



**ISCTBL 2021**

INTERNATIONAL SCIENTIFIC CONFERENCE

Универзитет „Гоце Делчев“ –  
Штип

Goce Delchev University  
Shtip

Факултет за туризам и бизнис  
логистика

Faculty of Tourism and  
Business Logistics

**Четврта Меѓународна Научна Конференција  
Fourth International Scientific Conference**

**ПРЕДИЗВИЦИТЕ ВО ТУРИЗМОТ И БИЗНИС  
ЛОГИСТИКАТА ВО 21 ВЕК**

**CHALLENGES OF TOURISM AND BUSINESS  
LOGISTICS IN THE 21ST CENTURY**

**ЗБОРНИК НА ТРУДОВИ  
CONFERENCE PROCEEDINGS**



Универзитет „Гоце Делчев“ –  
Штип

Goce Delcev University  
Shtip

Факултет за туризам и бизнис  
логистика

Faculty of Tourism and  
Business Logistics

**Четврта Меѓународна Научна Конференција  
Fourth International Scientific Conference**

**ПРЕДИЗВИЦИТЕ ВО ТУРИЗМОТ И БИЗНИС  
ЛОГИСТИКАТА ВО 21 ВЕК  
CHALLENGES OF TOURISM AND BUSINESS  
LOGISTICS IN THE 21ST CENTURY**

**ЗБОРНИК НА ТРУДОВИ  
CONFERENCE PROCEEDINGS**

19 ноември 2021 г. / November 19, 2021

**Издавач:**

Факултет за туризам и бизнис логистика  
Универзитет „Гоце Делчев“ – Штип  
Крсте Мисирков, 10-А, 201, 2000, Штип, РС Македонија  
Тел: +389 32 550 350  
[www.ftbl.ugd.edu.mk](http://www.ftbl.ugd.edu.mk)  
[www.ugd.edu.mk](http://www.ugd.edu.mk)

**За издавачот:**

д-р Татјана Бошков, декан

**Организатор на конференцијата:**

Факултет за туризам и бизнис логистика  
**Тираж:** 146

**Publisher:**

Faculty of Tourism and Business Logistics  
Goce Delchev University of Shtip  
“Krste Misirkov” no.10-A P.O. Box 201 Shtip 2000, North Macedonia  
Tel: +389 32 550 350  
[www.ftbl.ugd.edu.mk](http://www.ftbl.ugd.edu.mk)  
[www.ugd.edu.mk](http://www.ugd.edu.mk)

**For the Publisher:**

Tatjana Boshkov, Ph.D. – Dean

**Conference Organizer:**

Faculty of Tourism and Business Logistics  
**Print circulation:** 146

CIP - Каталогизација во публикација  
Национална и универзитетска библиотека Св. „Климент Охридски“, Скопје

338.48(062)  
658.6/.8:164(062)

МЕЃУНАРОДНА научна конференција (4 ; Штип ; 2021)

Предизвиците во туризмот и бизнис логистиката во 21 век : зборник на трудови / Четврта меѓународна научна конференција, 19 ноември 2021, Штип = Challenges of tourism and business logistics in the 21st century :

conference proceedings / Fourth international scientific conference, November 19, 2021, Shtip. - Штип : Универзитет "Гоце Делчев", Факултет за туризам и бизнис логистика, 2021. - 379 стр. : илустр. ; 25 см

Трудови на мак. и англ. јазик. - Фусноти кон текстот. - Библиографија кон трудовите

ISBN 978-608-244-824-4

1. Напор. ств. насл.

а) Туризам -- Собири б) Синцир на снабдување -- Логистички системи -- Собири

COBISS.MK-ID 55376901

### **Организациски комитет:**

Проф. д-р. Татјана Бошков, Универзитет „Гоце Делчев“ – Штип, Факултет за Туризам и Бизнес логистика, Штип, Република Северна Македонија

Доц. д-р. Наташа Митева, Универзитет „Гоце Делчев“ – Штип, Факултет за Туризам и Бизнес логистика, Штип, Република Северна Македонија

Доц. д-р Цветанка Ристова Магловска, Универзитет „Гоце Делчев“ – Штип, Факултет за Туризам и Бизнес логистика, Штип, Република Северна Македонија

Доц. д-р. Душко Јошески, Универзитет „Гоце Делчев“ – Штип, Факултет за Туризам и Бизнес логистика, Штип, Република Северна Македонија

### **Меѓународен програмски комитет:**

Проф. д-р. Татјана Бошков, Универзитет „Гоце Делчев“ – Штип, Факултет за Туризам и Бизнес логистика, Штип, Република Северна Македонија

Доц. д-р. Наташа Митева, Универзитет „Гоце Делчев“ – Штип, Факултет за Туризам и Бизнес логистика, Штип, Република Северна Македонија

Доц. д-р. Цветанка Ристова Магловска, Универзитет „Гоце Делчев“ – Штип, Факултет за Туризам и Бизнес логистика, Штип, Република Северна Македонија

Доц. д-р. Душко Јошески, Универзитет „Гоце Делчев“ – Штип, Факултет за Туризам и Бизнес логистика, Штип, Република Северна Македонија

Проф. д-р. Мишко Цидров, Универзитет „Гоце Делчев“ – Штип, Машински факултет, Република Северна Македонија

Проф. д-р. Никола В. Димитров, Универзитет „Гоце Делчев“ – Штип, Факултет за Туризам и Бизнес логистика, Штип, Република Северна Македонија

