

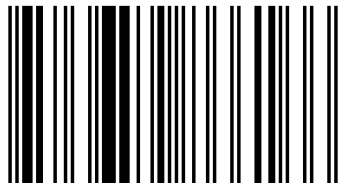
The motives and desires for tourist travel that occur in humans can be achieved only if there are objective (leisure, means) and subjective conditions. Those conditions moving into the factors rise if people become tourists, and they could work towards developing tourism. They are spacious, natural and anthropogenic factors. The spatial environment factors that make tourist-geographical position, natural factors as elements (relief, climate, hydrographic, flora and fauna), and anthropogenic factors are mainly the result of human activities (cultural and historical monuments, ethnographic values, art works) and socioeconomic achievement (settlements, communications, economic aspects, etc.).



Nikola Cuculeski  
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## Comparative study of Ohrid and Bled

Nikola Cuculeski, PhD, has over 7 years of experience in the field of tourism, management, marketing in tourism as well as strategic marketing and consumer behaviour in tourism. He is a young but very ambitious professional that already has a background in lecturing and consultancy. At the moment he works as a Professor in the field of tourism.



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# Comparative study of Ohrid and Bled: differences and similarities

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## **1. Comparative study with Bled**

The motives and desires for tourist travel that occur in humans can be achieved only if there are objective (leisure, means) and subjective conditions. Those conditions moving into the factors rise if people become tourists, and they could work towards developing tourism. They are spacious, natural and anthropogenic factors. The spatial environment factors that make tourist-geographical position, natural factors as elements (relief, climate, hydrographic, flora and fauna), and anthropogenic factors are mainly the result of human activities (cultural and historical monuments, ethnographic values, art works) and socioeconomic achievement (settlements, communications, economic aspects, etc.). Of all the factors referred to specifically important, and often constitute the main prerequisite for tourism development in a certain space: spatial (tourist-geographical position) and natural factors (Laws, 1995).

## **2. Tourist-geographical position**

According to Marinovski (2001), the tourist-geographical position especially towards the emitive countries is very important because if the other motives are on the same level, tourists will travel to the nearest tourist destination. In that way, the parameters regarding the most emitive zones should be monitored constantly in order to get more information and knowledge about the habits and manners of the travelers from those countries.

### **2.1. Macedonia and Ohrid**

The main determinant of the value of the geopolitical position of the Republic of Macedonia, which covers an area of 25.713 km<sup>2</sup> is its position in the central part of the Balkan Peninsula, with many favorable attributes in many spatial components of regional and international links. The territory of the Republic of Macedonia has expressed very important natural factors visible through heterogeneous mosaic of relief, various climatic conditions, numerous hydrographic facilities, diverse flora and fauna and many interesting motifs in particular anthropogenic cultural-historical and ethnographic motives, values the diversity created as settlements, tourist facilities, and communications and so on. These factors offer great opportunities for development of various tourism activities throughout the year (Marinovski, 2001).

In the development of the tourism in Macedonia, still insufficient benefits from the advantages provided by tourist-geographical position for more intense development of tourist flows are present. In this respect insufficient opportunities are used to connect to all neighboring countries, despite very favorable transit flows and created favorable political relations. Through the middle part of the Republic goes international line which starts from S. and SW. which goes to Europe and the Middle East and S. Africa. Wider importance has the transversal line that connects the Adriatic and the Black Sea and our best winter sports centers and tourist attractions that in Europe there is evident interest for. These are potentials that the Republic has and can be a great opportunity for tourism development. It is assumed that in future a large part of the European tourist flows will be directed largely towards the Mediterranean coasts respectively to the warm seas. Within this area important tourist motives are our natural lakes: Ohrid, Prespa and Dojran. Similar trends are expected among the domestic tourists, i.e. the domestic tourist market demand.

According to Marinoski, (2001), Republic of Macedonia has a very important geopolitical and international interregional position expressed with particular predisposition for the development of transit tourism. Towards this I would add the obvious great interest in Europe and especially mountain winter sports centers about this issue. In this sense for many European tourists especially those from highly industrialized and urbanized areas will be a significant desire for their discovery of many new areas, especially those who are still in original condition (preserved) and naturalness with which we have a large number, and of different nature.

Today the Republic of Macedonia regarding the emitive areas is still very remote. It is one of restrictive factors for development of tourism. However, the impact factor can easily be overcome by improving transport links (Marinoski, 2001).

Macedonia may have major constellations in European tourist perspective. It is assumed that the interest and application areas with special natural beauty, areas preserved in a natural state and unpolluted areas in Western Europe will be over there because they will have less and less. It is therefore very important how to organize and use the space for development of tourism and recreation and how to make

sense and skills to perform excellent for this kind of purpose which may at any time be outstanding impetus for the development of foreign tourism. From this comes the geo-political situation of the Republic of Macedonia in functional terms can be estimated as: transit, contacts and polyvalent. The fact that about 14 million passengers with about 8 million foreign tourists a year transit through the country in certain periods of time, unambiguously confirms the conclusion that it has a large tourist-transit function. It is assumed that the realization of all transit corridors in the country regarding travel will become even more frequent.

