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Faculty of tourism and business logistics -  
Gevgelia**

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First International Scientific Conference  
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# **CHALLENGES OF TOURISM AND BUSINESS LOGISTICS IN THE 21ST CENTURY**



**Gevgelia, 24-25 October 2017 & Shtip, December 2017**



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## PREFACE

The Faculty of Tourism and Business Logistics in Gevgelija, at the Goce Delcev University - Stip, hosted the First International Scientific Conference, "Challenges of Tourism and Business Logistics in the 21st Century".

The conference was held on 24 and 25 October 2017 in Gevgelija with an optional visit to Dojran - Dojran Lake.

32 works of 60 authors from Serbia, Latvia, Turkey, Poland, Bulgaria, Kosovo and Macedonia were presented at the Conference.

The purpose of the Conference is exchange of ideas and experiences of the participants coming from Macedonia and abroad, and establishment of cooperation for further development of tourism and business logistics in Macedonia and beyond.

The results of the Conference are visible through publication in a collection of papers, which is presented to a wider scientific audience and the public.

In this way, we want to promote the Faculty of Tourism and Business Logistics, to promote Gevgelija and Dojran as the most visited settlements in the south-eastern part of Macedonia.

Gevgelija - Stip,  
December 2017

Editor  
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## **C O N T E N T S:**

<b>PREFACE.....</b>	<b>7</b>
---------------------	----------

### **PLENARY SESSION**

<b>GREENWASHING IN TOURISM, SO HOW COMPANIES SHOULD NOT CREATE AN IMAGE .....</b>	<b>13</b>
---	-----------

Joanna Hernik

<b>THE PARADOX OF ACCESS TO FINANCE IN THE CIRCUMSTANCES OF CAPITAL MISALLOCATION: EMPIRICAL EVIDENCE FROM LATVIA.....</b>	<b>18</b>
--	-----------

Ramona Rupeika-Apoga

<b>SUSTAINABILITY IN TOURISM: ECOLABEL AND CERTIFICATION PROGRAMS AT HOTELS IN TURKEY .....</b>	<b>20</b>
---	-----------

Nazmiye Erdogan

<b>SUSTAINABLE TOURISM ISSUES – THE ROLE OF LOCAL COMMUNITY (THE CASE OF SERBIA).....</b>	<b>28</b>
---	-----------

Aleksandra Terzić ; Nataša Simeunović Bajić

### **TOURISM**

<b>SHORT HISTORICAL PRESENCE OF TOURISM IN THE REPUBLIC OF MACEDONIJA.....</b>	<b>39</b>
--	-----------

Nikola V. Dimitrov

<b>POSSIBILITIES FOR SUSTAINABLE DEVELOPMENT OF WINE TOURISM IN DEMIR KAPIJA AND FLORINA .....</b>	<b>58</b>
--	-----------

Naume Marinovski ; Sasho Korunovski ; Mishael Risteski

<b>EVALUATION OF WESTERN SERBIA RURAL TOURISM DEVELOPMENT .....</b>	<b>68</b>
---	-----------

Drago Cvijanović ; Aleksandra Vujko ; Tamara Gajić

<b>PRINCIPLES AND METHODS OF CARTOGRAPHY IN TOURISM .....</b>	<b>81</b>
---	-----------

Blagoja Markoski

<b>OTTOMAN HERITAGE TOURISM FLOWS IN MACEDONIA .....</b>	<b>89</b>
--	-----------

Ivanka Nestoroska ; Biljana Petrevska ; Petar Namicev

<b>NEW GENERATION OF PV CELLS AND THEIR POTENTIAL APPLICATION IN TOURISM AND HOTEL INDUSTRY .....</b>	<b>100</b>
---	------------

Vlatko Cingoski ; Biljana Petrevska ; Saso Gelev

<b>EFFECTS OF TOURISM ENTREPRENEURSHIP ON REGIONAL DEVELOPMENT .....</b>	<b>111</b>
--	------------

Branko Nikolovski ; Tatjana Dimoska ; Zoran Tuntev



<b>MASS MEDIA RELATIONSHIP AND ITS SIGNIFICANCE FOR THE FINANCIAL STATUS OF THE MUSEUMS IN BULGARIA ..</b>	<b>121</b>
Daniel Rumenov ; Severina Vaskova	
<b>RURAL TOURISM AS AN ALTERNATIVE TYPE OF TOURISM.</b>	<b>129</b>
Tanja Angelkova Petkova ; Marija Stanojkova	
<b>RESEARCH OF THE WORK OF RESTAURANTS, THE DAILY MEALS AND THE CATERING PROCESS THROUGH THE USERS OF THE SERVICES IN THE CATERING FACILITIES IN SHTIP AS A FACTOR IN INCREASING THE TOURISTIC COMMERCE .....</b>	<b>135</b>
Juliana Sazdova ; Aco Kuzelov ; Goran Antonievski	
<b>TOURIST OFFER PEJA .....</b>	<b>145</b>
Anela Džogović	
<b>UN GOAL: SUSTAINABLE TOURISM AS A KEY CONTRIBUTOR FOR SUSTAINABLE DEVELOPMENT IN DEVELOPING COUNTRIES.....</b>	<b>152</b>
Aneta Stojanovska-Stefanova ; Drasko Atanasoski	
<b>TOURISM RESEARCH METHODS IN PRIZREN .....</b>	<b>162</b>
Naser M.Bresa ; Cane Koteski ; Nikola V.Dimitrov	
<b>ONLINE BOOKING: BENEFITS AND ADVANTAGES .....</b>	<b>170</b>
Tanja Angelkova Petkova ; Cvetanka Ristova ; Suzana Đorđević Milošević	
<b>THE ROLE OF THE MONUMENTS FROM CULTURAL HERITAGE AS PART OF THE TURIST OFFER: DEVELOPMENT OF METHODOLOGY .....</b>	<b>178</b>
Petar Namicev	
<b>ANALYSIS OF THE NUMBER OF OVERNIGHT STAYS AND THE NUMBER OF FOREIGN TOURISTS IN THE REPUBLIC OF MACEDONIA IN THE PERIOD 2006-2015 .....</b>	<b>187</b>
Darko Majhosev ; Cane Koteski	
<b>ENTREPRENEURSHIP AS A PROCESS OF SOCIAL INNOVATION IN TOURISM.....</b>	<b>199</b>
Branko Nikolovski	
<b>QUALITY OF THE TOURIST PRODUCT IN THE FUNCTION OF ATTRACTING TOURIST VISITORS .....</b>	<b>206</b>
Sofronija Miladinoski ; Fejzula Beha	
<b>THE PROCESS OF ADAPTATION OF TOURIST DESTINATION OFFER TO THE CONTEMPORARY MARKET TENDENCIES.....</b>	<b>212</b>
Snežana Milićević ; Nataša Đorđević	
<b>ANIMATION OF VISITORS DURING THEIR TOURIST STAY IN THE EASTERN REGION OF R. MACEDONIA .....</b>	<b>219</b>
Zlatko Jakovlev ; Marija Takovska ; Neda Petroska Angelovska	
<b>TOTAL QUALITY MANAGEMENT IN HOTEL INDUSTRY .....</b>	<b>229</b>
Elizabeta Mitreva ; Dushica Saneva ; Natasha Miteva	