Проф. д-р. Цане Котески, Универзитет „Гоце Делчев“ – Штип, Факултет за Туризам и Бизнес логистика, Штип, Република Северна Македонија

Проф. д-р. Александра Жежова, Универзитет „Гоце Делчев“ – Штип, Факултет за Туризам и Бизнес логистика, Штип, Република Северна Македонија

Доц. д-р. Оливер Филипоски, Универзитет „Гоце Делчев“ – Штип, Факултет за Туризам и Бизнес логистика, Штип, Република Северна Македонија

Проф. д-р. Зоран Темелков, Универзитет „Гоце Делчев“ – Штип, Факултет за Туризам и Бизнес логистика, Штип, Република Северна Македонија

Доц. д-р. Душица Попова, Универзитет „Гоце Делчев“ – Штип, Факултет за Туризам и Бизнес логистика, Штип, Република Северна Македонија

д-р Билјана Цоневска Гуњовска, Универзитет „Гоце Делчев“ – Штип, Факултет за Туризам и Бизнес логистика, Штип, Република Северна Македонија

Проф. д-р. Тања Ангелкова Петкова, Универзитет „Гоце Делчев“ – Штип, Факултет за Туризам и Бизнес логистика, Штип, Република Северна Македонија

Доц. д-р. Васко Шутаров, МИТ Универзитет, Факултет за безбедност, Република Северна Македонија

Проф. д-р. Глигор Бишев, Универзитет „Св. Климент Охридски“ - Битола, Економски факултет Прилеп, Република Северна Македонија

Проф. д-р. Мадалина Теодора Андреи, Универзитет Хиперион, Факултет за општествени, хуманистички науки и природни науки, Оддел за географија, Романија

Проф. д-р. Соња Квиорога, Универзитет Алкала, Оддел за економија, Шпанија

Проф. д-р. Алиса Флеишер, Хебрејскиот универзитет Јерусалим, Роберт Х. Смит, Факултет за земјоделие, Храна и Животна средина, Оддел за економија на животна средина и управување, Израел

Проф. д-р. Ноам Шовал, Хебрејски универзитет Ерусалим, Факултет за општествени науки, Оддел за географија, Израел

Проф. д-р. Нурија Елиса Морере Молинеро, Универзитет Реј Хуан, Шпанија

Проф. д-р. Никола Хурвулиадес, Американ Колеџ Солун, Грција  
Проф. д-р. Донила Пипа, Универзитет Марин Барлети, Економски факултет, Албанија  
Проф. д-р. Мохамед Фуад, Ариш Универзитет, Факултет за уметност, Египет  
Проф. д-р. Френсис Вериза, Универзитет Толиара, Факултет за општествени науки, Мадагаскар  
Проф. д-р. Октавиан Сербан, Букурешки Универзитет за Економија, Факултет за храна од земјоделие и економија на животната средина, Романија  
Проф. д-р. Сабина Георгечи, Асоцијација за промоција на туризмот, Дробета Турму-Северин, Романија  
Проф. д-р. Серафима Роскова, Молдовска академија за науки, Академија за економски науки на Молдавија, Република Молдавија  
Проф. д-р. Стела Дерменчиева, Универзитет на Велико Трново Свети „Кирил и Методиј“, Оддел за Географија, Бугарија  
Проф. д-р. Марта Боровска Стефанска, Универзитет во Лоџ, Факултет за Географски науки, Институт за градежна средина и Просторна, Полска  
Проф. д-р. Јулиана Поп, Универзитет за економски студии, Факултет за бизнис и туризам, Романија  
Проф. д-р. Елена Тома, Универзитет Хиперион, Факултет за општествени, хуманистички науки и природни науки, Оддел за географија, Романија  
Проф. д-р. Ирина Лазар, Универзитет Хиперион, Факултет за општествени, хуманистички науки и природни науки, Оддел за географија, Романија  
Проф. д-р. Озгур Јерли, Дужче Универзитет, Факултет за Шумарство, Оддел за пејсажи, Турција  
Доц. д-р. Жарко Радјеновиќ, Универзитет во Ниш, Центар за иновации, Србија  
Проф. д-р. Драго Цвијановиќ, Универзитет во Крагујевац, Факултет за Хотелски менаџмент и Туризам Врњачка Бања, Србија  
Проф. д-р. Дарко Димитровски, Универзитет во Крагујевац, Факултет за Хотелски менаџмент и Туризам Врњачка Бања, Србија  
Проф. д-р. Серџо Чипола, Универзитет во Палермо, Силиција, Италија  
Доц. д-р. Марија Белиј, Универзитет во Белград, Факултет за географија, Србија  
Доц. д-р. Андреј Мичовиќ, Универзитет во Крагујевац, Факултет за Хотелски менаџмент и Туризам Врњачка Бања, Србија  
Проф. д-р. Светлана Станкова, Универзитет во Шумен „Св. Константин Преславки“, Факултет за природни науки, Оддел за географија, регионален развој и туризмот, Шумен, Бугарија

**Organizational committee:**

Prof. Tatjana Boshkov, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Assist. Prof. Natasa Miteva, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Assist. Prof. Cvetanka Ristova Maglovska, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Assist. Prof. Dusko Joseski, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

