main objectives of the system are the subject of various interdisciplinary approaches to study and understand the interrelationship between user research, standards, use, operation and product handling.²³⁸ In this context the question of, what should be exactly the role of quality aspects in product design and artistic education. Hence, for the future apperception of higher education, it is central to present and carry out an unconventional study or a contemporary way of transmitting knowledge. Hence, *“we argue that new contemporary academia challenges should encourage a brand-new complementary study, using and developing new action research theories. strengthened with actions towards the exploitation of all resources, especially in nurturing cognitive development, in order to provide a better learning process.”*²³⁷

2. Materials and Methods

The research conducted in this paper reflects quality aspects in artistic education for sustainable product design, especially in art, architecture, creativity and innovation in academia curricula. The research methods consist of empirical observation in academia, direct observation of teaching methods, and promoting contemporary interactive teaching methods. To perceive a clearer research data, exploring was made within: The department of Architecture, Department of Anthropology-Archeology, The faculty of Arts in the University of Prishtina, also with UBT - Renowned Higher Education Institution in Kosovo, in the context of the possibilities for the improvement of the curricula's, within actual and accredited academic frameworks. Quality aspects of product design in artistic education and architectural studies was explored through review of timeline of academic workshops, curricula's, and within studio researches of the students in

²³⁷ Bajčinovci, B., Bajčinovci, U., Bajčinovci, B. (2019). Interactive Academic Education and its Impact on Urban Development - History and Contemporaneousness. Review of Artistic Education. Vol 18, Is.1.Sciendo. Romania

²³⁸ Bajčinovci, B. (2019). Syllabus of Product Design, The Faculty of Arts. The University of Prishtina.

Master programs of the department of architecture in the University of Prishtina, and UBT. With this paper the objective was to present an evolutive teaching methods in academia. Furthermore, describing the teaching methods with the emphasis on creativity in education, which directly reproduce actions on artistic product design.

Tab. no. 1. University of Pristina by numbers. (UP -Yearbook 2019; Bajcinovci, 2019)

Academic Unit	Academic Staff	Administrative Staff	Current Students
Faculty of Philosophy	58	18	3059
Faculty of Mathematics and Natural Sciences	105	28	2841
Faculty of Philology	101	14	2541
Faculty of Law	56	20	6024
Faculty of Economics	63	20	8095
Faculty of Civil Eng. and Architecture	89	11	2329
Faculty of Electrical and Computer Eng.	37	13	1801
Faculty of Mechanical Engineering	40	11	1281
Faculty of Medicine	252	25	3322
Faculty of Arts	161	12	828
Faculty of Agriculture and Veterinary	45	19	1652
Faculty of Physical Education and Sports	23	8	832
Faculty of Education	57	12	3380
Central Administration		301	
Total	1087	512	37985

On the other side, *“the industry system in the 20th Century have undergone cardinal transformations as a result of the development of science, technology, the growth of the economic base of society and the growth of the human living standards. Historically, Kosovo's industry has gone through various stages of its development and fully dependent on the economic system. In general, Kosovo's industrial development was based on the exploitation of raw materials and their processing to a certain degree, but not to a satisfactory degree of processing and finalization.”*²³⁹ Furthermore, according to the result presented in **Table 2**, there is a lack of variety of courses in organization of the study programs, therefore we need a substantial rethinking of what we have to offer as an attractive curriculum. Hence, the current resolution of the academic situation, formally accomplish legal academia standards cannot solve the actual and future challenges. Challenges, that are associated with the globalization, development of technology, life style, and global world trends surely needs a much more holistic approach.

²³⁹ Bajcinovci, B., Aliu. V. (2018). Visual Organization of Industrial Functional Compositions, JOSHA. Freiburg, Germany.

Tab. no. 2. Students satisfaction with current study programs. (Eurostudent.eu/113, 2016; Bajcinovci, 2018)

	(Very) Well	Fairly satisfied	(Some) Dissatisfied	Total
	percent	percent	percent	percent
1. Quality of teaching	48.9	33.5	17.6	100
2. Organization of studies	41.6	31.4	27	100
3. Variety of courses	26	23	51	100
4. Study facilities	38.6	23	38.4	100

3. Discussions

The holistic process in artistic education is associated within permanent activities thru all phases of studying. Especially in the product design, where teaching has the character of interactive discussions, engaging in discussion all students, academia and community participants. Also, courses aim to encourage working in groups, within concrete researches in the form of design projects, case studies, seminars, exercises and site visits. The course is held by Ex Cathedra lectures, project analysis, with interactive close supervision of design works during exercises. Furthermore, contemporary lectures, and exercises during class use different audio-visual techniques, software, and tools. After completing the course, students have understood and mastered the basic design principles in the field of product design:

- Students have developed design skills and techniques;
- Students have developed the skills necessary for technical qualities, anthropometry, ergonomics and product aesthetics;
- Students have developed skills and techniques to describe, analyz and articulate the interdisciplinary design process;
- Students have developed the ability to document and present the creative design process, in particular with: methods used, activities undertaken and research conducted.