The contact geopolitical position of the Republic of Macedonia is also reflected by the openness of all its external borders because today there are good neighborly relations with all neighboring countries. It is also a positive element for successful tourism development and opportunities for further development of near the border kind of tourism.

Polyvalence of tourism is reflected in the diversity of our territory (dynamic terrain, diverse climate, hydrographic, flora and fauna, rich landscape, cultural and historical monuments, etc.). It is significant that on such little space, there is a large concentration of numerous and diverse tourism resources with complexity and attractiveness which offer a high degree of charm and great opportunities to develop more types of tourism.

Ohrid is doubtless one of the most attractive tourist cities in Republic of Macedonia, with population of 41.146 inhabitants. It's built over the northeast coast of the Lake of Ohrid, on altitude above sea level of 693-750m, in the southwest part of the Republic.

But, beside its peripheral position, it's said that all roads lead to Ohrid. The city is connected to all important highway directions in the country. We can reach Ohrid from Skopje by three main communication lines: Skopje-Tetovo-Gostivar-Kicevo-Ohrid; Skopje-Tetovo-Gostivar-Mavrovo-Debar-Ohrid and Skopje-Veles-Prilep-Bitola-Resen-Ohrid. The first one is the shortest, long 168 km. The most attractive is the second one, which leads through the valley of one of the most vivid rivers on the Balkan, the river Radika.

The point that gives the city the attribute of most affirmative tourist centre, besides other values, is the beautiful Lake Ohrid. This lake is really the most valuable pearl not only on the Balkan, but in Europe too.

The city and the Lake Ohrid are localities under protection of UNESCO (Marinoski, 2001).

## **2.2. Slovenia and Bled**

According to Benedik, (2003), Slovenia is situated in Central Europe touching the Alps and bordering the Mediterranean. The Alps — including the Julian Alps, the Kamnik-Savinja Alps and the Karavanke chain, as well as the Pohorje massif — dominate Northern Slovenia along its long border to Austria. Slovenia's Adriatic coastline stretches approximately 43 km (27 mi) from Italy to Croatia.

The term "Karst" originated in southwestern Slovenia's Karst Plateau (Slovene: Kras), a limestone region of underground rivers, gorges, and caves, between Ljubljana and the Mediterranean.

On the Pannonian plain to the East and Northeast, toward the Croatian and Hungarian borders, the landscape is essentially flat. However, the majority of Slovenian terrain is hilly or mountainous, with around 90% of the surface 200 meters or more above sea level.

Slovenia has submediterranean climate on the coast, continental climate with mild to hot summers and cold winters on the plateaux and in the valleys to the east. Precipitation is high away from the coast, with the spring being particularly prone to rainfall. Slovenia's Alps have frequent snowfalls during the winter.

A short coastal strip on the Adriatic, an alpine mountain region adjacent to Italy and Austria, mixed mountain and valleys with numerous rivers to the east.

There is only one natural island in Slovenia: Bled Island in Lake Bled in the country's northwest.

With immense natural beauty, Bled, together with its surroundings, ranks among the most beautiful alpine resorts, renowned for its mild, healing climate and thermal lake water. The beauty of the mountains reflected on the lake, the sun, the serenity and the fresh air arouse pleasant feelings in visitors throughout the year, guaranteeing an ideal base or a relaxing break or an active holiday. Bled attracts businessmen, artists, athletes, explorers, sport enthusiasts, the old and the young, from all over the world, enchanting them to return again and again.

Basic information

Altitude: 501 m., Castle Hill: 604 m., Mt. Straža: 646 m. Number of inhabitants: 5476. Tourist capacity: approximately 5000 beds. Lake:

altitude 475 m, length 2120 m, width 1380 m, area 144 ha, maximum depth 30.6 m, maximum annual water temperature is 26°C.

#### Climate

Bled's is a mild, healthy sub-Alpine climate with the longest swimming season of any Alpine resort. The ridges of the Julian Alps and the Karavanke protect it from the chilly northern winds. During the summer months there is no fog. The average monthly temperature in July is 19°C and in January -1.7°.

### **2.3. Comparison of the tourist-geographical position of Ohrid and Bled**

As for the first point of this comparative study it can be concluded that both countries Macedonia and Slovenia are surrounded with mountains from all sides; don't have terrain under sea-side, but both have a pearl of a city. For Macedonia that is Ohrid, and for Slovenia that is Bled. It is a fact that the infrastructure is much more developed in Slovenia and therefore the transitness is on much higher level. Macedonia on the other hand has low quality of infrastructure, low level of transitness and as an implication low income and multiplicative function.

Ohrid on the other hand is easily accessible via three different roads, but the infrastructure is on the low level of quality. Improvements are needed urgently. The geographical position of Ohrid is favorable; its climate is in some way Mediterranean and has mild winter and warm summer.

Bled as well is easily accessible, and its climate is under influence of the Alps, so the temperature is lower than in Ohrid, but still pleasant.

So, it can be concluded that both destinations are in favorable position in terms of accessibility, but Ohrid with urgency of improvement of the infrastructure to the city and in the city itself.