<b>TOURISM DEVELOPMENT TRENDS IN PRIZREN .....</b>	<b>236</b>
Naser M.Bresa ; Zlatko Jakovlev	
<b>SERVICE QUALITY IN THE HOTEL INDUSTRY .....</b>	<b>246</b>
Elizabeta Mitreva ; Natasha Miteva ; Dushica Saneva	
<b>THE IMPACT OF TEAMWORK ON THE QUALITY OF THE HOTEL PRODUCT.....</b>	<b>252</b>
Lidija Simonceska ; Toni Cvetanoski	

### **ECONOMICS AND BUSINESS**

<b>ANYTHING GOES THEOREM, INCOMPLETE MARKETS AND RICARDIAN EQUIVALENCE HYPOTHESIS .....</b>	<b>265</b>
Dushko Josheski	
<b>ANALYSIS OF THE REGULATION OF THE LABOR MARKET IN THE REPUBLIC OF MACEDONIA .....</b>	<b>279</b>
Mimoza Serafimova ; Mirjana Stojceska Gjorgjioska	
<b>THE ROLE OF THE ENTREPRENEUR IN MANAGING THE PROFESSIONAL STRESS OF THE EMPLOYEES .....</b>	<b>286</b>
Marija Magdinceva-Sopova ; Snezana Bardarova ; Aneta Stojanova-Stefanovska	
<b>PROCESS OF GLOBALIZATION IN THE WORLD ECONOMY ..</b>	<b>299</b>
Vlatko Paceskoski ; Krume Nikoloski ; Emilija Miteva – Kacarski	
<b>IMPACT OF THE BUSINESS ENVIRONMENT ON THE CONDITIONS FOR STARTING BUSINESS IN REPUBLIC OF MACEDONIA.....</b>	<b>305</b>
Mimoza Serafimova	
<b>INTERNATIONAL DEBT AND DEVELOPING COUNTRIES .....</b>	<b>313</b>
Vlatko Paceskoski ; Krume Nikoloski ; Emilija Miteva Kacarski	
<b>THE MODERN ENTREPRENEURSHIP IN THE PROCESS OF MODERN TOURISM DEVELOPMENT IN THE REPUBLIC OF MACEDONIA AND MUNICIPALITY OF GEVGELIJA .....</b>	<b>319</b>
Marija Magdinceva-Sopova ; Kiril Postolov ; Risto Elenov	
<b>ADDRESSING DE-EUROIZATION IN TRANSITION ECONOMIES: THE EVIDENCE OF MACEDONIA .....</b>	<b>326</b>
Tatjana Boshkov	
<b>Poster presentations.....</b>	<b>335</b>

## SHORT HISTORICAL PRESENCE OF TOURISM IN THE REPUBLIC OF MACEDONIJA

Nikola V. Dimitrov<sup>1</sup>

### Abstract

*Each country explores the beginnings of tourism on its territory and this is also the case with the Republic of Macedonia. The paper gives a brief overview of the historical development of tourism in the Republic of Macedonia. This paper identifies two historical periods in the development of tourism, namely, the first - proto or before tourism period and the second - tourism period.*

*The first, the before tourism period, covers the centuries until the end of World War I (1918), in which we separated three stages or phases. The second, the tourism involves the beginning and the course of tourism or tourist trips from and in the Republic of Macedonia (1919 to 2015), in which we distinguish three stages or phases.*

*The analysis is based on primary and secondary sources of data from the beginnings to the current level of development of tourism in the Republic of Macedonia. Macedonia. The study explores several areas that have contributed to the growth of tourism at each stage.*

**Key Words:** *history of tourism, periods, phases, development of tourism, talc model, Republic of Macedonia*

**JEL classification:** Z32, Z39

### INTRODUCTION

From the research on the beginnings of tourism in Macedonia, we learn that the beginning of the pre-tourism (proto tourism) began more than two millennia ago. In this period, we distinguish three stages or phases: Ancient, Medieval or Ottoman and short military phases - the Balkan Wars and the First World War.

The tourist period begins from 1919 onwards, or more precisely since 1925. During this period, we distinguish three stages or phases: The Kingdom of Yugoslavia (1919-1941) together with the Second World War (1941-1945), the phase of the SFR Yugoslavia (1945-1991) and the phase of the Republic of Macedonia (from 1991 onwards).

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Through the research of the history of tourism, the Butler lifecycle model as a framework in the analysis of phases in the development of tourism is also determined. We pay attention to the role of the social communities, especially the number of tourists' arrivals, overnight stays, as well as the number of accommodation facilities and the like.

An important argument is that the emergence and development of tourism dictated international developments, especially the few wars and economic crises, beginning from the end of the XIX century, through the 20th century, to the current level of tourism development. For the plastic presentation and assessment of phases in the development of tourism, the Life cycle (TALC) model of tourism is applied.

The study had three objectives: first to determine the onset of prototyping and travel, second, identifying the period of the beginning of tourism and the stages of tourism development, and a third survey of the role of social communities in the development of tourism, followed by a numerical movement of the main stakeholders in tourism.

## **LITERARY CRITICISM**

The research of the history of tourism in Macedonia is scarce. Partial articles were noticed, but none of them in the researches went beyond the 20th century, or more deeply in history (Karanfilovski, 1967, Basheski, 1976, Panov 1996, Stojmilov & A.Toshevska, 2016, Petrevska & Krainer, 2016). This means that the research goes beyond this framework and goes even into ancient history.

In the research, we use extensive literature and we use the experience of the Butler life cycle (talC) model, Garay, and Petrevska & Collins-Kreiner. The paper briefly explains the evolution of tourism through the phases of exploration, inclusion, development, consolidation - development, stagnation, decline - decay, and then rejuvenation, and repeated development, resulting in a logistic S-curve. In the research, we also use the experience of this classic model. It completely refers to already established destinations with a long life and, of course, as an ideal model of evolution.

## **METHODOLOGY**

The research uses a qualitative analysis based on the review and examination of relevant primary (archive documents and published books) and secondary sources (statistical data, historical and contemporary written sources, and scientific publications).

The main unit of measure for tourism development are tourist arrivals, but for pre-tourism or prototourism for which we do not have data on tourist arrivals, and as the basic measure are the number of inns, caravansaries and hotels that most often received guest passengers (merchants, foreign travelers and other persons). The data group for the first period covers the inns and caravanserais from the 15th century onwards, while for the hotels it covers the period from 1843 to 1918. For the number

of tourists we explore the second period - tourism, from 1929 to 2015, which covers three sub-periods, each with its own life-cycle tourism.