Nowadays, we have multifunctional and complementary studies as a result of the globalization trends, strengthened with the high technology development. Therefore, those phenomena can realistically do impact on the global labor market, hence, the whole global academia network are holistically interdependent within a wide product industry subsystem, thus forming the future global labor market. Actually, the global product industry development is faced with many challenges especially being pressured on price and quality, thus, these aspects are more strengthened with a heavy global concurrence. On the other hand, *“It took me a long time to understand the relationship between ideas and between objective facts. But after I clearly understood this relationship, I didn't fool*

around with other wild ideas. That is one of the main reasons why I just make my scheme as simple as possible.” (Ludwig Mies van der Rohe).

Fig. no. 1. Quality definition model: Actions to exploit quality on teaching for product design processes. (Bajčinovci, 2019)

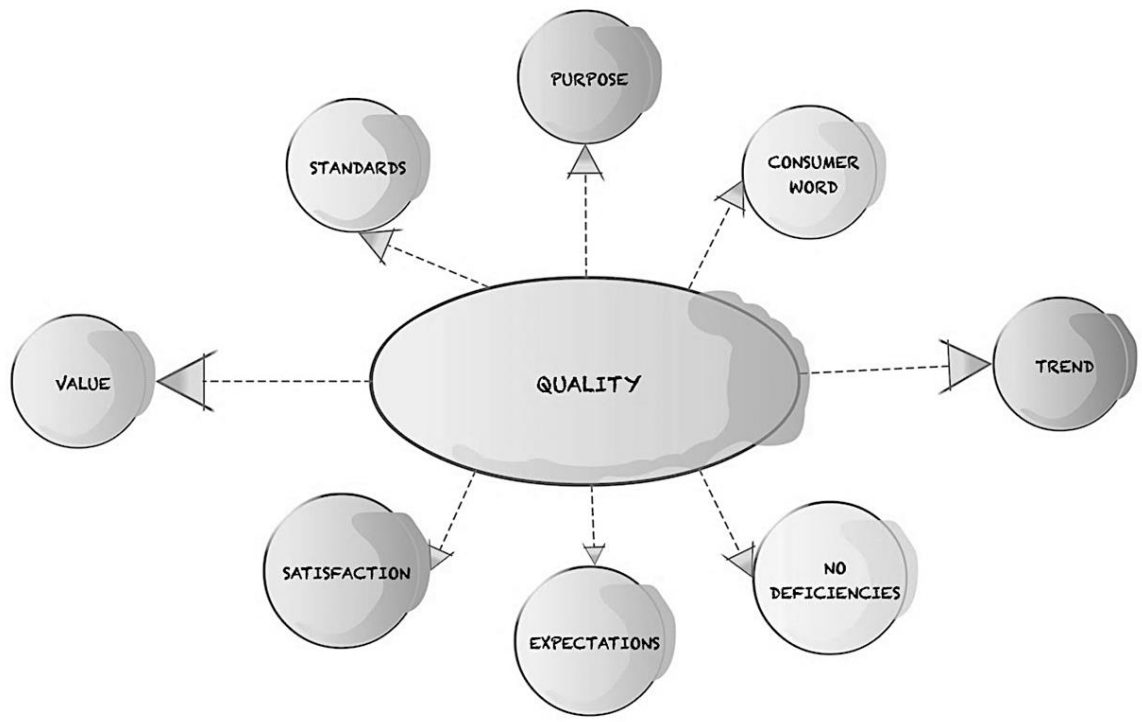
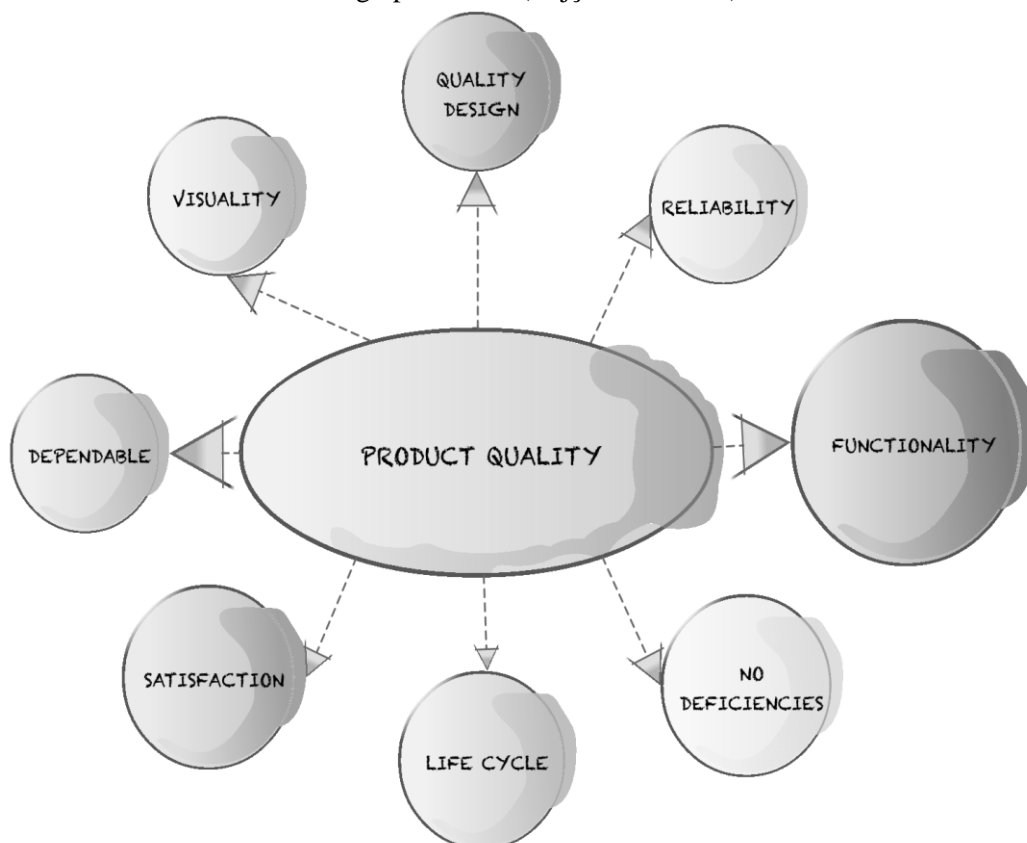


