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Faculty of tourism and business logistics -
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CHALLENGES OF TOURISM AND BUSINESS LOGISTICS IN THE 21ST CENTURY



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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
Nikola V. Dimitrov Ph.D. *Dean*

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MASS MEDIA RELATIONSHIP AND ITS SIGNIFICANCE FOR THE FINANCIAL STATUS OF THE MUSEUMS IN BULGARIA

Daniel Rumenov¹; Severina Vaskova²

Abstract

Modern museums are dynamic institutions with a number of functions imposed, which requires financial and manual endeavours. The state subsidies, grants and other types of support are insignificant and thus the responsibility for collecting, preserving and promoting the cultural heritage is actually shifted to the museums. The current report aims at clarifying the role of advertising by means of mass media – television, radio, newspapers and the internet, for increasing the earnings from the museum activities.

Key Words: *museum, cultural heritage, mass media, advertisement, earnings*

Introduction

Nowadays advanced museums are dynamic institutions with obligations by the domestic Law of Cultural Heritage, its ordinances, regulations and the international conventions, which the Bulgarian state also ratified to exercise a large number of functions requiring financial and physical (personal) endeavours. The state subsidies, grants and other types of financial support are insignificant and this shifts the enormous responsibility of preserving, promoting and collecting cultural valuables actually only upon museums. Furthermore museums (and the regional museums in particular) are practically the institutions to carry out cultural tourism in the respective regions (notwithstanding the presence of municipal tourism enterprises, tourist information centers or other structures with similar appellations, but practically pursuing no activities), an operation comparatively new as one of the engagements of museums employers. Vicarious budgets, established in some of the museums provide possibilities for additional earnings, particularly of organizations having significant cultural and historical sights and located in most visited destinations of the recreational tourism, willing to develop and build up their activities and to go beyond the principal scope of their regulated functions. Nevertheless, the museum activities, regardless of their character, should be supported by appropriate and adequate advertising, and promotion in all kinds of means of mass communication is of the primary importance.

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Objectives

The present work aims at pointing out and proving the part of advertising carried out by means of the media – broadcasting, printed and social networks, for increasing the earnings of the museum organizations from the activities they perform and mainly from the tourists oriented products, which have financial measures – for their elaboration, as well as for the additional incomes for the institutions.

The report reviews the authors' understanding of a museum working with the mass media. It is not a rigorous scientific work and does not analyze particular promotional campaigns or the results of them. However, a good example taken out from the recent work of the Regional Museum of History – Shumen will be highlighted that could be used as a model for our future activities and even as an instance for similar organizations.

Exposition

For the purpose of the current work it is first necessary to clarify the terms *advertisement*, *public relations* or just *PR*.

Advertising or **promotion** in business is a form of marketing communication aiming at encouraging, convincing and in some cases even manipulating (usually this is comprehended in a negative aspect) the public (spectators, readers, listeners, and etc.) to start or to continue undertaking a certain activity.

In general, advertising is understood as an interesting piece of information about a product, service and etc., disseminated in various forms and means, directed to a specific circle of consumers (a target group) and intends to provoke, to form or to maintain the interest in these products or services, so as they could be present on the market. Except for the particular product or service, advertising could be a part of the general promotion of their producer, and could also use some indirect marketing methods such as attracting and holding the visitors' attention to a web site, which at a later stage could lead to making profits on on-line sales based on the site. There are also a number of non-commercial types of advertising – *political* (propaganda) or *campaign advertising*.

Advertising started gaining a leading position in the 19th and in the 20th centuries when the mass productions were initiated, as was the mass media. Only in 2015 worldwide spending on advertising amounted to an estimated USD 529.43 billion. Advertising's projected distribution for 2017 was 40.4 % on TV, 33.3 % on digital, 9 % on newspapers, 6.9 % on magazines, 5.8 % on outdoor and 4.3 % on radio (<https://en.wikipedia.org/wiki/Advertising>. 08.10.2017).