### **3. Approach towards the natural factors as an integrative part in the tourist product**

Natural factors are one of the main ingredients of the tourist product. It is widely known that the natural factors are the main attractor for tourist who want to rest and enjoy in nature, climate, geology as well as hydrograph factors (Marinoski, 2001).

### **3.1. Ohrid**

Tourist potentials in general can be divided into two categories, if his criteria are taken into the manner of their occurrence. They are natural and anthropogenic (created) Tourism potentials (Marinoski, 2001). This section will consider only natural potentials, with which Ohrid is rich and who represent a solid basis for the development of many types of tourism. The existing tourist valorization still does not match the true value of tourism tourist potential here because there is enough space tourist resort expansion. A number of our tourist potentials, the larger or smaller areas are still in original condition, with a high degree of preservation, greater road connectivity and opportunities for complementary development of many types of tourism in a small space. In Ohrid there is a different density and very specific spatial differentiation of the tourist potentials. Some spatial units are very large while others with much less tourist potentials, i.e. some regions, zones and sites have International and others regional, national or local importance.

All tourist potential here, like the territorial complexes have linear or group differentiation. The forms of phenomena and types of tourism are caused mostly by natural potentials, from:

- Geomorphologic tourism potential
- Climate tourism potential
- Hydrographic tourism potential and
- Natural rarities and values of tourism potential

The differentiation of these potentials and their shapes appear very diverse throughout the city.

#### **3.1.1. Geomorphologic tourism potential**

Potentials of utmost importance for tourism development are mountains, ravines, caves, and specific micro forms of relief.

Mountains. The main impetus for the development of mountain tourism in the first time was because every time health residing in the mountain is the only ways to treat some diseases. Besides this motif in the mountains, today the motifs are increasingly developed: recreational and tourism in nature where human mentally and physically enjoy natural phenomena, landscapes and beauty, then winter recreation (skiing), hunting tourism and more. So stay in the mountains means enjoy the

mountain landscape but also an opportunity to improve personal health, because the mountainous areas reflect positively on the heart-and blood system and have a beneficial effect on the human psyche. Always recreational activities of mountain hiking, alpinism, winter recreational sports, picnics, visits of the monuments are an opportunity for physical and psychological recovery of the human organism and to establish a balance and to eliminate negative consequences of the work. But the changes that occurred and in life habits, the emergence of free time and need more people to be active in nature, impose a need for finding, creating and editing the mountain areas for tourism development (Marinoski, 2001).

In general, the relief in Ohrid is very attractive and provides vast opportunities for tourism development. Lately, more and more in the city is developing so-called Cultural tourism, which includes visits to national parks, strict nature reserves, etc., as well as visit and meditation in nature.

Of all the geomorphologic potential for tourism here, the mountains are most prevalent. Namely, Ohrid has the physiognomy of mountainous character with a very large vertical and horizontal development of the relief.

Tourism value of mountain Galicica - The main characteristic, especially in the high mountains like Galicica is to:

- Extremely favorable configuration structure, suitable for almost all possible winter and summer resort and recreational activities
- Large preserved nature
- Existence of mixed forest-grass surface without the rocky parts, without vivid avalanche zones, suitable for mountain walks
- Clean air and high transparency in the atmosphere

The fauna on Mount Galicica is diverse, with some 170 vertebrate species: 40 mammals, 124 recorded birds, 10 amphibians and 18 reptiles.

Therefore, mountain Galicica, especially the sites have great opportunities to engage in the modern tourism cycles, even to be competitive by offering summer and winter mountain content as areas using domestic and foreign markets. Galicica Mountain has great opportunities for development of winter tourism. This will confirm the results of diversity analysis, to develop winter sports of the highest

quality. For the people: the season of use, the thickness of snow cover, its duration, climate, soil quality, exposure, slope of terrain, position, traffic connection and an array of other elements.

According to detailed studies of areas for winter sports of our mountains, seeing that they can form winter sports centers in which the total length the tracks would be around 2750 m (Atanasovski,1998).

Caves. According to Marinoski, (2001), karst areas in Macedonia occupy about 2440 km<sup>2</sup>, representing 9.4% of the total area. With speleological research, about 250 caves and pits have been investigated. The most studied morphology, hydrograph and in some caves and lower and upper Pliocene fauna. All caves are mostly short (1 km), without imposing any size, with a specific construction of canals, with little cave decorations with a specific craggy hydrograph and some paleontological findings. Caves are very attractive for guests, especially important for use in tourism, sports and recreation, scientific, cultural and other purposes. In Ohrid there are several, Samoska Galicica long gap of 301 m, Naum cave is located in the coastal area of Lake Ohrid and other. Most of these caves are small in size, without a greater presence of decoration, but many specific morphology of their interior which with external travel patterns are a tourist attraction. Interesting development of tourism can be a lot smaller caves only if they are in close proximity to other important tourist motives.

### **3.1.2. Climate-tourism potential**

Climate of some region is determined as a synthesis of weather types for determined period of time and that climate depends on circulation, solar, geographic and anthropological factors.