Fig. no. 2. Product Quality definition model: Actions to exploit product quality on teaching for product design processes. (Bajčinovci, 2019)



Furthermore, Hawking in his work: *A brief history of time*, states: “*In real time, the universe has a beginning and an end at singularities that form a boundary to space-time and at which the laws of science break down. But in imaginary time, there are no singularities or boundaries. So maybe what we call imaginary time is really more basic, and what we call real is just an idea that we invent to help us describe what we think the universe is like*”²⁴⁰

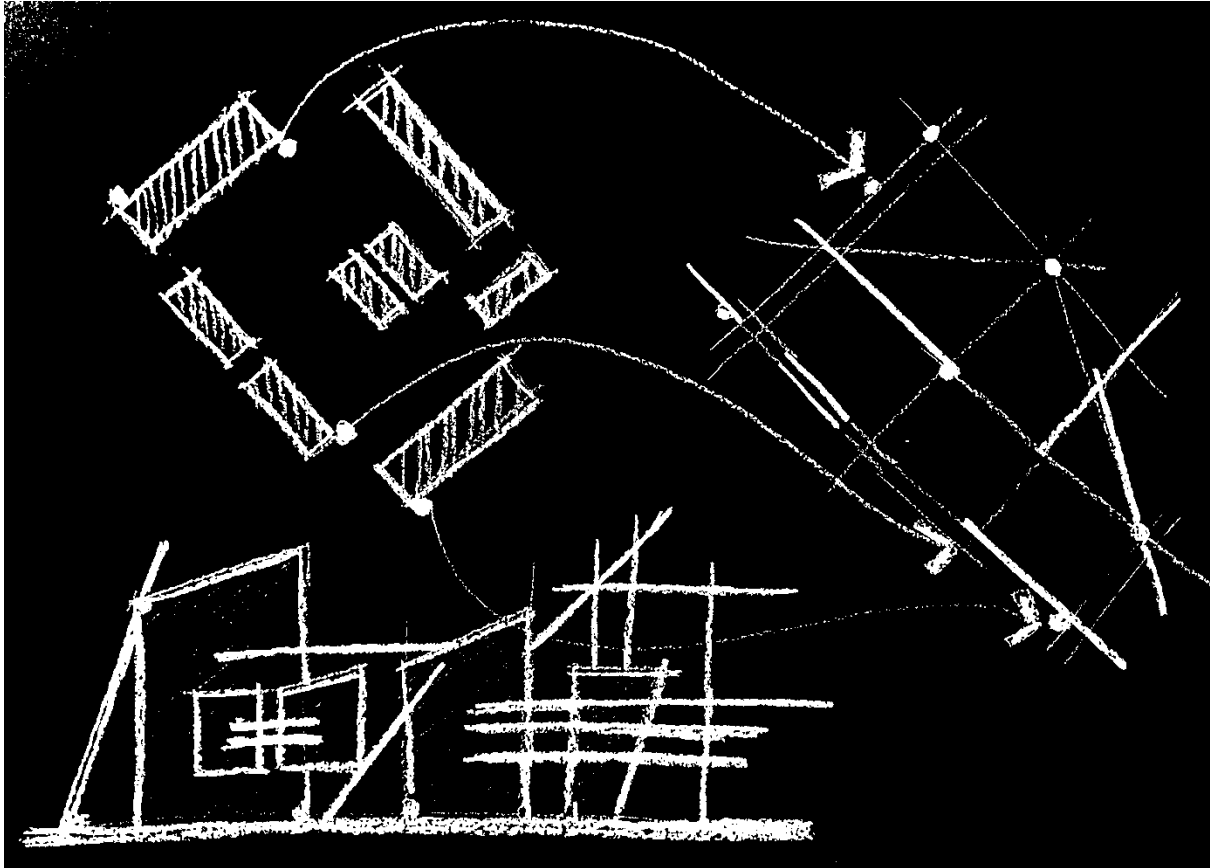


Fig. no. 3. Conceptual drawings, a holistic approach to the sum of all parts. Contemporary art reflection of Calvino’s *Invisible Cities* prose poems. (Bajčinovci, Thaçi, 2017)

“*The future art public won’t be a simple passive receiver, easy to manipulate, but, through a harmonious development of the soul functions and of the intellectual abilities, it will be able to develop its own creative, response and selection capacities for the messages coming from the social environment, messages that can distort the perception of reality and of internal representations.*”²⁴¹ Hence, formally fulfilling legal academic standards, within adapted and accredited academic frameworks, cannot be expected to solve comprehensive and future challenges, associated with the development of technology, labor market, life style, and global world trend.

²⁴⁰ Hawking, S. *A Brief History of Time*. Bantam Books, Paperback, 1996.

²⁴¹ Pașca, Eugenia Maria. (2016). *Variables and Constants in the curriculum for the music specializations of the Romanian University Education*. Review of Artistic Education no. 11-12 2016, pp. 253-262.

4. Conclusions

The present state of academia requires specific contemporary methods, especially when the situation is directly linked to the quality of teaching and future challenges of the labor market. “*Education, of course, is always based on what was. Education shows you what has been and leaves you to make the deduction as to what may be. Education as we pursue it cannot prophesy, and does not*”.²⁴² Findings in this paper indicate that through quality aspects of product design in artistic education teaching methods as contemporary learning strategies strengthened with informal meeting places for education, can concurrently present a teaching strategy, by which can bring more clarity to the academia and product design industry. Hence, new teaching strategies must involve a new closeness, a brand new and more refining holistic system, as a response to less functional academic curriculums. The current classic teaching methods, formally fulfilling academic, and legal standards, requires a serious approach of academia for the contemporary teaching methods.

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²⁴² Paşca, Eugenia Maria. (2016). *Variables and Constants in the curriculum for the music specializations of the Romanian University Education*. Review of Artistic Education no. 11-12 2016, pp. 253-262.