**International program committee:**

Prof. Tatjana Boshkov, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Assist. Prof. Natasa Miteva, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Assist. Prof. Cvetanka Ristova Maglovska, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Assist. Prof. Dusko Joseski, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Prof. Misko Djidrov, Ph.D., Goce Delcev University of Stip, Faculty of Mechanical Engineering, Stip, North Macedonia

Prof. Nikola V. Dimitrov, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Prof. Cane Koteski, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Prof. Aleksandra Zezova, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Assist. Prof. Oliver Filiposki, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Prof. Zoran Temelkov, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Assist. Prof. Dusica Popova, Ph.D., Dusica Popova, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Biljana Conevska Gunjovska, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Prof. Tanja Angelkova Petkova, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Assist. Prof. Vasko Sutarov, Ph.D., MIT University, Faculty of Security Sciences, North Macedonia

Prof. Gligor Bishev, Ph.D., St. Clement of Ohrid University of Bitola, Faculty of Economics, Prilep, North Macedonia

Prof. Madalina Teodora Andrei, Ph.D., Hyperion University, Faculty of Social, Humanities and Natural Sciences, Department of Geography, Romania

Prof. Sonia Quiroga, Ph.D., University of Alcalá, Department of Economics, Spain

Prof. Aliza Fleischer, Ph.D., The Hebrew University of Jerusalem, The Robert H. Smith Faculty of Agriculture, Food and Environment, Department of Environmental Economics and Management, Israel

Prof. Noam Shoval, Ph.D., The Hebrew University of Jerusalem, Faculty of Social Sciences, The Department of Geography, Israel

Prof. Nuria Elisa Morère Molinero, Ph.D., Universidad Rey Juan Carlos, Catedrática Historia Antigua, Spain

Prof. Nikolas Hourvoulides, Ph.D., American College of Thessaloniki, Greece

Prof. Donila Pipa, Ph.D., Marin Barleti University, Faculty of Economy, Albania

Prof. Mohamed Fouad, Ph.D., Arish University, Faculty of Arts, Egypt

Prof. Francis Veriza, Ph.D., University of Toliara, Faculty of Lettets and Human Sciences, Madagascar

Prof. Octavian Serban, Ph.D., Bucharest University of Economic Studies, Faculty of Agrifood and Environmental Economics, Romania

Prof. Sabina Gheorgheci, Ph.D., Mehedinți Tourism Promotion Association, Drobeta Turnu-Severin, Romania

Prof. Serafima Roșcovan, Ph.D., Moldova Academy of Science, Academy of Economic Studies of Moldova, Republic of Moldova

Prof. Stella Dermendzhieva, Ph.D., University of Veliko Turnovo St Cyril and St. Methodius, Department of Geography, Bulgaria

Prof. Marta Borowska-Stefanska, Ph.D., University of Lodz Faculty of Geographical Sciences, Institute of the Built Environment and Spatial Policy, Poland

Prof. Iuliana Pop, Ph.D., University of Economic Studies, Faculty of Business and Tourism, Romania

Prof. Elena Toma, Ph.D., Hyperion University, Faculty of Social, Humanities and Natural Sciences, Department of Geography, Romania

Prof. Irina Lazăr, Ph.D., Hyperion University, Faculty of Social, Humanities and Natural Sciences, Department of Geography, Romania

Prof. Ozgur Yerli, Ph.D., Duzce University, Faculty of Forestry, Department of Landscape, Architecture, Turkey

Assist. Prof. Zarko Radjenovic, Ph.D., University of Nis, Innovation Center, Serbia

Prof. Drago Cvijanović, Ph.D., University of Kragujevac, Faculty of Hotel Management and Tourism in Vrnjacka Banja, Serbia

Prof. Darko Dimitrovski, Ph.D., University of Kragujevac, Faculty of Hotel Management and Tourism in Vrnjacka Banja, Serbia

Prof. Sergio Cipolla, Ph.D., University of Palermo, Italia

Assist. Prof. Marija Belij, Ph.D., University of Belgrade, Faculty of Geography, Serbia

Assist. Prof. Andrej Mićović, Ph.D., University of Kragujevac, Faculty of Hotel Management and Tourism in Vrnjacka Banja, Serbia

Prof. Svetlana Stankova, University of Shumen “Konstantin Preslavski”, Faculty of natural science, Department of geography, regional development and tourism, Bulgaria

**Пленарна сесија**  
**Социо-економски импликации на КОВИД-19: намалување на**  
**разликите и справување со дистрибутивните влијанија во различни**  
**сектори**

Претседавач на сесијата: Татјана Бошков, вон. професор и декан на Факултетот за туризам и бизнис логистика, Универзитет „Гоце Делчев“ – Штип, РС Македонија.

Панелисти:

1. Глигор Бишев, универзитетски професор и претседател на Управен одбор, Шпаркасе Банка, РС Македонија.
2. д-р Жарко Радјеновиќ, научен соработник, Центар за иновации, Универзитет во Ниш, Србија.
3. д-р Наташа Митева, продекан за настава, Факултет за туризам и бизнис логистика, Универзитет Гоце Делчев – Штип, РС Македонија.

**Модератори**

**Прва сесија: Бизнис логистика и бизнис администрација**

д-р Татјана Бошков, вон. професор и декан на Факултет за туризам и бизнис логистика, Универзитет „Гоце Делчев“ – Штип, РС Македонија.