As a result of its geographic location, closeness of Adriatic Sea and existence of orographic barriers, the climate of Ohrid Lake basin is mostly determined by Mediterranean influences (from south), as well as continental ones (from north).

Specific climatic characteristics of Ohrid region are significantly conditioned by the influence of Ohrid Lake which appears as a climatic modifier (Marinoski, 2001).

Air temperature. Thermic regime of Ohrid region is specific and conditioned by the heat capacity of the lake and its thermoregulatory influence which is especially felt in winter months and in direct coastal area. Average mean annual air temperature in Ohrid is 11.1°C. The



highest mean monthly values are in July and August, and the lowest values are in January, noting that they have positive values.

In regard to the greater elevation the greater amplitudes in mean monthly temperatures should be expected, but because of the lake influence the temperature is 19.0°C.

Mean monthly maximum temperatures in Ohrid are between 27°C in August and 5.4°C in January, and 26.9 °C in July. Many years measurements in Ohrid have shown that air temperature values for 30 year period have not exceeded absolute maximum of 36.7 °C and absolute minimum of -20.0 °C.

Precipitation. In regard to precipitation arrangement the region belongs to Mediterranean pluviometric regime which is characterized by main maximum of monthly sum of precipitation in November and December, and secondary maximum in late spring, which is in May. The main minimum of precipitation is in July and August. Annual sum of precipitation in Ohrid is 703.1 mm. Monthly sums of the most precipitative months in Ohrid - November is 94.6 (Avramoski, O.,Kycyku S., Naumoski, T.,Panovski, D.,Puka V., Selfo, L. & Watzin, M., 2003). By the monthly precipitation patterns it can be seen that the winter period has in abundance the most precipitation, and quantities which are over 50% of total annual sum. As a result of configuration of the terrain, as well as influence of mentioned factors, number of precipitative days and quantity of precipitation are expressively changeable in space and time and have tendency of increasing not only by increasing of elevation but in the direction south-north, that is by removing from the lake surface.

Detailed investigation of pluviometric regime cause increasing of number of measuring points, as well as their even arrangement in vertical direction.

Relative humidity, insulation and cloudiness. According to Avramoski, O.,Kycyku S., Naumoski, T.,Panovski, D.,Puka V., Selfo, L. & Watzin, M., (2003), relative humidity in Ohrid region comes under the regime of conduct of relative humidity of temperate latitude, which means that in the annual passage, maximum of relative humidity (79% for Ohrid) appears in the coldest months and by stabilization of weather conditions towards July and August relative humidity decreases and reaches the minimum (61% for Ohrid) in the hottest months. Average annual relative humidity in Ohrid is 70%.

Annual sum of duration of solar radiation is 2257 hours. Monthly sum of insolation gradually increases from spring toward summer reaching the maximum in July (309,4 hours), and then it decreases toward autumn and winter reaching its minimum in December (78.5 hours).

Cloudiness in its annual passage coincides with the annual passage of relative humidity, and in opposite passage with insolation. Annual mean value of cloudiness quantity in tens is 5.0 in Ohrid, with maximum values in January and December 6.5 in Ohrid and minimum 2.7.

Wind direction and speed. Ohrid region is characterized by special wind regime conditioned by presence of lake surface. Beside the winds which appear as a result of atmospheric circulation, there are also local winds arisen from unequal heating of land and water. In regard to natural geographic location, it is normal dominant flows in the direction north-south to be expected.

Winds from the north (297‰) and south-west and south direction (179 and 176‰) have the greatest frequency and they are registered in Ohrid. It is represented at the graphic of frequencies of directions and mean speeds by directions in the enclosed wind roses for Ohrid.

Region of continental climate affects Ohrid valley where the impact of the lake and pool is strongly felt. Because of suitable climatic conditions here affects the development of lake tourism and before the summer due to the large number of sunny hours (Ohrid in 2352 and over 12 hours through the summer).

Because of this, climate factors offer great potential for tourism development. However, it has to be emphasized that so far climate tourism value has not been the subject of special research. Therefore, proper research and assessment of climate as a tourism value is necessary that will show how climate affect the human organism. Only in this way would be contributed to a climate-tourist offer.

### **3.1.3. Hydrographic tourism potential**

Many significant tourism potential are hydrographic facilities in particular: springs, rivers, lakes and spas, because the water in combination with the sun, landscape, environment and other characteristics is a basic motive of attracting tourists especially for tourism development stationary. It specifically looks at the use of our natural lakes, and some places spa artificial reservoirs.

Springs

In Ohrid there are many areas with poor capacity, and with average capacity. Among them is the source of St. Naum, with an average capacity of 11 m<sup>3</sup>/sec. Then follows the Biljana Springs. Most of the sources along with their immediate environment are or may be significant tourist motives, because some of them such as source have long been known as picnic areas (Marinoski, 2001).

Lake Ohrid. The Ohrid Lake is the most significant, most visited and attractive potential, so as a major tourist motives tourism potential in the city.