One of the widely spread definitions is that of the American Marketing Association: advertising is “the placement of announcements and persuasive messages purchased in any of the mass media by business firms, nonprofit organizations, government agencies, and individuals who seek to inform and/ or persuade members of a particular target market or audience about their products, services, organizations, or ideas”

(<https://www.ama.org/resources/Pages/Dictionary.aspx>. (08.04.2017))

During a contest organized by an American magazine (the Advertising Age) the following definition was recognized: „Advertising is a printed, written, oral or graphic announcement about a person, product, service or social movement demanded by the advertiser and paid for by the advertiser intending to increase the number of their customers, to gain more votes, or public approval.” ([http://reklama.blog.bg/biznes/2006/07/12/syshtnost-i-definicii-za reklama.7053](http://reklama.blog.bg/biznes/2006/07/12/syshtnost-i-definicii-za-reklama.7053). 08.04.2017).

Public Relations or just **PR** is the practice of maintaining the public perception of well-known or social figures, organizations and programs.

This is an activity that establishes mutually beneficial relations between a particular organization and its purchasers. On these relations depends either its success or its failure.

There is a large number of various and complementary concepts and definitions for the public relations. Very popular is the definition suggested by the Public Relations Research and Education Foundation that was formulated after an analysis of 472 definitions: “Public Relations is a distinguishing management function, which contributes to establishing and upholding a two-stage communication, understanding, approval and collaboration between an organization and its consumers. It includes management of problems and of results, assists the manager in being constantly informed and responsive to the public opinion; determines and underlines the management responsibility for serving the interests of society; helps the management in being always up-to-date with the situation and effectively profiting the changes, in order to serve as an early alerting system. It is necessary to foresee the tendencies, to utilize researches and ethic communication techniques as principle implements.” (https://bg.wikipedia.org/wiki/Връзки_с_обществеността. 08.04.2017)

Another experienced lecturer in Public Relations and a leading educator and expert who gave definitions for the functions and the existence of the “technology” at the same time was Dr. Rex Harlow. After a thorough analysis of almost 500 definitions taken down in the period 1900 – 1976, he developed a new definition: “Public Relations are a distinctive function of management that supports the development of communication, interaction, maintenance, acceptance and understanding of an organization and its publics. Management of the organizations is able to understand and identify the key issues and problems by keeping intact with the public and respond through certain changes in the business. Public opinion is a great aspect for the organization to develop its strategies, products or services in order to build a good reputation. The management has a responsibility towards the public and people give positive and negative response to the organization according to their progress and performance. The basic techniques and approaches adopted by the organizations include ethical communication and research. The basic concept of Harlow behind public relations is to use communication. Communication plays a significant role for the management to identify its weaknesses and areas of low performance, which is reflected by the responses of public. Public relations can be used for a number of purposes including making improvements in business. The purpose of public relations is to bring reality to the face of the management”. (Harlow, 1976; <https://newmediapr2014.wordpress.com/2014/06/05/pr-определение-същност-функции/>. 08.04.2017)

Before commencing an advertising campaign for any activity or event, in our opinion, it is needed to determine the target market towards which the advertising announcements will be directed. Certainly, this is an engagement that should be carried out by the departments “Public Relations”, “Public Activities”, “Marketing and PR” or any other term used to name these sections of the structures of the various museums in Bulgaria. In the context of the topic – the financial stability has a crucial part in the overall marketing strategy (appearance, messaging, advertising and publicity materials, etc.) and the relationship with the means of mass media. The ignorance of the various target groups, to a great extent in our view, stultifies the campaign. On the one hand, it leads to no financial revenues generated from tourists and on the other the resources invested in advertising are inappropriately spent. Bearing in mind the shortage of experienced employees and the vast number of assignments concentrated in these departments, it is possible, and why not even compulsory, to hire external advertising agencies for particular museum displays or special events, that would have the potential to become successful – regarding their total number of visitors, as well as the financial revenues being generated. Such expenditures are accounted for, considering the favourable outcome of the occurrence (Крайски, 2008).

In the next paragraphs, we will take notice on the variety of media and the channels for spreading information to the public. The way the media are classified reflects our judgment about their significance in the process of putting forward information and advertisement of museum activities.