**Втора сесија: Туризам, угостителство и гастрономија**

д-р Наташа Митева, доцент и продекан за настава, Факултет за туризам и бизнис логистика, Универзитет „Гоце Делчев“ – Штип, РС Македонија.

**Panel session**

**Socio-economic implications of COVID-19: reducing disparities and addressing distributional impacts in different sectors**

Session chair: Tatjana Boshkov, Assoc.professor and Dean at Faculty of tourism and business logistics, „Goce Delcev University – Stip, N. Macedonia

Panelists

1. Gligor Bishev, University professor and Management Board Chairman, Sparkasse Bank, N. Macedonia
2. Zarko Radjenovic, PhD, Research Associate, Innovation Center, University of Nis, Serbia
3. Natasha Miteva, PhD, Vice-Dean for Education, Faculty of Tourism and Business Logistics, Goce Delcev University – Stip, N. Macedonia

**Moderators**

**First session: Business logistics and business administration**

Tatjana Boshkov, PhD, Dean at Faculty of Tourism and Business Logistics, Goce Delcev University – Stip, N. Macedonia

**Second session: Tourism, hospitality and gastronomy**

Natasha Miteva, PhD, Vice-Dean for Education, Faculty of Tourism and Business Logistics, Goce Delcev University – Stip, N. Macedonia





**УНИВЕРЗИТЕТ „ГОЦЕ ДЕЛЧЕВ“ - ШТИП**  
**GOCE DELCEV UNIVERSITY OF STIP**

**ФАКУЛТЕТ ЗА ТУРИЗАМ И БИЗНИС ЛОГИСТИКА**  
**FACULTY OF TOURISM AND BUSINESS LOGISTICS**

**ЧЕТВРТА МЕЃУНАРОДНА**  
**НАУЧНА КОНФЕРЕНЦИЈА**

**FOURTH INTERNATIONAL**  
**SCIENTIFIC CONFERENCE**

**ПРЕДИЗВИЦИТЕ ВО ТУРИЗМОТ И БИЗНИС**  
**ЛОГИСТИКАТА ВО 21 ВЕК**

**CHALLENGES OF TOURISM AND BUSINESS LOGISTICS**  
**IN THE 21ST CENTURY**

**ЗБОРНИК НА ТРУДОВИ**  
**CONFERENCE PROCEEDINGS**

19 ноември, 2021, Штип / Shtip, November 19<sup>th</sup>, 2021

## Содржина – Contents

<b>СЕСИЈА: БИЗНИС ЛОГИСТИКА И БИЗНИС АДМИНИСТРАЦИЈА .....</b>	<b>16</b>
<b>SESSION: BUSINESS LOGISTICS &amp; BUSINESS ADMINISTRATION .....</b>	<b>16</b>
Tatjana Boshkov; Mishko Djidrov - CIRCULAR ECONOMY DEVELOPMENT AND RESOURCE EFFICIENCY: EVIDENCE FOR MACEDONIA .....	17
Dushko Joseski; Tatjana Boshkov - MONETARY ECONOMICS: POST-KEYNESIAN STOCK-FLOW CONSISTENT APPROACH (PK-SCF) VERSUS NEW-KEYNESIAN DYNAMIC STOCHASTIC GENERAL EQUILIBRIUM (NK-DSGE) .....	25
Елизабета Митрева; Трајанка Стојменова; Златко Трајковски - ПРИМЕНА НА МЕТОДОЛОГИЈАТА НА ДИГИТАЛНИ ЛОГИЧКИ СИСТЕМИ ВО ТРАНСПОРТОТ ВО ТИМОКОМ ЛОГИЧКИ СИСТЕМ .....	59
Емануела Есмерова; Драшко Атанасоски - МОДЕЛИ НА РАЗВОЈ НА ЧОВЕЧКИТЕ РЕСУРСИ ВО ЕКОНОМИЈАТА НА ПРЕТПРИЈАТИЈА.....	72
Марија Магдинчева-Шопова; Анета Стојановска-Стефанова - ПОЛИТИКИ И ПРАКТИКИ ЗА РАЗВОЈ НА СОЦИЈАЛНОТО ПРЕТПРИЕМНИШТВО .....	80
Анета Стојановска-Стефанова; Марија Магдинчева-Шопова; Христина Рунчева-Тасев - СОЦИО-ЕКОНОМСКОТО ВЛИЈАНИЕ НА КОВИД-19: МАКЕДОНСКИОТ СЛУЧАЈ СО РАЗВОЈ НА Е-ТРГОВИЈАТА .....	86
Žarko Rađenović - TRANSPORTATION MANAGEMENT SYSTEMS: LOGISTICS PERFORMANCE INDEX APPROACH .....	100
Ивица Јосифовиќ; Игор Камбовски - ВИЗНАТА ПОЛИТИКА НА ЕВРОПСКАТА УНИЈА ВО ДОГОВОРОТ ОД ЛИСАБОН: ПРЕДИЗВИЦИ И ПЕРСПЕКТИВИ .....	109
Svetla Panayotova; Ventsislava Nikolova-Minkova - IMPORTANCE OF INTELLECTUAL PROPERTY FOR SMEs IN THE DIGITAL ECONOMY .....	120
Ventsislava Nikolova-Minkova - ECONOMIC PERSPECTIVES ON INTELLECTUAL PROPERTY MANAGEMENT .....	128
Mimoza Serafimova; Bobana Stefanoska - SOCIO-ECONOMIC IMPACT OF COVID-19 CRISIS ON HUMAN RESOURCES AND COMPANIES .....	135
Александра Жежова - ОДНЕСУВАЊЕТО НА ЛИЧНОСТА И ПОЗИЦИЈАТА НА РАБОТНОТО МЕСТО .....	149
<b>СЕСИЈА: ТУРИЗАМ, УГОСТИТЕЛСТВО И ГАСТРОНОМИЈА.....</b>	<b>159</b>
<b>SESSION: TOURISM, HOSPITALITY &amp; GASTRONOMY.....</b>	<b>159</b>
Dushica Popova; Natasha Miteva - SERVICE QUALITY MODELS IN HOSPITALITY INDUSTRY .....	160
Cvetanka Ristova Maglovska; Ivan Durgutov - REBUILDING TOURISM AND TRAVEL FOR THE FUTURE: POLICY RESPONSES TO THE CORONAVIRUS (COVID-19). 167	