The first subperiod I (1929-1939) is when Macedonia was part of the Kingdom of Yugoslavia; the second period II (1947-1990), when Macedonia was an integral part of the SFR Yugoslavia; and the third sub-period III (1991-2015) covers two and a half decades after the independence of the Republic of Macedonia. During the two periods, we carried out a detailed assessment of several key areas of the governmental impact on tourism, such as privatization, legislation and tourism promotion globally.

## **RESULTS AND DISCUSSION**

### **1. Proto – Before the tourism period (until 1918)**

From the research, we learn that the beginning of the pre-Thurus began more than two millennia ago. In this period, we distinguish three stages or phases: ancient, medieval or Ottoman and short military phases - the Balkan Wars and the First World War.

The ancient stage or phase involves moving the people from one place to another along roads, for the sake of trade, religion, healing, conquest, etc. Archaeological research in the Republic of Macedonia, confirms that in ancient cities there was an active economic and cultural life.

Many people visited the temples in the cities: Heraklea, Skupi, Stobi, Lihnidos, Stibera, Alkoma, Idomena, Stenae, Astibo and other settlements. Also, gladiatorial struggles and theater plays in the ancient theaters in Stobi, Skupi, Heraclea and Lychnidos were followed. Katlanovska Banja dates from that time surviving for treatment and recreation.

The first roads that began to be built for better movement of the military, for better control of the state and for other purposes were the Roman roads. In Macedonia, the famous roads from that time are: Via Ignatius, Via Serdica - Heraclea and part of Via Militaris Sirmium - Constantinople, from which the road to Thessaloniki has been doubled in Nis. In addition to these main routes, there were also local roads two of which were in Macedonia.

In Macedonia (as in the other provinces) during the Roman Empire, there were catering and other facilities in the larger settlements, but along the Via Egnatia, Via Militaris and others, a road station was built by the road - composed of one or more houses, and smaller castrum - fortresses. These roads station objects were visited by the merchant caravans, the Roman army that stopped on their way. Catering facilities existed in the cities and places where sports games, gladiatorial struggles and various celebrations were held (Heraclea Linkestis, Lihnidos, Skupi, Stobi, etc.).

Roman historian Tacitus stated that at that time there were special catering facilities for men, and other for women, and which were divided for accommodating guests from various layers of society. In most cases, the resting places were located at a distance of 30 to a maximum of 50 km or a walking distance of 6 to 12 hours. In flat and inaccessible mountain terrains, the distance from one stop to another was 20 or less kilometers.

The Via Egnatia, built in the middle of the second century (146 AD), is one of the most important infrastructures of the Romans and connects Rome with Constantinople. Part of the Via Egnatia passes through the territory of today's Republic of Macedonia. Thus, the following smaller stations were located on the route Lihnid (Ohrid) - Heraclea Linkestis (Bitola): Brucida (near the locality Bukovo on the mountain Petrina, between Ohrid and Resen), Skirtiana (near the village Kozjak - Prespa), Kastrā or Nikea (in the vicinity of the villages of Kazani and Dolenci in the Capari field). The mentioned places of departure were used to change stops, rest for the horses, other goods, as well as rest for passengers - merchants and the military.

The first geographical map which lists several geographical features (cities, lakes, rivers, mountains in Macedonia) is Tabula Peutingeriana, a map drawn in the IVth century, and drawn in the XIIIth century. The map includes Lake Ohrid with Ohrid-Lihnid, Skopje-Skupi, Kumanovo-Katlanovska Banja Akkue, Stobi, Stip-Astibo, Resen-Nikija, Bitola-Heraclea Linkestis, Antigona, Stenas, Idomeniia, Tauriana, Vilazora, the river Axios-Vardar and other travel routes.

This map shows the Roman Empire and was originally thought to be a military map, but according to the data entered on it and its specific shape (in the form of a scroll in length of 6.83 meters and a width of 34 centimeters), it is clearly indicated that it was actually an "itinerarum pictum" or with today's terminology, it was a "tourist guide map" for couriers, merchants and other travelers who were more interested in vacation stations than geographical indications, capitals or neighborhoods. Namely, according to the symbols in Tabula Peutingeriana, in addition to marked roads, cities (commercial, administrative, military centers), rivers, lakes, mountains, islands, it abounds with other places of baths, palaces, palaces, temples drawings, monuments, marked distances etc.

At that time it took 10 days with average of 20 km by carts from Durres through Ohrid and Bitola to Thessaloniki, and to Constantinople another 10 days, from Durres to Konstantinopol it took 20 days.

Some of these and other stops continued to operate in the Middle Ages. After the arrival of the Turks, that is during the **Ottoman phase**, the road stations were called caravansarai and anovi. The first caravansarai and anovi in Macedonia are mentioned in the XV century, and they were good for horses and other goods, but uncomfortable for the people.

On the basis of the travel books and descriptions (from the XIX century) and on the basis of geographical topographic maps (published late XIX century) and other books, we find that in the XIX and the beginning of the XX century there were 487 inns and carvansarai for accommodation of passengers, 311 of which were located in the cities, and 176 were road and village inns. Most of the city anons were Bitola (50), Shtip (47), Kumanovo (33), Ohrid (31), Dojran (30), Prilep (26), Skopje (16), Veles (13), Radovish (12) (7), Negotino (5), etc. The road and village inns in the villages Pletvar (8), Kazani (7), Krivolak (7), Malino (7) and Mavrovi Anovi (6) played an important role. Road inns were located along all the main roads in Macedonia, near the village settlements, but also in the villages themselves. (Dimitrov, V. N., & Veljanov, T. 2017)

From the survey, we also discovered the first tourist guides issued in the western countries in 1840, 1845, 1854, 1872, 1883 and 1900 and were intended for travelers who wanted to visit European Turkey, and thus Macedonia. The guides provide descriptions of the route throughout Macedonia, data on major cities and the possibility of a short stay in them. Travelers who departed from the Western countries were named as tourists, while in Turkey they were only travelers, who had to register with the state government and were accompanied by persons government knew about, during the whole stay and route. (Dimitrov, V. N. & Metodijeski, D., 2016)

From the processed over 25 travelogue reports, we learn about some of the travelogues of nature scientists who, in search of new discoveries, climbed to the high mountains Shar Planina (peak Kobilica) and Pelister, conquered in 1836 by Ami Buhe and in 1839 by August Grizebach. (Matkovski, A. 1992; Popovska, 1999; Stojmilov, A., 1975)

From the traveler's descriptions, we find out about the baths (Katlanovska Bath, Bath Bansko and Negorska Bath), then for the monasteries (St. Naum, St. Joakim Osogovski, St. John the Baptist, St. John the Baptist, St. Mother of God - Treskavets, etc.) and for the picnic places of the larger Macedonian towns.