According to Marinoski (2001), Lake Ohrid is a very ancient lake, which lies in a deep trench formed by tectonic subsidence in the late Tertiary period 3.5 to 4 million years ago. It is 31 km long by 14.5 km wide, 289m deep with an average depth of 164m and an area of 358 sq. km, 229.9 sq.km of which are in the Macedonia. Its watershed of 3,921 sq. km extends over three countries. It draws almost half its water via shoreline or underwater springs from Lake Prespa which lies on the other side of Mount Galichica east of the lake. This lake, which is partly in Greece, is 158 meters higher in level, is almost as large as Lake Ohrid, and greatly enlarges the catchment area. The strongest spring, at Sveti Naum on the southeast coast of Lake Ohrid, has 15 outlets which spring above and 30 which rise below the water level, providing a quarter of the lake's total inflow. It is therefore fairly free from enriching sediments and is extremely clear, with a very slow water turnover rate of 60-70 years and temperatures at depth of around 6°C, conditions which until last century had not changed for millennia. However the catchment was enlarged by diversion of the Sateska river in the north into the lake. This was formerly a tributary of the main outflow stream, the Black Drim. It now contributes a high sediment load to the lake from riverbed sand and gravel workings. The town of Ohrid on the lake's northeast shore adjoins the National Park of Mt. Galichica, a massive ridge of porous limestone karst rising above the lake to 2255m, dividing Lake Ohrid from Lake Prespa.

Vegetation. Despite creeping eutrophication, the lake is still oligotrophic. Its phytoplankton productivity is low because of the low concentration of phosphates and nitrates, most of its water coming from springs, and its shores, which are being cleared of reeds, being stony. The zooplankton is also low and monotonous in species composition. The littoral is

nevertheless a rich biotope for waterbirds and young fish. These are flanked by belts dominated by Potamogeton and then by Chara which rings the lake bed between 6-15m deep. Neighboring Galichica National Park contains more than 1,500 species of plants on the slopes of Mount Galichica, amongst them numerous relict and at least 11 endemic forms and some 100 species of plants which are gathered for medical use (Avramoski et al. 2003).

Fauna. Two main ecological communities are found in the lake: littoral or near shore and pelagic or offshore. As one of the oldest lakes in the world Lake Ohrid is a natural museum possessing endemic primeval flora and fauna extinct elsewhere. Its geographic isolation, and the unchanging nature of its environment have preserved large numbers of relict freshwater organisms from the Tertiary period in the pelagic zone, whose close relatives can be found only as fossils, and has encouraged prolific speciation among them. In this it resembles Lake Baikal on a much smaller scale. A very high proportion of its invertebrate species is endemic and includes freshwater shells, crabs and sponges, one being the round Lake Ohrid sponge *Ohridspongia rotunda*. 146 endemic species have been identified. Endemism among these species is 90% of snails, 88% of parasitic infusoria, 71% of flat worms, 66% of small crabs, and 60% of fish. Five of the endemic species are restricted even within the lake to micro-ecosystems. Ten of the lake's 17 fish species are endemic. They include the salmonid Ohrid trout *Salmo letnica* (VU) and belvica *Acantolingua ohridana* (VU). The other species include 12 Cyprinidae, 2 Cobitidae and one Anguillid (Marinoski, 2001).

Cultural heritage. Neolithic settlements have been found on the lake shores and a town known as Lychnidos existed on the site in classical and Hellenistic Greek times. It was peopled by ancestral Phrygians and Illyrians before subjugation by Macedonians and then by Rome. It was important as a major crossroads on the Roman Via Egnatia from the Adriatic to Constantinople.

### **3.1.4. Natural rarities as tourism potential**

Ohrid abounds with a number of extremely valuable natural rarities. It results from high differentiated, expressed relief and its natural beauty and diverse geological composition, the specific climatic conditions and an array of other factors. They create spaces with an extraordinary, natural beauty, and then the possibilities for the occurrence of many

relict and endemic plant and animal species, the presence of many objects as phenomena of nature are preserved in original state as well as many other values that create artificial entities with outstanding natural beauty (Marinoski, 2001).

National Park Galicica. According to Atanasovski, (1998), National Park Galicica is part of the mountain, which in 1958 because of its exceptional natural beauty and characteristic flora and fauna of forests and forest areas was declared as a national park, covering an area of 22,750 ha. The mountain Galicica is typical horst rising between Ohrid and Prespa depression, which attaches particular importance. In morphological terms, the top part is fluviodenudacional surface with three prominent ridges and a large number of karst fields and hollows. The park is rich with diverse flora, from which certain species are very rare or there are no other on the surrounding mountains. A number of species are endemic and unique to this mountain, some of which are endemic to Macedonia, and others are in many Balkan endemic species. Same way, many trees of Galicica reach their ultimate limit of expansion on this part of the Balkan Peninsula. The park has very attractive and curiosity geological, geomorphological and hydrological natural values, such as geological profile in the village Ljubanista, specific sections under the peaks and varnishing peak Magaro, most of surface and underground karst forms, the island city, the source of the monastery Ss. Nahum, coastal lake areas and more.