The Internet

Present day society is characterized by qualitatively new attitude towards information. The progress of the Internet demonstrates in the best way the importance of communication and computer technologies for the modern society, defined today as information society. Keeping in mind the new necessities of the up to date visitors, we reckon that a significant precondition for promoting museum activities is advertising in the global network. At this stage, museum institutions in Shumen Province have official web sites, but it is not possible there to share or upload electronic exhibitions, which are displayed in the halls of the museum or others that are organized in other museums in Bulgaria. This is the first change that could be made. In the second place, the pages on the World Wide Web of some of the museums are available only in Bulgarian language. Supplementing one or more foreign languages versions would enhance the publicity and would make the information about all museum activities and exhibitions accessible for external visitors. Yet, this is just one of the elements of the web sites that should be paid attention to. Another one is the easy access to information (one or two step entry), it is being well arranged (in good order) and last but not least, it is the proper lay out of the graphic design. It would be fine if the official pages of cultural organizations are not only kept up to date and with modern appearance and control, but the information that they offer should be reliable and easy to find by every individual internet user.

As it was referred to above, the contemporary society is an information society, looking for rapid entryways to the wanted information, including museum events. In this respect, social networks provide possibility and a large field of advertisements of displays and events related to the museum as a whole. *Facebook* is the most popular social media in Bulgaria, but some other social networking services, such as *Twitter* and *Instagram* should not be laid aside, too. In view of the fact that in Bulgaria, and to the cultural and historical places of interest in Shumen Province in particular, the greatest part of the foreign tourists is Russian speaking, the Russian social networking service *Однокласники* (or *Classmates*) should not be disregarded. All of them provide the possibility for exchange of a huge amount of information, including advertisements, which could reach to the millions of users of the social networking services. Besides, it is cost free and efficient and it could result in a serious financial effect for the institutions. The operation functions of the services, that are accessible only to the respective admins and moderators, make possible the feedback and the analyses of the recipients of the information and at the best they should be identical to the target market group of the organization. On that basis, purposeful activities – elements of the overall marketing mix could then be undertaken.

Innovations for the Bulgarian museums, also having a high level of potential financial aspect are electronic (on-line) shops. Admittedly, these are not novelties for western museum organizations. Their introduction for certain, even if slowly, would lead to financial results, and would also, in a large measure, facilitate possible foreign tourists and visitors in delivering entrance tickets and guided tours, as well as in buying souvenirs from the museum online shops. On one hand, they represented an option for direct income generation from the given groups of services and products, and on the other they are an element of the overall museum appearance in the World Wide Web.

Electronic Media

The presence of the museum in the programs of local television and radio broadcasts is satisfactory, but advertising in national televisions and radio stations should not be underestimated. Not only museum products, but their authors could also be introduced there. This is an instrument for creating a positive image, which could attract more tourists and could enhance gaining popularity in the state (on the domestic market). Respectively the number of visits to the places of interests – part of the structure of the Regional Museum of History – Shumen, during the high season would be increased, thus making a profit (additional financial proceeds). The absence of correspondents and the choice of topics to be covered on national air should not be an obstacle. Paid advertising formats are also possible – well selected and targeted they could return the invested finances. As might be expected this is a course of action only for exceptionally attractive events and exhibitions which are assumed to produce considerable financial incomings. That is not the case of occurrences that are organized as a matter of status and do not have the potential to make profit.

Making and broadcasting advertising videos (yet paid) is also a substantial means of promoting museum attractions and activities. Documentary series could be shot that would promote the tourist itineraries, displays and other happenings developed by museum employees. Radio broadcasting and especially reportages concerning the work of the museum institutions and the presentation of their products on the national radio air should not be ignored.

Print Media

Releases in the local print media are not up to the standard, they are not sufficient to promote museum events either. Furthermore, a single printed publication, be it popular amongst the public or not, could not reach all the target market groups that the occurrence is oriented to. And broadcasting advertising announcement in the national daily newspapers depends on the will of the local correspondents and on the general policy of the publication – daily or weekly, also.