We get the first recorded data for a hotel in the Republic of Macedonia from the travelogue of Josef Miller from 1843 who visited Bitola and registered the following: "Among the private houses ... the beautifully appointed, simply and with a lot of taste is the arranged hotel of the Greek Vice-Consul and pharmacist Lorenzo Perry" (Matkovski, A. 1992; Dimitrov, V. N, & Veljanov, T. 2017)

In Skopje in 1873 and 1878 several hotels are mentioned. In 1890, several travel books gave beautiful descriptions of several hotels in Bitola and Skopje. From the survey, we learn that the number of accommodation facilities in the period 1843 - 1912 was 19, 18 of which were hotels and 1 night lodging. Most hotels were in Bitola (6), Skopje (3), Dojran (3), Ohrid (2), Veles (2), Shtip (1), Gevgelija (1) and one-night lodging in Negorska Banja. (Dimitrov, V. N, & Veljanov, T. 2017)

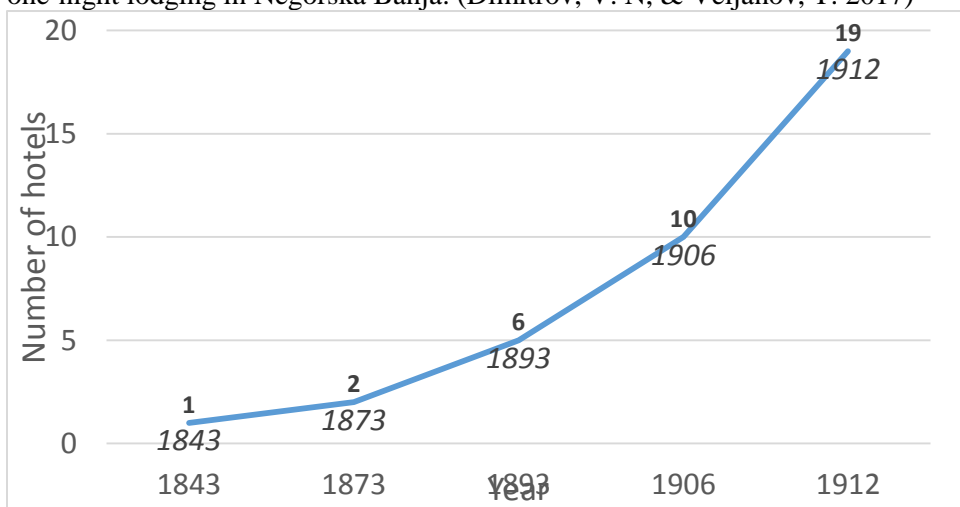


Figure 1. The movement of hotels in R. Macedonia for the period 1843–1912

The survey cannot be supported by data on the number of guests in hotels and inns, since the Ottoman authorities did not keep records and statistical data on the stays at the accommodation facilities. Therefore, this phase is included in the period of proto-tourism. Also, during the whole Ottoman period conditions were not enabled and tourism was not considered.

The third is the military phase or the Balkan Wars stage (1912-1913) and the First World War (1914-1918). In this phase, before the tourist period, we register plus four more hotels, two in Skopje and Stip. From the appearance of the first hotel in 1843 to 1918 in the Republic of Macedonia, we registered 23 accommodation facilities, 22 hotels and 1 night stay.

During the wars, some of the cities were significantly damaged, more anovi, hotels, meani, cafes, and restaurants were destroyed. Owners of anovi, hotels, meani, restaurants, and cafes, influenced by the rapid military-political situation, had to adapt and change the names of their accommodation and catering facilities.

The only tourist activity, if this could be the case, was the trip of a group of people from Bitola to Serbia. Namely, on May 21, 1914, 120 Bitola citizens left for Thessaloniki and from there, along with the railway, they continued their journey to Belgrade and Valjevo. Their goal was to visit their sons who were recruited in the Serbian army, and for part of the travelers it was a tourist trip (Dimitrov, V. N, & Veljanov, T. 2017).

## **2. Tourism period (1919-2015)**

This period covers a time span of nearly a century. It is a period when tourism is emerging, developing and dying, but also a period of recurrence and development, which is a typical example of a tourist life cycle according to Butler's (tal) model, followed by three tourist life cycles.

For a plastic presentation of the history of tourism on the territory of the Republic of Macedonia, we will use analysis of the tourism shown through three stages or phases in which there are three tourist life cycles, one for each phase. Namely, the territory of the Republic of Macedonia, for seven decades, is firstly part of the Kingdom of SCS (Serbia, Croatia, Slovenia) - the Kingdom of Yugoslavia (1919-1941) and the Second World War (1941-1945), either in the first tourist life cycle or the first tourist phase. Then follows, the second tourist life cycle or the second tourist phase, when the Republic of Macedonia is part of the Federal People's Republic of Yugoslavia - SFR Yugoslavia (1945-1990). The last, third, current tourist life cycle or phase starts from 1991 onward. This phase begins with the independence of the Republic of Macedonia as an independent state and it continues until today.

### ***A. First tourist phase (1919-1945)***

The right touristic phase or the first tourist life cycle starts from 1919 and lasts until 1945. It is a period when the area of the R. Macedonia is part of the Kingdom of SCS - Kingdom of Yugoslavia (1919-1941), and ends with the Second World War (1941-1945).



During this period, the first forms of tourism appear on the territory of the Republic of Macedonia. Children's resorts were the first objects for collective accommodation (predecessor for spreading organized tourism activity). In 1925 a children's resort "Stamparevac" or "Sanatorium" was built on Pelister, and in 1926 and the resort "Sula Mina" near Krushevo.

In the period 1924 - 1930, several mountaineering societies were established in Prilep (1924 MS "Zlatovrv"), Tetovo (1925 MS "Ljuboten"), Bitola (1926 MS "Pelagonija", later "Southern Lakes" and "Pelister")., Skopje (tourist association "South"), Ohrid, Krusevo, Stip, Kicevo, Veles, etc. Their role was recreational, mountaineering, skiing - sports and tourist, conquering mountain peaks throughout the country and beyond. In that period, mountain homes were built in the mountaineering house "Ljuboten" (1930), home to Popova Shapka (1931), Kajmakchalan (1931), Mavrovo (1937), Matka (1938), "Kopanki" (1938), "Begova Cheshma" (1938) and others. (Spiroski, S., 1974; Stamenkov, V., 1987; Stojmilov, A., 1992;)

In 1927, the first tourist association "Jug" was established in Skopje. In 1930, an Advisory Board for Tourism Development was established, and a branch of "Putnik" (from Belgrade, established in 1923) was opened thereafter. Later, tourist companies were established in several towns in Macedonia, so this Board grows into a Union of Tourist Associations and became a member of the Mountaineering Society of Yugoslavia.

With the expansion of the tourist activity, several tourist associations were formed, for example, the society "Shar Planina" was established in Tetovo, the society "Biljana" in Ohrid, in the society "Southern Lakes" in Bitola, etc.

In 1929, the Kingdom of SCS was renamed the Kingdom of Yugoslavia, and the territory was divided into 9 administrative territories. The territory of Macedonia was part of the Vardar Banovina (area 36.672 km<sup>2</sup>, in which Macedonia participated with 25.713 km<sup>2</sup> or 70.1%). This division lasted until 1941, until the beginning of the Second World War and the dissolution of the Kingdom of Yugoslavia.

The weak and slow development of the economy and the standard had great impact on the emergence and development of tourism, no matter how many tourist attractions there were, tourism appears as a belated branch.