6. URBAN DEVELOPMENT OF UNIVERSITY CAMPUS AND QUALITY ASPECTS OF ARTISTIC EDUCATION: A CASE STUDY OF PEJA

Modest Gashi, Vlora Aliu, Bujar Bajcinovci²⁴³

Abstract: *Kosovo after the 1999 conflict was in a social, economic and environmental disadvantage. The creation of peace and stability depended on many actors such as UNMIK, whose mission was to achieve the overall goal of providing security and the normal living of all peoples in Kosovo and to achieve stability in South East Europe and the Balkans respectively. The research conducted in this paper reflects quality aspects in urban development of university campus and quality aspects of artistic education, especially in art, architecture, creativity, and regular meetings with focus groups, especially with residents of all settlements in Peja. The research methods consist of empirical observation in academia, observation of teaching methods, and promoting healthy academic campuses. Research concludes paper indicate that through urban development of university campus in Peja and quality aspects of artistic education in teaching methods as contemporary learning strategies strengthened with informal meeting places for education, can effectively present a urban plan methodology, hence, which can bring more clarity to the academia campuses and contemporary labor market. Furthermore, new academia campuses must involve a new closeness, a brand-new teaching method, as a response to the future contemporary academic objectives strengthened with a quality aspect of artistic education, for which Peja municipality are very well known. Peja has had and actually has the two artistic branches with legacy in education, such are the school of Fine Arts and the school of Music. The two schools in which has attended the dozen renowned Kosovar artists, who now live and work across Europe.*

Key words: *Quality Aspects, University Campus, Urban Development, Academia, Peja*

1. Introduction

Kosovo after the 1999 conflict was in a social, economic and environmental disadvantage. The creation of peace and stability depended on many actors such as UNMIK, whose mission was to achieve the overall goal of providing security and the normal living of all peoples in Kosovo and to achieve stability in South East Europe and the Balkans respectively.²⁴⁴ UNMIK's work in Kosovo enabled the creation of Provisional Institutions of Self-Government of Kosovo of all ethnicities. Security in Kosovo is monitored by KFOR, which is an international peacekeeping force and is led by NATO.²⁴⁵ For the functioning of the Provisional Institutions of Self-Government in Kosovo, various Ministries had formed which began immediately with the process of drafting legal frameworks for each

²⁴³ UN-Habitat. MSc., Spatial and Urban Planner from Prishtina, email: modest.gashi@unhabitat-kosovo.org, Assistante MSc., email: vlora.aliu@uni-pr.edu, Associate Professor PhD., University from Prishtina, Republic of Kosovo, email: bujar.bajcinovci@uni-pr.edu

²⁴⁴ <https://unmik.unmissions.org/mandate>, 2019.

²⁴⁵ <https://jfcnaples.nato.int/kfor/about-us/welcome-to-kfor/mission>, 2019

department.²⁴⁶ The Law on Spatial Planning No. 2003/14 is recognized as the first law on spatial planning that was drafted based on internationally accepted principles such as: Promoting Kosovo's common interests by protecting natural resources and supporting sustainable development, Promoting participatory democratic process and involvement in formulating development strategies and physical plans, Promote complete transparency in planning and decision-making by allowing participants access to the necessary data and maps, Promoting equal economic and social rights for all Kosovars, Promoting improved quality of life and balanced forms of housing, Promotion of harmonization with the principles and plans of the European Spatial Development.

In another sense, the Law on Spatial Planning No. 2003/14²⁴⁷ was the transition from conventional planning to strategic and comprehensive planning. This obliged municipalities to develop their development plans at the municipal and urban levels as well as to develop regulatory plans for the different settlements. This shows, after many decades of centralized and conventional urban planning, municipalities are now independent in drafting municipal development documents which should be in line with the Kosovo Spatial Plan, which is drafted by the central level respectively by the Ministry of Environment and Spatial Planning.²⁴⁸ The transition from conventional to strategic planning was not easy. On the contrary, all municipalities of Kosovo and urban directorates had staff that was oriented on conventional planning. Building new capacities for strategic planning required a great deal of time and investment.

Peja Municipality is recognized as a pioneer in the implementation of the Law on Spatial Planning 2003/14. Municipal interest in setting sustainable development directions through strategic and inclusive planning was not easy. There were many issues that had a negative impact on the spatial planning process, namely the drafting of the Municipal Development Plan and the Urban Development Plan, such are: Lack of local professional staff to lead the planning process, lack of contemporary knowledge and good practices in spatial and urban planning, lack of internal cross-sectoral cooperation for the development of the plan, lack of data on social, economic and environmental issues, lack of support of decision makers in the planning process, lack of data on potential stakeholders that may affect the development and implementation of the plan, resistance of conventional professional generations (internal and external) to strategic planning processes, refusal of participation of certain ethnic groups in the planning process and interventions of local UNMIK Administrators in the planning process. Since the above issues were a block in the development of development plans, some concrete steps have been taken to overcome them: Identification of internal cross-sector professional capacities that can bring results in the process of drafting development plans, engagement of the EU consulting company to support the

²⁴⁶ Provisional Institutions of Self Government in Kosovo. 1999

²⁴⁷ <https://gzk.rks-gov.net/ActDetail.aspx?ActID=2471>

²⁴⁸ Boussauw, K. (2012). Challenges, threats and opportunities in post-conflict urban development in Kosovo.