Although the institution is being advertised in several specialized magazines focusing on tourism (their circulation is in large supermarket chains, gas stations, airports, bus service offices – places visited by a large number of people) this is still beyond sufficient. Furthermore, these are sporadic releases and the magazines have covered the greatest part of the events. However, this is still one of the methods for going beyond the scope of the local stage of presenting both the institution in general and single exhibitions, sights – parts of the structure of the museum or regular special events, which have turned into traditional in particular. This representation, in our opinion, should be preceded by various types of surveys and questionnaires offered to tourists. Thus, its efficiency could be given an account (this is not put into practiced in the Regional Museum of History – Shumen) and it could be judged whether to enhance the advertisement or to reduce it in order to save resources. We are convinced that this type of presentation will definitely yield revenues for the museum, and the mistake that we make is not analyzing the results of the surveys and questionnaires being conducted.

Printed Materials

They comprise of posters, leaflets, brochures, information and advertising flyers, banners and billboards (Ambrose and Paine, 2006). Most common for the museum is the use of posters – prominence is given not to their large numbers, but to their rightly chosen location – busy streets and crowded central places. Regarding the other printed materials, they are issued mostly for certain campaigns and special events. Often advertising and information flyers are produced in relation to major exhibitions and other events from the national culture calendar. They are spread about the town and the settlements in the region, as well as some other places of tourists' interest. Frequently they are included in the general presentation of Shumen during tourist fairs and expos. Banners and billboards, in view of the corresponding costs for their production and display, are used only as part of the preparation of large scale events with respective expectations for numerous visits and return on the invested financial resources.

Conclusions

In our opinion, the partnership of small number of journalists and means of communication should be sought. These would be such that prove their loyalty to the institution and release correctly the information they receive, they are of service both to visitors and tourists, as well as to cultural organizations. Sending information to a large number of media and journalists respectively could turn into a precondition for the on-air appearance of unverified, interpreted or sensational details that do not correspond to reality, form negative public opinion (unconsciously, striving for originality) and have unfavourable effect for the museum and its publics and accordingly for the financial outcomes of a particular event.

Repeatability of press releases is compulsory, especially for major projects (displays), with high financial potential, which also require more financial resources for the arrangement. In this aspect, the part of the leading line (the appellation of the exhibition or the event) is crucial, as well as introducing new pieces of information with every other official announcement. The *leitmotiv* is one and the same since the occurrence is one. But it is gradually expanded with additional facts – emphasizing the interest in the event through statistics (the number of visitors), new *additions* to the leading initiative (a new artifact, applying educational programs for each age group etc.), and added value (having the opportunity to receive more without raising the admission fees).

The Case of a Good Practice of the Regional Museum of History Shumen

We will give an example with the last guest exhibition in the Regional Museum of History – Shumen, which cost to the institution financial resources that have not been spent on a single occurrence so far. The case in point is “Подводен свят” (*Underwater World*) – a display created as an installation after the initiation of Burgas Municipality and with the cooperation of a private breeding company focusing on aquarium and exotic fish. The objective of the museum was rather attracting larger number of visitors, which could look not only on the appealing event, but on the other products presented in the halls of the museum – permanent and temporary exhibitions, too. The financial aspect of the enterprise (the expected proceeds) was important to the extent of returning the investment of the resources for organizing the Underwater World exhibition.

For that purpose, as soon as the parties signed the contracts (almost one month before the opening) an advertising campaign commenced through all the channels of promotion described above – the Internet, electronic media, print media, printed materials – billboards, posters, flyers. A wide range of thematic souvenirs were also bought and manufactured. The whole advertising strategy was directed mainly at the target audiences of children and students. Thus, the general public was acquainted with the attractiveness of the display long before the time of the official start.

Subsequently, just before the opening of the exhibition, a press release reminded about the beginning of the occurrence, and mentioned what else could be seen in the halls of the museum. The prices of the tickets remained unchanged –

despite the presence of other guest exhibitions and the launching of a virtual reality mobile application at that time, they were not increased. These actions and the advertising strategy gave results and after the first ten days the display had a remarkable success. Afterwards there was a decrease in the visitors' flow.

In the meantime, an educational game was developed for students. It was announced in another press release sent to the mass media, and published on the official web site of the museum, as well as on the page of a social network. The number of visitors grew higher again and the proceeds were almost equal to the expenditure incurred. This happened in the middle of the period of staying.