High school and student youth from Skopje, Bitola and other cities made picnics to the lakes (Ohrid, Prespa and Dojran), and visited Ohrid, Struga, Dojran. In the summer months traders, doctors, engineers, professors, etc. spent their time with their families in the villages (Asamati, Nakolec, Pestani, etc.), staying in private houses, but also in the monastery's quarters. For holidays and weekends they massively went on a picnic. But this did not mean the beginning of organized and commercial tourism. From that time, there were more boats registered along the lakes, especially along Lake Ohrid, Ohrid-Stuga, as well as visits to the monasteries St. Naum, Holy. Mother of God in Kalishta, excursion to the Biljani springs, Studencica, Gorica and others. Tourists came from the bigger and more distant cities: Belgrade, Zagreb. Novi Sad, Ljubljana, but also from abroad came Czechs, Slovaks, Germans, Englishmen and others.

Since 1929, the first statistics on tourism have been published (number of tourists, nights, hotels, rooms, beds, etc.), especially for each administrative territorial

unit - banovina. Thus, for a period of 10 years (1929-1939), as a result of the economic crisis, we see some fluctuations from the data from the statistics. Namely, for the number of tourists we register the following: the number of tourists ranged from 78,193 (1929) to 55,122 (1939), that is, decreased by 23,071 or 29.5%, and the overnight stay of 135,792 (1929) to 195,788 (1939) or an increase of 59,996 or 44.2%, and the average number of days from 1.7 to 3.5 days.

In the period from 1929 to 1933, the number of hotels decreased from 193 to 136, the rooms from 1923 to 1139, the beds from 2108 to 1628, for the rest of the years we do not have data. The analysis from the survey shows that their number was about 160 hotels, 1600 rooms and 2,000 beds. We note that after the First World War some of the city anovi were renovated and named as hotels (Statistical Yearbook 1929-1940, Kingdom Yugoslavia).

In the statistical data, 11 tourist places are mentioned in the area of Macedonia: Skopje, Ohrid, Bitola, Krusevo, Prilep, Veles, Kumanovo, Tetovo, Katlanovska Banja, Debarska Banja and Kosovarska Banja. The most visited places were Skopje, Kumanovo, Bitola, Ohrid, Katlanovska Banja, Prilep and others. However, the most attractive tourist resort was Ohrid with Ohrid Lake.

At the beginning of the 1930s, the first royal winery in Demir Kapija started, and prominent military and civilian people organized hunting and other recreational activities. From the indicators we can conclude that, despite the economic crisis, tourism has a continuity of survival. In the period 1919-1941, the maximum number of hotels, according to the city settlements, was 160, as follows: in Skopje 56, Bitola 25, Stip 12, Ohrid 8, Kumanovo 7, Gevgelija 6, Prilep 6, Veles 5, Strumica 4, Tetovo 4, Debar 4, Banja Banjishte 4, Banja Katlanovo 4, Banja Kosovrasti 3, Kavadarci 3, Resen 3, Gradsko 2, Krusevo 1, Kicevo 1, Banja Bansko 1, Negorska Banja 1.

According to Graph 1 we can conclude that in the whole period 1929-1939, tourism significantly fluctuates but with a constant downward trend in the number of tourists, overnights, etc., and as a result of the economic crisis, insufficient investments in tourism by the state and the Second World War. At this stage, tourism goes through a destructive period from 1929 to 1934, followed by a constructive period until 1939/40, when it was interrupted by a real destruction caused by the Second World War.

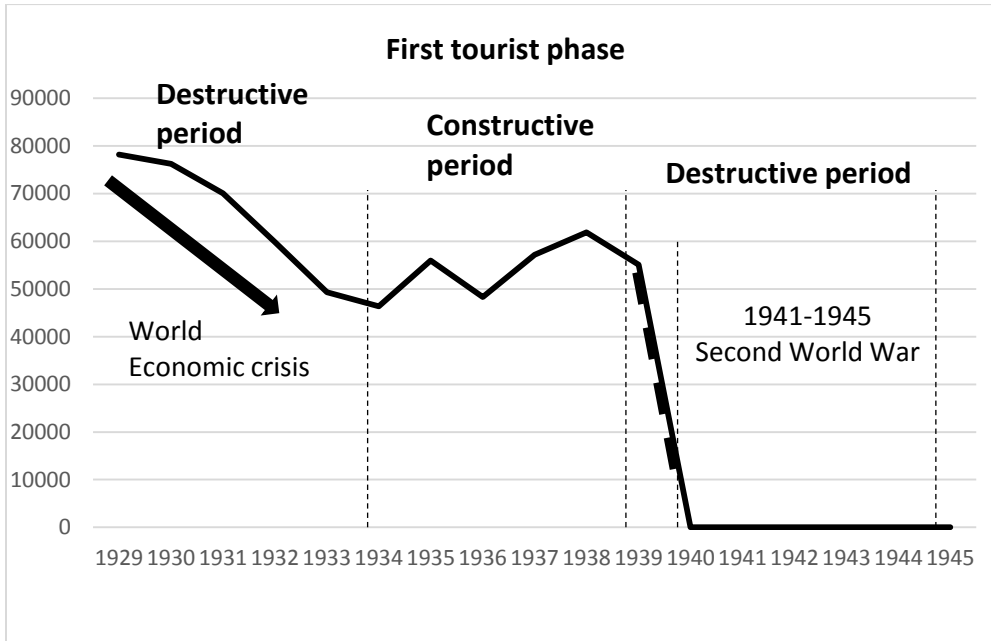
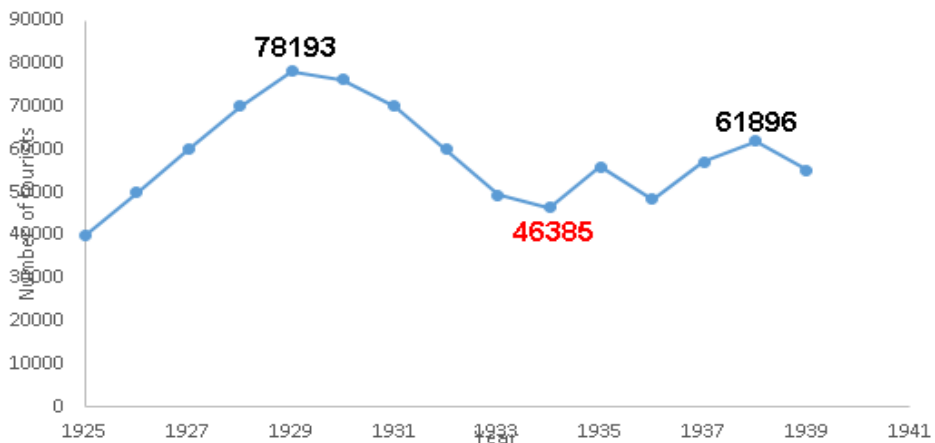


Figure 2. First tourist phase, 1929-1945

Table 1.: Movement of the number of tourists in the period from 1925 to 1939



***B. The second tourist phase (1945-1990)***

The analysis of the second tourist phase includes the time of the FNR Yugoslavia or SFR Yugoslavia, a period of 45 years, the second tourist life cycle through which all phases of the tourist life cycle in which the phases are identified. Along with the phases of the tourist life cycle there is the analysis of the numerous

trends of tourists in the Republic of Macedonia. Macedonia, we will keep on the tourism policy conducted at the time.