Љупчо Јаневски; Климент Наумов - ЕКОТУРИЗМОТ КАКО СПЕЦИФИЧНА ТУРИСТИЧКА ФОРМА ВО НАЦИОНАЛНИТЕ ПАРКОВИ НА РС МАКЕДОНИЈА .....	176
Tatjana Dimitrova; Slavi Dimitrov - TOURISM MANAGEMENT THROUGH PLANNING DOCUMENTS AT REGIONAL AND LOCAL LEVEL .....	183
Никола В. Димитров - РЕГИОНАЛЕН ПРЕГЛЕД НА ПЛАНИНСКИОТ ТУРИЗАМ ВО РС МАКЕДОНИЈА .....	192
Душица Матета Гилова; Елизабета Митева - ГЛОБАЛИЗАЦИЈАТА И ТУРИЗМОТ ВО РЕПУБЛИКА СЕВЕРНА МАКЕДОНИЈА .....	204
Dora Kabakchieva - ADDITIONAL VALUE AND EFFECT OF DIGITALIZATION IN TOURISM .....	220
Илија Закоски - УЛОГА НА ИНТЕРНЕТОТ ПРИ ИЗБОР НА ТУРИСТИЧКА ДЕСТИНАЦИЈА И ОРГАНИЗАЦИЈА НА ТУРИСТИЧКО ПАТУВАЊЕ .....	230
Dragan Tezanovic; Sanja Filipovic; Maja Banjak - COFFEE AS A SIGNIFICANCE SEGMENT OF THE CATERING OFFER - CASE STUDY OF THE CITY NIŠ .....	238
Biljana Petrevska; Dajana Vjelajac; Bojan Djercan - DARK SKY TOURISM: PROSPECTS AND CHALLENGES FOR NORTH MACEDONIA .....	245
Перпарим Кахили - КЛИМАТСКИ И ХИДРОГРАФСКИ КАРАКТЕРИСТИКИ ВО РАЗВОЈОТ НА ТУРИЗМОТ ВО РЕГИОНОТ ЈИЛАН .....	254
Дарко Мајхошев; Цане Котески - ЛИСТИ НА УНЕСКО ЗА ЗАШТИТА НА СВЕТСКОТО НАСЛЕДСТВО СО ПОСЕБЕН ОСВРТ НА ЛИСТАТА НА СВЕТСКО НАСЛЕДСТВО ВО ОПАСНОСТ .....	264
Monika Angeloska- Dichovska; Katerina Vojkovska; Elizabeta Tosheva - INNOVATION STRATEGIES FOR YOUTH TOURISM AS A CONTRIBUTION TO THE ECONOMIC DEVELOPMENT OF THE WESTERN BALKAN COUNTRIES .....	274
Naser Bresa - VERMICA -TOURIST OASIS, CULTIVATOR AND SERVER OF TROUT .....	285
Арбен Халили; Мислим Зендели - АПИТУРИЗАМ КАКО НОВА ДИМЕНЗИЈА ЗА ПАТУВАЊЕ НИЗ ШАР ПЛАНИНА .....	292
Билјана Николовска - ПРЕДИЗВИЦИ И ИНОВАЦИИ НА МАКЕДОНСКИТЕ ТУРОПЕРАТОРИ СО ПОСЕБЕН ОСВРТ НА ПЕРИОДОТ ОД 2019 ДО 2021 ГОДИНА .....	302
Зоран Николовски - ОРГАНИЗАЦИЈА И КЕТЕРИНГ НА ДЕЛОВНИ НАСТАНИ НИЗ ПРИЗМА НА МАКЕДОНСКИТЕ КЕТЕРИНГ КОМПАНИИ .....	309
Vanya Vasileva; Iliana Dimitrova - DEVELOPMENT OF GOLF TOURISM ON THE NORTHERN BULGARIAN BLACK SEA COAST .....	316
Васко Шутаров - ГАСТРОДИПЛОМАТИЈА ВО ВРЕМЕ НА ПАНДЕМИЈА .....	327
Velibor Tasevski - IMPACT OF THE COVID 19 PANDEMIC ON NUMBER OF TOURISTS IN REPUBLIC OF N. MACEDONIA .....	337
Цане Котески; Александар Магдески - СОВРЕМЕНИ ФОРМИ НА МЕЃУНАРОДЕН ТУРИЗАМ СО ПОСЕБЕН ОСВРТ НА ГРАДСКИОТ И ЕВЕНТ ТУРИЗМОТ .....	344