We believe that our actions on the advertising of the exhibition and our work with the means of mass communication entirely covered what was referred to in the lines above. All the channels of promoting were utilized, a particular market group was targeted, thematic and boutique souvenirs were provided, repeatability of the press releases was achieved while introducing a new element each time and thus the incurred expenditure was returned. Most significant for the institution in this case was the indirect advertisement attained by the exhibition – the museum made a visible impression in the social life as an interdisciplinary organization, non-conservative, on the contrary – open and adaptive to the necessities of the visitors in the contemporary information society. More than four thousand visitors entered the permanent and temporary exhibitions and the response all around the state is still vivid.

We reckon that this is the way to work with the different mass media and it is one of the conditions for generating more proceeds from the events that are organized in Bulgarian museums and in the Regional Museum of History – Shumen, in particular.

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RURAL TOURISM AS AN ALTERNATIVE TYPE OF TOURISM

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Abstract

Rural tourism as an alternative type of tourism, is able to satisfy the needs of the modern man, which the urban environment is not able to satisfy. To clarify what those unmet needs may be and to give an answer to the question of what is the interest in demand for this type of tourism, it is necessary to analyze what is contained in rural tourism.

Stress in the urban lifestyle contributes to the counter-urbanization syndrome, which gives rise to increased interest in rural areas. Rural tourism is one of the few activities that can offer solutions to social problems in rural areas, especially the problem of high unemployment. In addition, there are other factors that divert the focus on rural tourism such as: increased interest in cultural heritage and raising the level of environmental awareness. As a result, in the developed countries, a new type of tourism is directed towards visiting the rural areas.

Key Words: *Rural areas, tourism, destinations*

JEL classification: Z32; Q01

Introduction

Rural tourism is a specific, alternative type of tourism differentiated based on the motive of attractiveness of the rural areas with preserved traditional characteristics. These are environments in which tourists can engage in farming and livestock activities, processing and craft production with traditional characteristics, participation in festivities and events, seating and folklore encounters. Tourists are attracted by the unpolluted environment, clean air and fresh spring water, rural idyllic coloring, traditional rural architecture and exteriors, interior design and equipping with traditional content, trending family relationships and meeting with domestic animals and pets. Traditional food and drinks for tourists are of great importance. In this regard, it is attractive for tourists to take part in preparation, as well as serving

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food. The development of this type of tourism has remarkable recreational features that are connected with sightseeing of the countryside and active holiday.

Rural tourism

For a long time, no one was considering the rural environment as a carrier of tourism potential. The disadvantage of a significant number of desirable tourists who would stay in a rural environment restricted rural areas as rural economic spaces outside the domain of tourism. The everyday stress and the overcrowded urban environment give people the opportunity to compare people's living with everyday life in an authentic rural environment, the need for fresh and ecologically clean food, pleasant contacts with the local people, getting closer to natural beauties, the countryside, courtyard, and with desire and village work. This alternative form of tourism is caused primarily by:

Satisfaction with tourist offer with standard traditional tourist products (sea, lake, mountain, visit of cities) that do not bring variety into the holiday of the tourist;

Ecological and moral destruction of tourist resources; and

Excessive dynamization and computerization of the city environment.

Rural tourism takes place in an environment that is relatively unpolluted, calm and inhabited by traditional communities, satisfying more needs: To "escape" with the aim of reducing the tense situation, accompanied by active or passive participation in various tourist activities; the need to maintain and restore health; the need for knowledge, learning and education; need connected with the desire to visit relatives and friends; need for nice and new, etc. Rural tourism is characteristic for people from highly urbanized countries and evolves as a result of the desire to return to nature, due to the fact that it gives people the opportunity to get close to nature without having to spend a lot of money, or to discover unknown crafts, specific cuisine and new culture.

In a study carried out in Portugal and related to rural tourism, several respondents gave the preference of "peace and quiet," "landscape and nature," "health and fresh air." Also, often coveted by the respondents were: "isolation", "authenticity", "tradition" and "hospitality", as well as "walks" as the most frequently mentioned specific activities. On the other hand, the respondents mostly disliked the noise and traffic conditions (poor road conditions, unimaginable drivers and lack of road signalization), lack of infrastructure (services, public transport and bicycle paths), poor accessibility, insects, lack of activities (entertainment), and congestion, bad environment (including pollution, poor urban planning and fire). In general, positive comments were more numerous than negative ones (<https://www.center.pt/EN/>).