In the first phase of the research period (1947-1953) the year is characterized by a system of self-management for workers management, stimulating domestic tourism with the absence of private property. From 1948 onwards, the first tourist facilities and settlements of Customs (1953) and Oteshevo (1955) were built from closed type, resorts in Ohrid ("Orce Nikolov" - 1949, etc.), Struga (1954), Dojran (1954) and Pretor (1959) of an open type. In this period, several hotels and other accommodation facilities were built.

The total number of tourists was low, and there were not enough public facilities. Thus, in 1955 there were a total of 4190 beds, in 1958 there were 235 accommodation and catering facilities with 3153 beds (465 beds were located in hotels, 325 in resorts, 1307 in camps, and 1056 in households).

In the period 1945-1946, the country was rebuilt, the period 1947-1952 was a period of unfavourable development tendency due to the poor state of the economy and the non-economic factors.

In 1948, the Law on Nationalization of Economic Buildings nationalized private hotels, inns and catering facilities. In this period of strictly controlled living, the only thing we learn about tourism is from the tourism development plan in Ohrid in 1946, which insists on the construction of new facilities and infrastructure. In 1947 and 1948 in Ohrid there was a greater movement in the development of tourism. During this period, about 2,000 beds were registered.

In general, the period 1945-1953 the investment in all activities depends on the Federation's budget. On the whole, the period from 1947 to 1953 is characterized by an administrative centralized system of planning and management of the economy, with a focus on domestic tourism. Since 1952, the application of the Law on Workers' Management (1950) began, the management of economic organizations was transferred to the Workers' Councils. Already since 1953, tourist resorts of several economic organizations in Ohrid (1953), Struga (1953), Carina (1953), Dojran (1954), Oteshevo (1955) and Pretor (1959) were accelerated.

In 1952, incentive measures for the development of domestic tourism were introduced. In 1952, two administrative buildings were put into operation in Ohrid (the "Orce Nikolov" synagogue resort built in 1949, the children's resort "St. Stephen"), two tourist settlements in Prespa (Oteshevo and Carina) and one hotel in Krushevo hotel "Ilinden", built in 1947 and expanded in 1952) and Popova Shapka (mountaineering houses and resort).

In 1952, 294,000 tourists visited the country, 4,500 of which were from abroad (1,5%). Famous hotels from that time were the hotels in Ohrid "Bellevue" and "Tourist", and later (1958) the Grand hotel "Palace" and hotel "Park" were built.

During this period, the Government had an active role and investment policy to increase the capacities of public hotels and catering services and create restaurants for the working class. In the first period, which is known as the period of administrative management of the economy and which lasted from 1945 to 1953, mainly domestic tourism developed. The community's effort was aimed at highlighting the health and recreational as well as the cultural-educational function of tourism. The economic effects of tourism were neglected.

Since 1952, a new economic system has been introduced within the federal state, which included the abolition of the beneficial treatment of workers' resorts and the free formation of the price. Thus, from 1953 to 1961 various measures for stimulating tourism were introduced (discounts for domestic tourists, subsidies for catering facilities, stimulation for construction of accommodation facilities, positive development tendency of domestic tourism, etc.).

In the period 1952-1955 there is an approved recourse in catering facilities for giving a discount to domestic tourists on boarding services of 40-60%. In 1955 grants are given for the purpose of construction of accommodation and food facilities for domestic tourists.

During the inclusion phase (1954-1968), the number of tourists increased primarily due to the various measures and activities for the introduction of an "open door" and the government's "good neighbor" policy. The government also built many new accommodation facilities, educated and trained tourism personnel invested in the tourism infrastructure, a permitted policy of free market prices, offering home tourist discounts, introducing subsidies for catering, granted capital for tourism investments, invested in improving international tourism cooperation.

In the period 1954-1957 tourism development was approved investment from funds, own sources and local sources. In 1955 the Yugoslav Union of Tourists was started at the federation level. The main role of JUT was propaganda and informative activity of tourism in the country and abroad.

In 1956 premiums were granted to seasonal catering facilities and workshops. In the period 1957-1961, loans for tourism from the General Investment Fund were approved, and in particular the material base for the catering industry was growing. Through the General Investment Fund, several economic development policy instruments for tourism development were applied: beneficial interest for stimulating investments of creditors for development of foreign tourism, interest rates, borrowing of commercial banks abroad for granting loans for development of tourism from abroad. This contributed to the period 1961-1965 giving a favourable tendency in the development of tourism.

In the period 1961-1965, as a consequence of the devaluation of the Denar in 1961, there was a decrease in the domestic tourist turnover, the abolition of discounts on driving in public transport, stagnation in the construction of accommodation facilities, increase in the price of catering services, labor resorts in private accommodation. All this resulted in a relatively low rate of growth of domestic tourism. However, in the period 1961-1965, under the influence of foreign exchange reforms, significant expansion of foreign tourism was noted.

The dynamics of the growth of tourist beds has significantly increased. Thus, in 1961 the number of accommodation facilities was 27 hotels, with 1623 beds, 5 boarding houses with 766 beds, 34 beds with 936 beds, and 43 other working units with 3100 beds or total of 109 working units with 6435 beds. As a result of the intensive construction of buildings in 1966 the number of beds increased to 16,991. (Panov, N., 1996)

During the development phase (1969-1980), tourism was identified as a priority sector and the government began to engage in meaningful intervention,

including the introduction of tax incentives to encourage the construction of new tourist facilities, loans, regional development, and other similar measures.

The main goal during this phase is to initiate and stimulate the positive results from the development of tourism, which resulted in a significant increase in tourists. In 1971, the number of working units increased to 1,150, and in 1974 to 1,188. From that, in 1974 the number of hotels was 51, motels 16, workers' resorts 24, and mountaineering homes and houses.

The number of rooms in catering in 1974 was 15,980, 2,883 of which were hotels, 374 tourist resorts, 7,647 rooms in other capacities and 5,076 rooms in private rooms.

The number of beds in 1974 amounted to 37,024, of which 5,662 in hotels, 772 in tourist settlements, and in other places (boarding houses, motels, nurseries, spa resorts, workers' resorts, etc.) 19,774 beds and private beds in the households around 10.816 (Basevski, I., 1976)

In the period 1966-1972 high investments in tourism was noted. Tourism was organized as a priority branch in the economy. At that time, construction of the largest number of accommodation and service facilities was realized.

In the period 1965-1987, the largest development of tourism was noted, since the economic reforms started from that period and tourism is categorized as an activity of special importance for the overall economic development.