Karlo Mac; Cvetan Kovac - THE IMPACT OF CRISIS ON THE SEASONALITY OF CROATIAN TOURISM AFTER 2000 .....	362
Златко Јаковлев - МЕНАЏМЕНТ НА АНИМАЦИЈАТА ВО ТУРИСТИЧКО - УГОСТИТЕЛСКИТЕ ПРЕТПРИЈАТИЈА .....	370
Тања Ангелкова Петкова; Цветанка Ристова Магловска - ЗНАЧЕЊЕТО НА ТУРИСТИЧКИТЕ АГЕНЦИИ ЗА РАЗВОЈ НА МАКЕДОНИЈА КАКО АТРАКТИВНА ТУРИСТИЧКА ДЕСТИНАЦИЈА.....	379

## **VERMICA -TOURIST OASIS, CULTIVATOR AND SERVER OF TROUT**

Naser Bresa

PhD. Faculty of tourism and business logistics, n\_bresa@yahoo.com

### **Abstract**

Vermica, an oasis in the region and more, is known for the very professional cultivation and serving of fish-salmo trutto. The purpose of the study is to research the service capacities of restaurants and the opportunities for visitors to stay in the area of the White Drin (Drini i Bardhë) valley in Prizren region. The methodology used in this research involves: interviewing, discussion, comparing and contrasting data of hotels and restaurants in the fish area-Vermica. The derived and analysed data provide information about an oasis of restaurants that serve fish grown in estauries - cultivation ponds (open or closed type)

This isolated area from the mountain ranges of Koretnik in the South-West and Pashtrik in the North-West together with the flow of the White Drini River builds a Mediterranean climate with numerous streams of trade winds from the Adriatic and Ionian Sea.

The results obtained from this research are encouraging for the quality of fish farming, the way of cooking and serving in restaurants and hotels, although, a complementary element is the safety of each visitor, both in terms of sanitation and in civil security.

**Keywords:** Vermica, fish, salmon, pond, white Drin.

### **Introduction**

The Vermica village is known in the entire territory of Kosovo, then further in Albania and North Macedonia for fresh fish, its cooking and serving creating an authority towards many other regions. In this village, there are some restaurants and lately hotels, some of the 5-star category separated by the highway Prizren-Kukes. The restaurants of this valley possess several years of tradition, and eventually they increased the standard of services proportionally to the increasing competition as well as the local and regional visitors' needs. It is important to point out that the owners and managers of these restaurants are part of an undeclared war, always improving the quality of the service, specialties as according to what the restaurant has to offer. This undeclared competition that serves to the qualitative side of gastronomy, the way service staff works, then the communication with the client are extraordinary resources to attract tourists. Vermica is the lowest trough of Kosovo with 275m over sea level, where the White Drin flows in the Albanian Territory, a gorge where the Adriatic Sea current creates a thumping Mediterranean climate with healing and rehabilitation properties. The quality of the water coming from Sharr mountains, creates a stream where the trout is cultivated. The fresh and cold water, full of oxygen but lacks the organic matter serves as a pre condition to the qualitative cultivation of trout fish. These restaurants are blessed with this natural resource that enables fish cultivation and breeding that leads to professional fish cookings and extraordinary benefits from this very impressive asset for local and international nutritionists. On the other side of the road, near the lake, it is possible to see many restaurants. Visitors that chose these places enjoy the fresh water and breeze from a landscape full of ecologic values. Despite what this valley or the Vermica village has to offer, as mentioned above was the trout fish cultivations and servings, there are many disadvantages that characterize this place. Amongst them is the lack of interconnection infrastructure for these existing

restaurants and hotels, there are no hiking trails inside this oasis called Vermica-fish, as well as there is a lack of wastewater treatment along with other issues like electrification a problem to be solved by the local government institution together with the businesses' initiatives. The purpose of this research paper is showing the existing capacities in tourism development in the oasis called Vermica, then its eco-diverse values including fish, almost autochthonous-Trout (the positive impact this food has in our bodies). This paper aims to offer options to the visitors and potentially stimulate them to visit these places. It is assumed that there is very less information given to potential visitors about the extra fish services, and the benefits the food will bring, if one comes once, there will be no doubts for a second visit. It is important to point out that the cooperation with the business owners and managers was the number one aid for the data of this research. The analysed data for this research is objective, accountable and is done in cooperation with the businesses' owners, therefore can be used by the local institutions as reliable and valid data for improvement purposes.

### The exposition of one of the hotels in Vermica Valley

Photo 1. "Univers" Hotel and Restaurant Vermica



"Univers" Hotel is placed in an altitude of 169m above the sea level, with a very specific infrastructure, as part of which is the natural current basin, as well as two "Penthouses" with a spring in the middle. The upper part of the ceiling is made of glass that offers a full transparency from the inside to attract the eye with the special mountains' biodiversity around. The hotel as part of the complex, has a convenient infrastructure with 20 rooms, 40 beds adjustable to the needs. As for annual use, the hotel has a symbolic number of beneficiaries, and not as much as it has to offer. One of the problems is the pandemics.