It is wrong to consider that tourism is a guaranteed and universal way of solving economic problems. The rural areas agree that their development should be based only on the mechanism of tourism. It would be effective if rural tourism is an integral part of the strategic plan for the development of the rural environment. Regardless of the widespread use of rural tourism, Europe still has no single view of its essence. The reasons are of objective nature. The term denotes a modern and dynamic essence phenomenon. The difficulty of defining rural tourism, mostly stems from the different

content that the conceptual plan enters into this term by various European countries. For example, in Greece, Spain and Portugal, the rural environment is identified with arable land. In England and Ireland, the rural environment includes all territories with the exception of cities. In the Netherlands, France, Belgium and Germany, a borderline is established between rural territories on one side and the coastal and mountainous territories on the other.

Rural tourism can be developed not only in rural areas but also in forest areas, in poorly populated areas, in poorly populated marine, lake and mountain areas. Rural tourism (along with its forms) can be presented as tourism outside the urbanized areas and traditional large tourist centers. In essence, this kind of tourism marks an escape from everyday life, from the stress of the big city, the demand for greater closeness to nature, staying in one in a simple social environment, maximally opposed to the usual for the big city. Rural tourism means real unburdening of the dynamic and stressful rhythm of life in the cities, the demand for tranquility and rest in a clean and natural environment and more secluded places, aspiration for getting to know the village life and work.

Types of rural tourism

According to some authors, rural tourism, agrarian tourism and farm tourism are identical. Other authors distinguish one from the other. Through research I encountered such divisions of the types of rural tourism:

Agro-tourism types of rural tourism (in which only accommodation is offered, where only food is offered, and where accommodation and food is offered) and Other types of rural tourism (residential, nostalgic, sports and recreational, adventurous, health, cultural and religious, hunting and fishing, gastronomic and wine, ecotourism, educational, camping tourism, nautical tourism).

According to the Rural Development Network of the Republic of Macedonia (2010), the following forms of rural tourism exist: agro tourism, ecotourism, cultural and ethno village, tourism related to spiritual and physical disciplines, mountain tourism, eco-gastronomy, hunting and fishing, medical tourism, spa tourism, sports tourism and river tourism.

Rural tourism can be explained as farm tourism or agro-tourism, but both categories are sub-components of tourism in the rural area:

Agro-tourism is when the purpose of the visit has a specific focus on agriculture as well as contact with domestic animals or a visit to the vineyard; Farm tourism is when placement of rural tourists is on the farms. The basic activities are realized in the wide rural area (hiking, fishing), but still the majority of visitors are housed on the farms (farms that work or are transformed into accommodation facilities); and

Rural tourism includes the above mentioned, but also camp parks, safari tours, craft markets, cultural exhibitions, adventure sports, pedestrian paths, historical heritage sites, music events, in fact all tourism activities taking place in rural areas.

Development of rural tourism in Macedonia

In the Republic of Macedonia, rural tourism is not yet sufficiently developed. However, there are several municipalities that offer it as part of their tourist offers. Some of them are the municipalities of Ohrid, Zrnovci, Gevgelija, as well as Galichnik, Berovo, Strumica and others.

In this paper, we will focus on the rural tourism of only a part of them, such as: part of the Ohrid region, Zrnovci, Galichnik, and the village, Konsko - Gevgelija.

Rural tourism in Ohrid area

The Ohrid Local self-government has been working since 2008 through an OSCE project, with the development of passive rural mountain areas, especially in the Galicica National Park, which according to the Law on Balanced Regional Development are classified in areas with specific development needs. Ohrid region with the lake, high mountain massifs, rivers and clean air, picturesque village settlements with households that can be included in the rural development, with entry of investments. In this region, the most attractive places around the lake are the following villages: Velestovo, Ramne, Elshani, Ljubanista, Trpejca, Skreban, Zavoј, Openitsa, Plakanska Planina, Svinishta, Recica, Kuratica and Mazatar, and in the municipality of Debrca the places of natural watercourses, and others.