Monuments of nature. According to Marinoski, (2001), the most important monuments of nature are:

Ohrid Lake, which covers an area of 348 km<sup>2</sup>, out of which 229.9 km<sup>2</sup> belong to Macedonia, and 118.9 km<sup>2</sup> to Albania. It is 30.5-km long and 5.14 km wide. In Peshtani region reaches greatest depth of 289 m and is the deepest lake in the Balkan Peninsula. It features a striking coastline development. Eastern coastline of Ohrid to the village Pestani is low and flat, south of it is high and steep sections cliff, which between villages Trpejca and Ljubanista reaches height of over 100 meters. The lake can be seen in two vivid bays (Ohrid and Ljubanishkiot), more peninsulas: Trpejca, Uchkale, Gorica and Gradiste and more typical hills. The flow of water in the lake is dominated by the large number of coastal springs and river flows, with a small catchment area and flow. The favorable hydrographic conditions and its geographic isolation allow saving and

living about 146 endemic species of organisms. One of them today are living fossils, almost unchanged from the tertiary period, for example, endemic sponge, relict types of snails (about 27), of which about 86% are endemic, then several relict species of intestinal worms, the Ohrid trout, Belvica and other species endemic to the character, and a number of relict plant species. Because of the abundance of natural values and because of the significant cultural and historical values in the wider area (150 archaeological sites, 10 old basilicas, 25 churches from 17-19 century, more than 2000 m<sup>2</sup> frescos over 1000 icons from 11-19 century), Ohrid lake in the year of 1980 was nominated and entered in the list of world cultural heritage as Ohrid natural and cultural-historic area.

All natural rarities have and will have a great picnic and tourist value for their scientific, cultural, educational, educational, and other aesthetic significance. Therefore, natural rarities are a function of future tourism development with the aspects of protection and improvement in the economic aspects will have priority.

### **3.2. Bled**

As for the city of Bled, according to Benedik (2003), the forms of phenomena and types of tourism are caused mostly by natural potentials, from:

- Geomorphologic tourism potential
- Climate tourism potential
- Hydrographic tourism potential and
- Natural rarities and values of tourism potential

#### **3.2.1. Geomorphologic tourism potential**

Potentials of utmost importance for tourism development are mountains, ravines, caves, and specific micro forms of relief.

Mountains. The Julian Alps are the southeastern most section of the great Alpine arc. They extend over the northwestern part of Slovenia and cover a surface area of around 4400 km<sup>2</sup>. The mountain range is divided into two large sections: the Eastern Julian Alps and the Western Julian Alps. There are approximately 150 mountains over 2000 meters high in the Slovene Julian Alps; 25 of these are over 2500 meters high. The Sava and the Soča are the two major rivers rising in the Julian Alps.

The Julian Alps take their name from the Julian dynasty that ruled on the southern side of the Alps and were first mentioned in ancient times. The Julian Alps are built of Mesozoic marine sediments. Tectonic forces created fractures and folding and carved out magnificent rock faces and peaks.

The varied flora and fauna rightly enjoy considerable fame. Natural riches, plentiful water sources and a favorable climate created conditions for early settlement in this wonderful corner of Europe. The Julian Alps are one of the world's treasures - a challenge to every climber and a source of pleasure for every traveler.

A view of the Soča and the upper Sava river valleys spreads below Mount Triglav, Slovenia's highest mountain. Lying between the two rivers is Triglav National Park, which protects numerous endemic animal and plant species in a region of high rocky mountains, deeply cut river gorges, high-mountain karst shafts, and attractive low mountains as well as the traditions of the once difficult life of mountain farmers and alpine dairymen.

To the south is the Soča Valley and the gorges of its tributaries. The spots beside the emerald river attract seekers of tranquility as well as those seeking adrenalin challenges. Here, numerous water sports are available, from kayaking and canoeing to rafting and canyoning. Visitors can also experience the valley with parachutes, hang-gliders, and mountain bikes. Slovenia's highest ski center on Mount Kanin is accessible from the valley where the majority of accommodations and restaurants are to be found in Bovec, Kobarid, and Tolmin. Roads lead along the Idrijca River toward Cerčno and Idrija. Idrija is the home of a famous bobbin lace tradition, and visitors are also invited to tour the once world-important mercury mine and Gewerkenegg Castle with its museum collections. The Posočje region, where every step reveals exceptional natural, also holds emotional memories of the most terrible battles of World War I. They are presented in the Kobarid Museum, which has received numerous awards for excellence. In the upper part of the valley is the picturesque village of Trenta, which hosts the Triglav National Park Information Office, a museum, and the Julijana Botanical Garden, Slovenia's most important alpine botany center.

In the north side of the Mount Triglav kingdom is the Upper Sava Valley. The popular tourist destination Kranjska Gora attracts summer visitors

with opportunities for recreation and sport in nature (hiking, mountaineering, bicycling, horseback riding, paragliding, fishing) and winter visitors with its excellent trails for different kinds of skiing as well as with other winter delights (dog-sledding, night descents on sleds from Mount Vršič, snowmobiling). Guests in Kranjska Gora also enjoy its casino and wellness programs, while children enjoy the original country of the children's book hero Kekec. In nearby Planica, the best ski jumpers in the world compete each year in the shelter of two-thousand-meter mountains.