### Results and Analyses

Table 1. The current number of the visitors (July 2020/August 2021), that used the resources of the "Univers" hotel

Nr	Days	Weeks	Months	Year 2020/2021	In total
----	------	-------	--------	-------------------	----------

1	4	28	84	1008	1008
---	---	----	----	------	------

Another characteristic of this hotel is room service, then safety in the outmost level including the space all around and finally place next to the promenade as part of the restaurant. The promade is placed near two parts of the road, more importantly the road does not separate the hotel and the restaurant, the road joins two parts like a bridge. It is important to point out that the visitors are usually daily ones usually local visitors, however, there are cases when international tourists come for a daily visit. For a number of visitors there are offered qualitative conditions in any time of the day.

Photo 2. Hotel- Restaurant Univeris



An impressive view of the Restarurant Univeris in Vermica is available in the picture above. This restaurant together with this view offers very qualitative services inside the complex of Vermica valley, Prizren. The restaurant belongs to the open type, the fresh breeze comes from the waves and the continental climate adds oxygen to the healing air for chronic diseases. In other words, the union of two climates creates rehabilitation and energization to the human body. The “Univeris” restaurant has several exits, has the playground for the kids, then the terrace system giving extraordinary landscape views with the colours of the artificial lake-Vermice. The lake creates bioenergetic and images towards positive thinking. The capacities of the restaurant are on the level of the visitors’ needs, exclusively at the weekends, the clients come from Kosovo about 80 %, but there are also visitors from Albania about 20%. A characteristic that adds nutritive value, except the traditional fish- The Trout is that they also serve Mexican food (beef fajitas-chicken fajitas), Asian specialties (Tai beef-Tai Chicken) that distinguishes this cuisine from other cuisins of this valley, as well as professional services with a trained staff according to the standards of the hotel assigned from the tourism sector and gastronomy in Kosovo.

Table 2. The capacities of the hotel/Vermice 2020/2021

Nr	Name of the hotel	Rooms	Beds	Tables	Chairs	Employed	Women /Men
1	Univeris Hotel and Restaurant	20	40	120	480	30	M / 27 W / 3
2	Like site Hotel and restaurant	57	70	150	600	31	M 26 W 5
3	Jeta Restaurant	/	/	40	160	5	M 5

4	Liqeni Restaurant	/	/	100	500	25	M / 20 W / 5
5	Iliria Restaurant	/	/	250	1000	40	M 40
6	Mifabeli Restaurant	/	/	80	320	20	20 / M
7	In total	82	154	590	3600	120	M / 138 F / 13

In this table above there are presented the statistical data organized on time: daily, weekly, monthly and annual aspect. It is aimed that through accurate data, the actual condition of the capacity of the hotels is presented. A special attention is lately given when more hotels are being built creating new standards every day. Earlier, there were only 20 rooms and the only hotel acceptable was the Univers Hotel, now there are 62 extra rooms in a hotel that is currently being built. Another element that comes together with the increment of the hotel's capacities is increasing the number of the employees, specifically the employed women as kitchen staff and other services. As compared to last 2 years, over 70% of the total number of rooms and about 40% of beds and other elements is increased, simultaneously the income of the employees are increased too. Gradually, the Vermica valley is taking its well-deserved place in economy development, without having any support from the local or central government.

Table 3. The number of visitors per day, week, month and year 2020 / 2021

Nr	Hotel and restaurants	Daily	Weekly	Monthly	In total
1	Univers Hotel and restaurant	300	2100	8400	100.800
2	Likeside hotel	280	400	9600	115.200
3	Jeta restaurant	40	280	1120	13.440
4	Liqeni restaurant	270	1890	7560	90.720
5	Iliria restaurant	335	2010	8040	96.480
6	Mifabeli restaurant	85	510	2040	24.480
7	In Total	1.430	9680	36.760	441.120

In this table, there have been shown reliable and valid data about the visitors of restaurants of Vermica Valley, a number that changes every year, either that because of the increased quality of service or the total economic development. In certain restaurants, fresh fish is served, mostly-Trout because the majority of the restaurants have cultivating basins for fresh fish. The stream is fresh, so there is water flowing from Vermica mountains, no waste, no pesticides, no organic waste, water that completes almost all the drink parameters. It is important that the number of visitors in Vermica Valley, more specifically in hotels and restaurants, compared to one another shows that is an open competition, generally in increasing the quality in many directions: infrastructure and a very qualitative service, staff practice and re-modeling starting from the basis like the kitchen till the waiters that create the first impression of every visitor. The investments show that there has been an awareness amongst the owners for a more qualitative service. Referred to authentic numbers, it can be concluded that the number of daily visitors in the restaurants of this valley is above 1500, weekly is over 9680 visitors, and monthly the numbers go up to 36.000 visitors. In a year, the number of visitors tend to be up to 441.000, if converted to monetary value, it is about 4 million euros. This leads to the assumption that there must be a better infrastructure, since Vermica is not an easy weight in the economy development, therefore a network among the restaurants and hotels is needed and creating hiking trails in mountains too. Electrification, organic and inorganic waste management, as well as the safety element must be a top priority as pre-conditions for tourism development of a place like Vermica whose main source is the fish-Trout. Vermica and the restaurants are not further than 1.2 km from the Albania-Kosovo border, therefore this place is closer to some villages of their neighbour country of Albania to visit an area with special services.



### **Rural tourism and economic development**

The results of this research are based on empirical data from the number of visitors per day, week and month are directly related to the general costs in these hotels per day, week and month in the area of Vermica valley. As it was pointed out above, from all 6 active restaurants that offer their services in Vermica village, the daily turnover of tourists is about 1500 visitors. At the weekends, this number usually goes double that leads to some other calculations, in an average of 9680 visitors in this oasis, the daily turnover during the weekends (based on the capacity of the hotel) is about 85.000 euros.