Rural tourism in Zrnovci

The beautiful and clean nature, cultural and historical treasure and tradition motivated the inhabitants of the municipality of Zrnovci, to organize and offer their own landscape for rural tourism. The Zrnovka River flows through Zrnovci, it has picturesque waterfalls and is rich in trout and riverine crab. It is one of the cleanest waters in Macedonia with 14 milligrams of oxygen per liter of water. As part of the offer for rudimentary tourism, various paths for cyclists, mountaineers, recreational and others are offered. On the mountain Plachkovica, which is rich in wild forest fruits and medicinal herbs. Accommodation is organized in the family houses of the inhabitants themselves, where they prepare homemade and environmentally clean and healthy food. In the region of Zrnovci there are monasteries, churches and archaeological sites, of which the most significant is Morozbidon. Also, agrotourism is present, which organizes a visit to the fields where people dig, plough, etc., and tourists help them in carrying out their tasks.

Rural tourism, Galichnik

The famous Galich horses, the beautiful cheese and the beautiful nature is what is waiting for you when you go to Galichnik. More recently, rural tourism has developed in Galichnik. Apart from the fact that thousands of people come to watch the Galichnik wedding, they have the opportunity to ride on a horse, unforgettably riding horses from Galicnik by the footsteps of former merchants from this region.

For horseback riding through vibrant landscapes, laparoscopic baccarat, sour milk from Tresonce, Galichnik cheese and for many beauties, guests pay only 50 euros.

Rural tourism, village Konsko, Gevgelija

A survey was conducted based on questionnaires and an interview with the local population about the opportunities and perspectives of rural tourism in this region. The village is in the immediate vicinity of the Ski Center Kozuf, the proximity to the Greek border and the sea, the location is a wonderful place for the development of many types of tourism that would be offered as part of the rural tourism. The research shows that it might be possible to develop mountain tourism, recreational tourism, cycling, herbal tourism, hunting, etc.

Nearby is the Milisin hunting ground where an organized game of game is allowed. Throughout the research, several legends about the village were told, which could be sold as a good story. The old people tell many stories of the war, and about their memories of the village, as they lived earlier.

Unlike other cases listed above, village Konsko, village Huma and village Sermenin, have not yet been sufficiently developed to give ready-made products to tourists. In this part there are several families who work self-initiatively and independently and offer accommodation, food and entertainment to tourists. Many of the respondents are interested in developing rural tourism in this region and would offer their houses for this purpose, with little adaptation and conversion. Some of them would bring riding horses, organize gathering of forest fruits and herbs, they would be treated and placed by mountaineers who often climb Kozuv mountain, etc. This region is visited throughout the year, which is another positive side for the development of rural tourism.

Conclusion

When defining the rural tourism, we come to one difficulty for the authors dealing with this subject, while in the international frames, the only definition for this term has not yet been accepted.

Above we have seen the definitions and different views of many authors regarding rural tourism. Agrotourism and farm tourism (the activities of the tourists), as one of the main types of rural tourism in our country, almost does not exist.

Rural tourism in the Republic of Macedonia is for the most part reduced to stay in accommodation facilities in villages or smaller towns with limited number of additional activities that tourists can practice. For these reasons, the rural tourism in our country is in the first phase of its development, which is expected to increase the number of tourists, rural tourism products, opening of new businesses and cooperation between them.

Nature is very rich in Macedonia. The country has a great potential for the development of rural tourism.

This requires a lot of engagement, good marketing, but also a good offer. The offer is very good, but of course we should still work on it. A richer offer, with lots

of animations, entertaining guests, who will distract them and will not remember the time to be interesting, because they return to the old one as it once was. I think that Macedonia has something to offer.

The animation of foreign tour operators and journalists that will promote Macedonia abroad, respectively in the countries where journalists come from via electronic and printed media, and foreign tour operators by placing Macedonia as a top destination in their programs, some of them by raising charter flights for Macedonia will be able to increase the number of foreign tourists and thereby increase revenues on the basis of tourism. According to the agency for promotion and support of tourism in the Republic of Macedonia, in order to realize the Program for Promotion and Support of the Tourism for 2013, Macedonia started preparing, printing and distributing printed promotional materials that were presented at the Tourism Fairs. Such activities are also good for attracting potential tourists who would visit our country.

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