In the period 1968-1987 there was an expansion and a steady increase in domestic tourism and trade, and in the period 1972-1985 we record the largest investments in tourism and construction of larger accommodation capacities.

During the consolidation phase (1981-1985) the total number of tourists increased by 30% compared to the development phase, which indicates the full development of tourism functions. This period is characterized by activities and measures to encourage the development of tourism from abroad, such as providing cost-financing promotion; favourable loans for construction of accommodation facilities for the less developed municipalities; encouraging foreign exchange earnings; and enriching the supply of tourism.

In the stagnation phase (1986-1988), investment in catering and tourism has diminished. However, tourism reached a height of 1,183,160 tourists and 3,978,028 overnights. In 1987, the Parliament of the SFRY adopted a strategy for the development of tourism in Yugoslavia. Tourism in its development should rely on the overall economic and social development of the country, abandoning the practice of sectoral tourism development. Integral development of domestic and foreign tourism. The development of foreign tourism as a full export program. However, as early as 1988, unfavourable trends in tourism have been noted as a result of the economic and political crisis.

In the phase of decline (1989-1990), in this period, the economic and political crisis continued. These are the years that marked the last phase of the talc model before the independence of Macedonia. It is characterized by a decrease in the total number of tourists (an average of 6.4%) reduction of tourism expenditures, which is a decline in the quality of tourism product, social problems, instability in the surrounding region, negative political conditions (national and regional) and threats by a number of other external factors. The fall in this case is the result of the beginning

of an armed conflict between the components of the state of Yugoslavia, which ended with its decay.

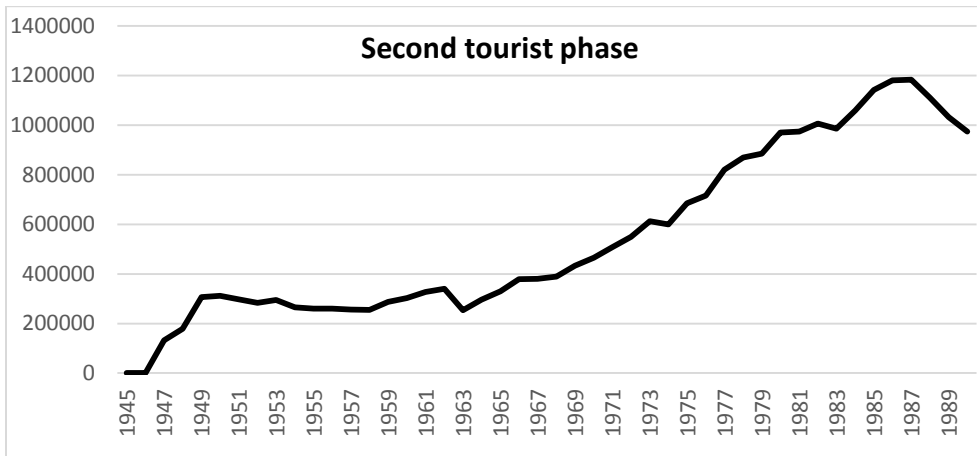
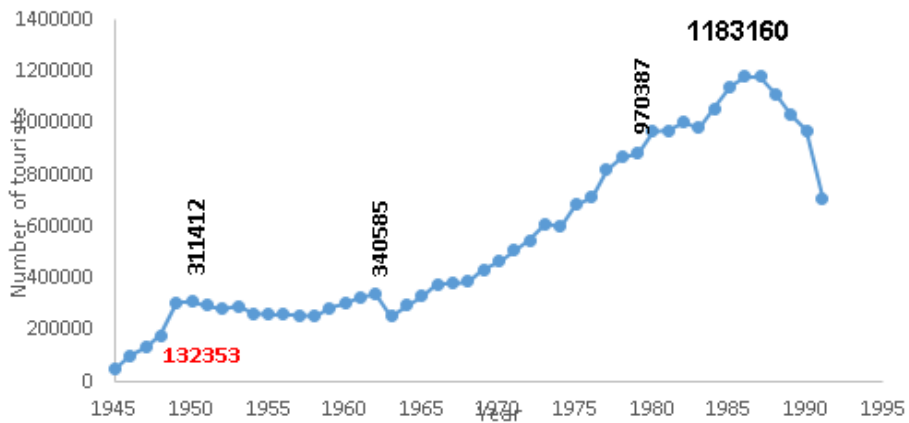


Figure 3. Second tourist phase, 1945-1990

Table 2.: Movement of the number of tourists in the period from 1945 to 1990



**C. Third tourist phase (1991-2015)**

### ***- Period of the R. Macedonia (1991-2015)***

The analysis of the third tourist life cycle of the Republic of Macedonia covers the period (1991-2015), which represents the period of 25 years of independence. During this period, two stages can be identified, a destructive and a constrictive one, with several phases of the life cycle. Before analyzing the numerous trends of tourists in the Republic of Macedonia we will stick to the tourism policy conducted at that time.

As we have previously pointed out, in 1991, the break-up of SFR Yugoslavia begins. It created destructive processes in all of the Federation republics. Thus, the 1991-2001 interval for the Republic of Macedonia was quite unstable and had a destructive effect on many destabilizing events, the transition process, various reforms, political instability, armed conflicts in neighboring countries, the economic crisis, sanctions, blockades, internal ethnic conflicts, socio-economic restructuring, etc. Precisely because of this, this destructive stage in the analysis of tourism is deliberately excluded.

In 1993, the number of hotel facilities dominated with 733 (17 in 1965), motels 11 (2), workers' resorts 26 (5) and the number of other catering facilities increased to 951 (63). Regression, in this direction, was observed in the boarding houses (18) that do not exist today, the number of overnight stays decreased from 34 to only 4 and the spa resorts whose number decreased from 10 to 5. Regarding the territorial distribution, in Skopje there were 923 units, or 28.7% of the total number (3.213) on the territory of our country. However, according to the number of tourist beds Ohrid is on the first place with 29.925, or 36.8%, Struga with 17.739, or 21.8%, Resen is on the third place, and Skopje is even on the fifth with 6,133 beds, or 7, 5%. There were fewer beds in the municipalities of Vinica (9), Valandovo (30), Demir Hisar (38), etc. Panov, N. (1996).

Since 2001 we can continue to talk about the constructive tourist life cycle of the Republic of Macedonia which is fully harmonized and contains only three phases: research, involvement, and development.

During the research phase (2001-2003), tourism is characterized by low publicity, resulting in rare visits. Tourist infrastructure and facilities were not appropriate, advertising was unconvincing, and the rate of tourism growth was low and based mainly on individual trips. The country also suffered from a lack of specific tourism services. In general, tourism does not have a significant impact on the lives of residents.

During the inclusion phase (2004-2005), tourism significantly increased among the local population and tourist actors with improved supply on the tourism market and increased international tourist arrivals. The local environment also greatly improved, which also contributed to the expansion and improvement of tourism capacity.