A relevant number of the visitors come for the food, and at least one drink. As a result, Vermica – the fish village, is very frequented and financial means are a result of the work the owners of these businesses have done. This automatically leads to thinking about a financial stability for the workers and professionals of restaurants and hotels, their families and more. Based on the statistics, it is assumed that this village is an added value to our economy moreover their responsibilities to the country of Kosovo are fulfilled. This serves to the level of GDP as part of incomes when the consumer coupons are shared as accordingly.

### **The blue revolution and tourism**

Generally, in the moments when there have been fewer nutritional reserves because of the overpopulation, climate change-drought or any other natural disaster like fires, there has been this natural compensation and cooperation in giving nutrition in water, seas and oceans which makes the point of calling it as the Blue Revolution. In this context, Vermica valley is oriented on fish as an alternative food with nutritional values and easily digestive having curative effects for those people who lack the vitamin present in fish. The proteins and vitamins, two specific values of the fish, are caloric properties serving to all types of people. The mentioned places on this paper for having a qualitative fish cooking include only fish that is found in the complete natural stream- those that are self-feeding fish and then self-feeding fish in basins and not fish that is cultivated in basins frequented by birds and especially birds passing by in dirty basis. The risk is related specifically to birds since they are able to pollute the water of the basin through their faeces because it is rich in uric acid but also has these bacteria: Stafilococce, Streptococce, Salmonella and Shigella. These bacteria parasitize on the head of the fish, which can then cause food poisoning to the consumer. Another important fact is that the head of the fish serves as a bacteria collector creating the needed conditions to carry a vertical or horizontal line of infection. Today in the world, the gastronomy is divided in three sectors: a) Cuisine with all types of meat. b) vegetarian food and c) mediating cuisine between the first one and the second one, such as fish. Fish is a very suggested alternative that is not part of those two extremes. Vermica is a very good alternative to those who want to eat healthy.

### **Regional cooperation as a good opportunity in tourism development**

The border area Albania-Kosovo offers opportunities for tourism development in daily or weekly basis depending on the visitors' interests. Vermica is well known in Albania, moreover, it is said that during the weeked, many visitors from different places of Albania, generally families every weekend. Special food like cooking fish on amber, barbecued fish and other forms are glamorous and seductive to the visitors outside the country that have immediate impact in regional tourism development, a phenomenon that is extraordinary important for economic development between two countries. It is important to point out that, while the majority of Kosovo citizens leave the country for Albania, many Albanian citizens do the opposite- visiting Kosovo more specifically the referred place – Vermica. This form of exchange comes as a result of qualitative food this place has to offer. Until now, this form of cooperation is only a matter of desire between the two countries, there are no initiatives of companies or government institutions either local or central that will lead to creating a platform with of mutual

collaboration. This is expected to have an important effect in inviting more visitors. Turizmi rajonal, si në rastin konkret në Vërmicë, do të rezultoi më zhvillim infrastrukturor, zhvillim logjistik-shërbimesh shtesë, si parqe me shetitore, elektrifikim, rrjetëzim në mes të objekteve afariste, për të nxitur ecjenë bjesht të Koretnikut përmes shtigjeve lëvizëse. Projekte vizionare do të ndikonin që turisti ditor do prenotoi qëndrim dy-tre ditor qëndrim, për të shijuar pasurit eko-diversitare që ofron ky mjedis ndërkuftar.

Regional tourism, as in Vermica, will result in infrastructure improvement, service and logistics development, parks and trails, electrification and networking between business facilities to promote hiking in Koretniku's mountains through trails. Visionary projects will have impact in pushing the visitor to stay more than one day to enjoy the eco-diverse resources this environment has to offer. This research paper has several aims: to show the actual situation, to create a collaborative environment between the current businesses and other regional initiatives in the city of Kukes (Albania), as well as to increase the responsibility among local and central institutions for project development that would enable all-inclusive tourism development.

#### References

1. B.Naser, K.Cane, D. Nikolla, Science ëork, published in Gevgelia,
2. ËINTER TOURISM SERVING AS BASIS FOR ECONOMIC DEVELOPMENT IN BROD- THE REGION OF PRIZREN, 13 Novmber, 2020.
3. B.Naser, K.Cane, J. Zlatko., D. Nikolla, Science ëork, published in Bulgaria, GEOGRAPHY, REGIONAL DEVELOPMENT AND EDUCATION 3-4 November 2017 Topic-Rural Tourism and its development in Prizren area.
4. K.Cane (2006), Negative impact repealed municipalities: Vitoliste Staravina on rural development Mariovo. In: Institute for Geography- Skopje, 30-03-01-April 2006, Scientific Symposium ëith International Participation Rural Areas in the Modern Development Conditions Tom 2.
5. B.Naser, J. Zlatko, Science ëork published in Gevgelia- CHALLENGES OF TOURISM AND BUSINESS LOGISTICS »ISCTBL 2017« October 24-25, 2017. Top''ic-Tourism development trends in Prizren
6. B.Naser, K.Cane, ëork published in Gevgelia- CHALLENGES OF TOURISM AND BUSINESS LOGISTICS »ISCTBL 2017« October 24-25, 2017 Topic- The methodology of tourism survey in Prizren