Municipality of Peja in the development of development plans and the use of contemporary best practices in the field of planning, building a Municipal Planning Team composed of municipal sectoral experts as well as potential external experts who contributed to the planning process, build bridges of cooperation with local NGOs and engage the municipal sectors to collect data from each sector with particular emphasis on social, economic and environmental areas. Various international programs have also been supported to support the process: Regular reporting by the Directorate of Urbanism on the process of municipal and urban planning and the establishment of a Steering Council composed of members of local political parties, identifying potential stakeholders to support the process. Local NGOs also play an important role in identifying all potential stakeholders, Integrating all professionals belonging to conventional generations (internal and external) into the various thematic working groups and engaging them in the strategic planning process, regular meetings with residents of other ethnicities and their engagement in decision making and report progress on a monthly basis to the local UNMIK Administrators on the development planning process.

2. Materials and Methods

The research conducted in this paper reflects quality aspects in urban development of university campus and quality aspects of artistic education, especially in art, architecture, creativity and regular meetings with all stakeholders, with focus groups, especially with residents of all settlements in Peja. The research methods consist of empirical observation in academia, observation of teaching methods, and promoting healthy academic campuses. To perceive a clearer research data, exploring was made within: The municipality of Peja, faculty of Architecture, in the University of Prishtina, in the context of the possibilities for the improvement of the urban development, within actual and accredited academic frameworks. Continuing the process of developing plans, regular meetings with all stakeholders, focus groups, with residents of all urban and rural areas have highlighted problems that were not previously known.

Addressing these problems also indicated the direction of development of the Municipality of Peja for the next two decades. Geographical position, natural resources, actual economic situation compared to the past and looking to the future, social and cultural life, very young population oriented local and international professional experts in the direction of future development of Peja Municipality tourism, agricultural development and light industry development (no pollution).

These directions were also accepted by the decision makers who had committed that all the processes for drafting the development plans would end and continue with the process of implementing the plans. In fact, from these

directions of development the motto "Peja green and vital region" is created.²⁴⁹ The key connecting point of the development directions mentioned above was the construction of new educated generations. Therefore, the Municipality of Peja in the next 20 years saw itself as a University City which would offer faculties oriented in tourism, economics and agriculture. Lack of property to build the University with all the necessary infrastructure was a major challenge. In general, all Municipalities in Kosovo lack municipal properties. The socially owned properties that operated until 1999 were under the management of the former Kosovo Trust Agency,²⁵⁰ which has made their identifications throughout the territory of Kosovo and privatized them for a period of 99 years. This privatization process, although seen as a promoter of the economic development of the municipalities, unfortunately resulted in the impoverishment of the municipalities.

The lack of a clear strategy of the former. The KTA but also the KPA for monitoring privatized properties had a not so expected impact on the municipal and urban planning process. Therefore, the only alternative for Peja Municipality to plan the construction of the University campus was the former property. This property had only two reconstructed barracks. Now these rebuilt barracks were used. This year provided the Municipality of Peja with a good opportunity to take all the necessary steps for the sustainable development of the university campus. Therefore, when designing the urban development plan, this location is dedicated to the university campus, which will interrelate sport and tourism.

Design and approval of Urban Development Plan provides development directions of neighborhoods within urban area. This means that detailed development for the coming years is carried out with lower level plans known as urban regulatory plans. As the area of the university contained both the development of sport and the development of tourism, there was a need to provide a clear vision for the development of this location. In fact, the purpose of visioning the site was to make a sustainability assessment for the university campus. This would be achieved by organizing a visioning workshop dedicated to the university campus. This workshop identified stakeholders from central level institutions, the University of Prishtina, civil society, local administration, local external professionals. The workshop was supported by the UN-Habitat program in Kosovo, which, with international professional support, enabled the Municipality of Peja to implement a modern, inclusive decision-making methodology.²⁵¹ *"The future art public won't be a simple passive receiver, easy to manipulate, but, through a harmonious development of the soul functions and of the intellectual abilities, it will be able to develop its own creative, response and selection capacities for the messages coming from the social environment, messages that*