The development phase (2006-2015) is characterized by a progressive increase in the number of tourists, attracted by sweeping advertising and greater promotion. Development of auxiliary tourist facilities and services also improved and investments were made in new ventures. Tourist services and activities began to grow at a faster pace, new services were provided in the form of organized trips and tourism



in the country began to have an impact on local residents. Incentive measures in tourism subsidized domestic as well as international tourism, arrival of foreign tourists from several European and non-European countries. Benefits in catering, subsidizing construction of accommodation facilities, tourism of domestic tourists - retired on climate-spa treatment, subsidizing summer and winter days in the social category, etc. The Government within the Ministry of Economy established a department for tourism, and also established the Agency for Tourism Development and Promotion. There was a development of National Strategy for Tourism Development (2009-2013), preparation of several sub-strategies National Strategy for Development of Rural Tourism (2012-2017), new Strategy for Tourism Development (2013-2015), Strategies for Tourism Development of more cities, municipalities and planning regions including: stimulating rural tourism, issuing tourist promotional material, continuously participating in tourism fairs in Europe and the world; comprehensive and well-designed offer of a variety of tourist products by including various events related to culture and tradition, promoting the country as an attractive destination; increasing the number of foreign and domestic tourists, overnight stays, average length of stay, number of accommodation capacities, reduction of the season and promotion of sustainable development; subsidizing different local, regional and national; financing, promotion, lending, stimulating tourism revenues, improving the supply of tourism, networking in tourism, building capacities in the capital but also in other cities, cremation of monuments, museums, and other facilities in the direction of promotion of the state and tourism.

Tourism is becoming an important economic category, but growth rates are low. There are innovative directions for the promotion of diverse tourism and tourism products, implementation of new strategies for tourism development through the involvement of local stakeholders.

In 2010, the situation with the accommodation facilities in the hospitality sector was as follows: a total of 383, 147 of which were hotels, boarding houses 3, motels 8, lodging rooms 14, spa bath 6, mountain lodges and houses 2, workers' resorts 84, children's and youth resorts 31 youth hotels 1, temporary accommodation facilities 3, cars for sleeping 1, uncategorized accommodation facilities 83.

In 2015, the situation with the accommodation capacities in the catering facility amounted to 420 accommodation facilities, 247 of which were hotels. In Skopje the number of accommodation capacities was 105, 87 hotels, in Ohrid 165 (46), Bitola 25 (18), Dojran 16 (9), Mavrovo 15, Krusevo 11, Berovo 9, Popova Sapka 8, Gevgelija 7, Veles , Prilep, Debar and Kumanovo in 5 accommodation facilities. (SSO: 8.4.11.68., 2015)

Table 3: Movement of the number of tourists in the period 1991-2015

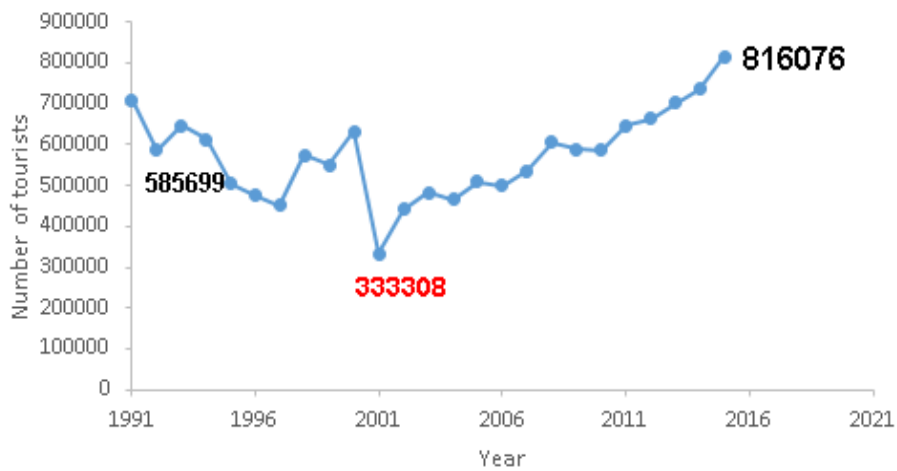
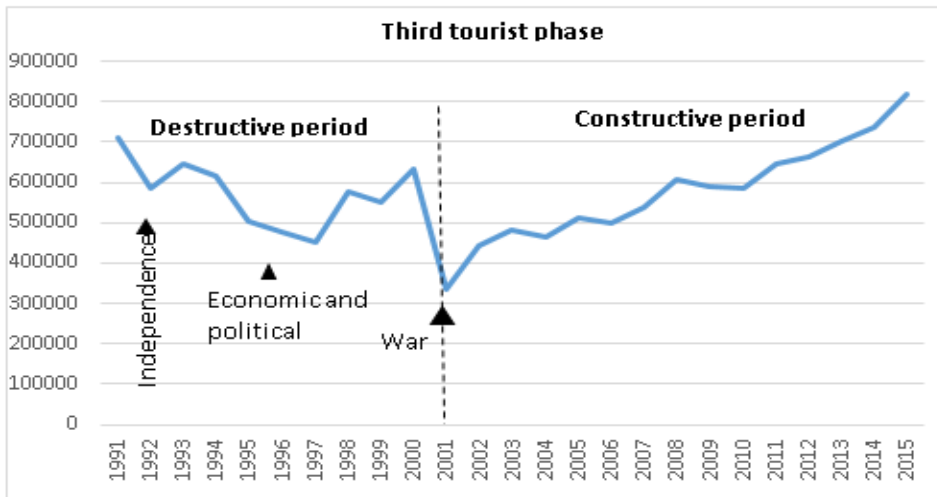


Figure 4. Third tourist phase, 1991-2015

## CONCLUSIONS AND RECOMMENDATIONS

The brief presentation presents more information and facts about the pre-tourism and the beginning of tourism. It is a fact that the tourism on the territory of R. Macedonia has been present for many decades through several life cycles. However, there remain many dilemmas for which further investigation is needed in order to answer the following questions:

- When exactly tourism begins, is it 1843 when the first hotel is mentioned or it is only a year important for the start of the hotel business in the Republic of Macedonia!?,
- Should the beginning of tourism be sought in one of the stated years 1873, 1878, 1890, 1914, or is it another year?

In order to answer these questions, it will be necessary to search again in the archives in the country and abroad and to find documents, newspapers, books and other materials - hotel diaries, registers, wallpapers, etc. from which accurate data for the start of tourism in the Republic of Macedonia can be acquired.

In order to make tourism more competitive, we recommend that the following strategic measures should be established:

- to introduce more ways of stimulating development through subsidies, benefits, regressions, favourable credits, facilitations, systemic changes, improvement of the tourism product and strengthening the role of private tourism and the tourism sector,
- to make efforts to make tourism fully recognizable,
- to emphasize the focus of promotion, on new innovative approaches;
- strengthen coordination between central and local government and other tourism sector players from the private sector,
- Creation of strategies, policies, serious measures, strategic planning for development of tourism for improvement, development of indicators, redesign of strategies, overall research, etc.

Support and maintenance of the upstream line of tourism development will require continuous intervention of the Government in a number of ways to encourage tourism development.

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