The Julian Alps are bejewelled by two picturesque lakes. Bled with its legendary island in the middle of the lake, overlooking castle, hot springs, and beneficial climate has attracted numerous cosmopolitan visitors for centuries. Organized swimming areas, hotels with pools, walking paths, tennis and golf courses, a casino, rowing regattas, a sports airport in Lesce, and the nearby natural and cultural sites provide plenty of reasons for a visit. The Bohinj region with its unspoiled high-mountain lake inspires visitors not only with the beauties of the nature and the Vogel, Kobla, and Soriška planina ski centers but also with its rich ethnological heritage and many interesting cultural and sacral sites. The nearby Pokljuka plateau is a paradise for hikers, mushroom hunters, and cross-country skiers and is the site of major world biathlon competitions (Benedik, 2003).

Ravines. According to Benedik, (2003), there are two significant ravines in Bled, the Vintgar Gorge and the Pokljuka one.

The Vintgar gorge. This ravine in the immediate vicinity of Gorje, approximately 4 km north-west of Bled, was discovered by Jakob Žumer, the Major of Gorje, and the cartographer and photographer Benedikt Lergertporer in February 1891. The discovery was accidental and took place at a time when the water level of the Radovna River which flows through Vintgar was very low. They started their exploration in Spodnje Gorje and headed towards Blejska Dobrava. They made it through, the otherwise impassable ravine with great difficulty and discovered so much natural beauty that they decided to establish a construction committee. The gorge was arranged for visits, especially for visitors to Bled. It was opened to the public on 26th August 1893. The 1.6 km long Vintgar gorge carves its way through the vertical rocks of the Hom and Bort hills and is graced by the Radovna with its waterfalls, pools and



rapids. The path leads you over bridges and Šumer's galleries, and ends with a bridge overlooking the mighty 16 m high Šum waterfall. Due to its natural beauty, Vintgar was classified among the more important tourist sites in Slovenia and the number of visitors increases every year. From the Šum waterfall you can take the opportunity of walking up a picturesque footpath through Hom to St. Catherine-a historical church with a beautiful view. At the entrance, and at the Šum waterfall there are cafes serving refreshments. Access by car and buses is possible as far as the parking area in front of the entrance to the ravine.

The Pokljuka ravine. The Pokljuka ravine lies above the valley of the Radovna River and is only 1 km away from the village of Krnica, 2 km from Gorje and 7 km from Bled. You can reach these places by bus, but if travel via private transport note that you can go as far as the entrance to the ravine above Krnica, or alternatively access is also possible from Zatrnik. The ravine is 2 km long and 40 m deep in its most picturesque part. It was carved into limestone by water flowing from the Pokljuka glaciers, the only reminder of which is the Ribščica stream, a tributary of the Radovna River. Paths for visitors lead into the most beautiful central part of the ravine. The main path runs along its bottom, while side branches lead to the edges of the ravine and connect it with Zatrnik.

There are numerous natural sights. These include: a tributary gorge with a 22 m waterfall when it rains, the Pokljuška Luknja – a spacious rocky cave with a fallen ceiling, a large natural bridge 24 m above the bottom of the ravine, and small round fields called "vrtci" (little gardens) by the locals. You can get through the very narrow straits in order to reach the most beautiful "little garden" and a small natural bridge by way of wooden galleries. Above them, a path will lead you through a partisan crossing, the only passage through this deep ravine. A diversity of vegetation, from ferns to forest and mountain flowers, grows in its bottom and on its rocky walls. The paths are similar to mountain trails – we recommend good footwear. To make walking easier, Pokljuka walking sticks are available.

Caves. The cave under "Babji zob". This approximately 300 m long cave is adorned with beautiful stalactite formations. A special feature of this cave is spiral stalactites, so-called helectites, and large calcite crystals which are rare in Slovenia. The tradition of visiting this cave dates back to the 19th century and has continued to the present day through the

Bled Society for Cave Research. The Society in co-operation has arranged paths and electrical lighting to enable safe access to the cave (Benedik, 2003).

### **3.2.2. Climate Tourism Potential**

According to Benedik, (2003), Bled, in northwest Slovenia in the Julian Alps, has a mild, sub-alpine climate. It enjoys warm summers and cool to cold winters with moderate rainfall year round. The attraction of Bled is in its stunning, mountainous landscape and vast glacial lake, which is frozen for ice-skating in the winter and warm enough for swimming in the summer. Climate change has seen the weather in Bled become increasingly unpredictable.

Summer in Bled, from June till August, has pleasant average highs in the mid 20s with chilly evenings around 13°C. Rainfall is at its highest high, though it is frequent throughout the year, seeing an average of around thirteen days on which rain falls each month. This is a fantastic time to visit Bled due to the beauty of the lake and surrounding mountains; but also because Bled's attractions are so easily accessible in this season. The lake becomes a busy place as people flock to swim and sail or walk and cycle around it. Hiking in the surrounding mountains and up to Bled Castle are activities that benefit from the relative warmth in comparison to other times of the year, but also from the coolness of higher altitudes in comparison to those nearer the lake. Summers in Bled do not get unbearably hot. It is advisable to take clothing suitable for cool temperatures due to the drop in temperature at night and at higher altitudes.