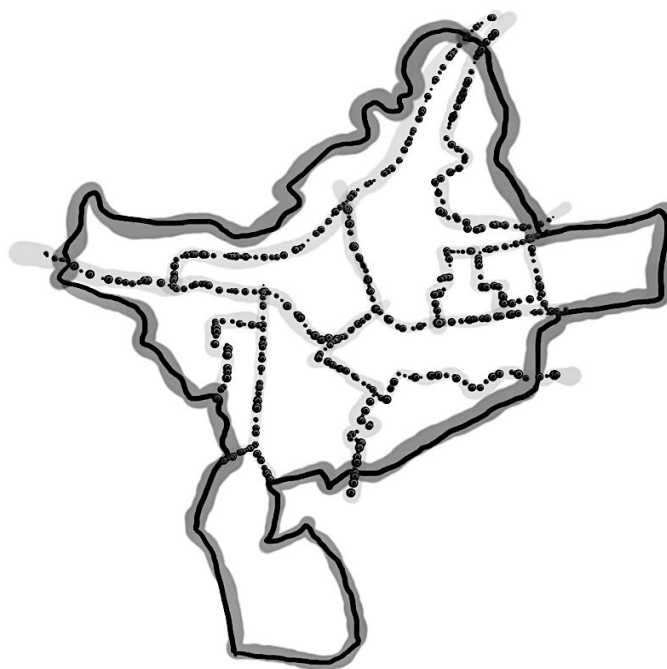
²⁴⁹ https://kk.rks-gov.net/peje/wp-content/uploads/sites/24/2018/04/Plani-zhvillimor-komunal_shqip.pdf, 2006.

²⁵⁰ <http://kta-kosovo.org/html/index.php>

²⁵¹ UN, Habitat. (2008). https://unhabitat-kosovo.org/un_habitat_documents/handbook-on-visioning/

can distort the perception of reality and of internal representations.’²⁵²

Fig. no. 1. Peja Municipality, Urban districts and neighborhoods, area in acres



Tab. no. 1. Students statistics of Municipality of Peja

	Students	Teaching Staff	Students	Students, Male	Students, Female
		100%	100%	52.37%	47.63%
29. Primary Schools	15,000				
6. High Schools	5,283				
1. School of Music	175				
1. Special school for students with disabilities	69				
Total		1,200	22,853	11,973	10,880

3. Discussions

The main principle of education policy is "Inclusive education", according to which all children and young people should be able to attend school. The lessons are held in Albanian, Bosnian and Serbian language. In special education, the lack of qualified staff that can create an appropriate educational environment for these children is very pronounced. Illiteracy is still present and more pronounced in the female gender. Illiteracy is usually higher in rural areas than in urban areas. The male-female ratio across school levels indicates that the

²⁵² Pașca, Eugenia Maria. (2016). *Variables and Constants in the curriculum for the music specializations of the Romanian University Education*. Review of Artistic Education no. 11-12 2016, pp. 253-262.

percentage of females in education is lower. This is emphasized at all levels of education. Failure to attend school also affects distance from school facilities and not safety. In the municipality of Peja (for the year 2005) there are 38 schools, 29 primary schools with a total number of students around 15,000, 6 high schools with 5283 students. Preschool 6 with 510 students. Two kindergartens with 365 children. Lower School of Music, Special School for students with disabilities, and the Faculty of Management. Special education is organized for 69 children with disabilities. The Lower School of Music has a total of 175 students. The total are 22,853 students, of which 11,973 (52.37%) males and 10,880 females (47.63%). There are about 1,200 teachers and teachers without support staff. Also, there are three specialized courses at the University of Business School:

1. Business Administration
2. Applied Business Informatics and
3. Management in tourism and catering.

The investments made in the education of our municipality are mainly foreign donations, budget funds from the Ministry of Education, Science and Technology and the Municipal Budget. During the post-war period, a four-grade primary school was built in Brolic, with USAID investment, a 4-grade school in Kotradic by the Danish DRC, another one in Leshan, by the Spanish Red Cross, four-grade schools in Rugova, in the villages of Bogë and Koshutan with Care-International investments, then the new eight-year school in Reka of Allages and the repair of 8-year schools in Haxhaj and Drelaj. Crystal, donor of BB-Islamic. Most of the school buildings have been renovated with the help of NGOs. Action has already begun on equipping them with teaching aids. Special Regional Funds enabled the provision of facilities for children with disabilities, and equipment for school centers and sports halls. There is a need for curriculum and teaching methods to be further reformed. Continued attention should also be paid to the professional development of current university staff, as well as to the training of the new teaching staff for the university.²⁴⁹ Hence, the headed workshop was supported by the UN-Habitat program in Kosovo, with professional support, for the Municipality of Peja to implement a modern, and contemporary decision-making methodology. The visioning workshop, held in August 2007, was organized in several stages:

1. Telling a location-related event,
2. The main issues,
3. Swot analysis,
4. Location Vision
5. Vision mapping,
6. Harmonization of vision

The visioning process sparked debate among the attendees about the university campus. There were three sustainability factors that had to do with: The entire site with an area of 11 ha should be located only at the service of the university. The determination of local policy to stay behind campus development,

which also means allocating the budget for the construction of all infrastructure, To think beyond the limits of the campus, respectively, the relation with other parts of the city and to protect a part of the site's past identity, where all present at the meeting considered the site a dangerous military zone. To address the aforementioned issues, thematic working groups have been formed which have addressed this site in terms of:

1. Networks - how the site will be networked with traffic infrastructure and technical infrastructure in and out of location,
2. Nature and environment - impact of the location on the environment and the surrounding nature and promotion and implementation of the motto "Peja green and vital city",
3. Housing and surroundings - connectivity between the territorial communities of Zatra, Centar, Bello Poja and Dardania,
4. Services - that the location will provide within it and the connectivity with other existing services outside it.

The final results of the working groups showed that the development directions of this area contained more in common (synergy) than in opposing (separator). Summing up all the points in common and overcoming the points of disagreement led to the vision of the site called the EST (Education, Sport and Tourism) area which has different meanings in many parts of the world where it should be noted in the Latin EST - it is , I'm (it's here, I'm here). Furthermore, the Joint statement for EST zone is: Educational, sports and tourism zones - "EST" will be developed in the wake of the Damned Mountains National Park, between the "Zatra" and "Dardania" neighborhoods, the "Karagaç Park" and the Bellopoja neighborhood, which will be attractive and easily accessible. Accessible from all other centers in the region. In 2015, the EST Center will be a part of the tourism offer, developed through the consolidation of the private sector and its promotion in the region. "EST" will be a place where nature and health come together, and this will create the future for the city. EST will be the brain center of Dukagjini, where young people will gain knowledge to cope with market demands. Continuing the process of drafting the plan at the regulatory level was challenging for the Municipality of Peja. The lack of knowledge about the sustainable development of a location where sports education and tourism are intertwined was quite challenging. Concrete and strict steps had to be taken, as the university campus should not be allowed to develop in a "casual" way. In 2009, following the departure of the former. The existing barracks have been taken over by the Faculty of Business which has been open in Peja since 1960. EST found no support from local Urbanism staff. This was due to the lack of experience and the courage to take responsibility from local staff for such an important development. The proposal of the local staff was that this area be open to different opinions and this means that there will be open international competition. The purpose of the competition was that besides getting different ideas of urban and architectural solutions, this competition will also be a good promoter of Peja. This idea was supported by

decision makers who allocate the necessary tools for organizing and running this event.

Fig. no. 2. Peja Municipality, location of Zone EST presented at Europan 12



Since now, the Municipality of Peja was in a better position because the planned location for the university campus was used by the Faculty of Business, the Location Vision was defined, the concept of development through international competition was designed, then only the last step remained that all this work be harmonized with the legal framework, respectively with the Law on Spatial Planning. Therefore, the Municipality of Peja makes the decision to draft the Urban Regulatory Plan for the EST Zone, to open the way for the development

and contemporary business market. Findings in this paper indicate that through urban development of university campus in Peja and quality aspects of artistic education in teaching methods as contemporary learning strategies strengthened with informal meeting places for education, can effectively present a urban plan methodology, hence, which can bring more clarity to the academia campuses and contemporary labor market. Furthermore, new academia campuses must involve a new closeness, a brand-new teaching method, as a response to the future contemporary academic objectives strengthened with a quality aspect of artistic education, for which Peja municipality are very well known. Peja has had and actually has the two artistic branches with legacy in education, such are the school of Fine Arts and the school of Music. The two schools in which has attended the dozen renowned Kosovar artists, who now live and work across Europe.

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