Autumn in Bled, from September till November, sees daytime temperatures drop from a pleasant 20°C to a chilly 8°C. Many of the trees in Bled are evergreen, but dotted about the landscape clusters of trees start to turn, putting on a muted but beautiful display of fiery colors. Rainfall remains quite high and night times are generally considerably colder than the days. By November night times are nearly freezing and frosts sometimes occur.

Winter, from December till February, sees temperatures drop with day time temperatures around 5°C and night times getting just below freezing around -3°C. The snow-clad landscape is breathtaking. December sees the beginning of Bled's ski season and skating on the lake is possible when it gets cold enough for the lake to freeze over.

February is Bled's driest month and also sees the beginning of the thaw. However, it still gets down to below freezing at night and this can often produce treacherous, icy conditions.

Spring begins in March and sees the end of the ski season as temperatures continue to rise. March's average low temperature is not below freezing, and by April the days are quite warm seeing average highs of 16°C, with night times at around 4°C. By May temperatures in the low 20s are not unheard of, though, as at all times of year, night time is considerably cooler. This is the wettest season in Bled seeing seventeen or eighteen days on average per month.

Bled's Climate can be attributed to its altitude at 500m above sea level, which keeps it mild, and also to the surrounding mountains that protect it from cold northern winds and stop it from getting any colder.

### **3.2.3. Hydrographic tourism potential**

The "Iglica" Waterfall. In the abyss caves of Iglica, just above Bohinjka Bela, hides an 18 m high waterfall on the Suha stream. It falls over a vertical wall of Permian limestone.

Lake Bled. The lake was formed after the recession of the Bohinj glacier. It is up to 2120 m long and up to 1380 m wide, its maximum depth being 30.6 m and tectonic in origin. After the last Ice Age, the Bohinj glacier deepened the natural tectonic hollow and gave into its present form. The basin was filled with water when the ice melted. The lake has no large natural tributaries; it is fed only by a few springs.

The thermal springs in its north-eastern part are led into three swimming pools - Grand Hotel Toplice, Hotel Park and Hotel Golf. The picture-like image of Lake Bled is highlighted by the island in the western part of the lake. The lake is situated in a picturesque environment, surrounded by mountains and forests. A medieval castle stands above the lake on the north shore. The lake surrounds Bled Island, the only natural island in Slovenia. The island has several buildings, the main one being the Pilgrimage Church of the Assumption of Mary, built in the 15th century, where weddings are held regularly. The church has a 52-metre tower and there is a stairway with 99 steps leading up to the building.

The lake is also well known among rowers because it has very good conditions for the sport. It hosted the World Rowing Championships in

1966, 1979, and 1989. It will host the World Rowing Championship again in 2011.

The lake is 35 kilometers from the Ljubljana International Airport and 55 km from the capital city Ljubljana.

Hills around the lake. Straža - This is the finest Bled viewpoint rising above the south-eastern lake shore. Mala and Velika Straža, covered with stand of linden oak and spruce trees offer a magnificent panorama. The Rikli Fitness Trail runs through meadows and wooded areas.

Osojnica. Take a winding trail from Velika Zaka to Mala Osojnica (685m). This peak offers the finest view of Lake Bled and its outlying areas, with the Karavanke, the Kamnik alps and the Gorenjsko plain in the distance. This is one of the favourite viewpoints for photographers. All the well known panoramas of Bled have been shot from there. Another 20 minutes of walking separates us from the top of Velika Osojnica (756m), affording an even more sweeping view than Mala Osojnica.

### **3.2.4. Natural rarities and values**

Triglav National Park. According to Benedik, (2003), The Triglav National Park, the only national park in Slovenia, lies in the immediate vicinity of Bled. It comprises one of the most beautiful and attractive areas of Slovenia, almost the entire Slovenian part of the Julian Alps. The territory of the National Park is very picturesque and varied. The highest mountain in Slovenia, Triglav (2864 m), after which the park was named, lies in its centre. From Triglav, deep and sharply cut valleys, mainly of glacial origin, open on all sides in the form of a fan.

The valleys and plateaux are covered by a carpet of green forests and meadows. Bold, high pointed mountain peaks rise above them, with dark and deep abysses. Clear mountain streams and small rivers run in the numerous gorges and beautiful ravines and troughs (Vintgar, Mlinarica, Mostnica) and flow into two larger rivers – the Sava and the Soča. The watershed between the Adriatic and the Black Sea runs between them. There are mountain lakes (the Triglav Lakes, Kriška Lakes, etc.) high in the mountains, and Lake Bohinj, the largest permanent natural lake in Slovenia. This magnificent and rugged landscape is inhabited by an extremely rich variety of flora and fauna with numerous rare and protected plant and animal species. At the edge of the park, where man

has been master for many centuries, history and human culture have left their traces.

In more remote places you can find old farms and homes characteristic to this landscape, and mountains of interest, on many of which cattle still grazed – the farms in this area are well known for their cheese production. The tides of World War I and II also surged into the Triglav National Park. During World War I, the present-day National Park was part of the long-lasting Soča Front. The front line ran high in the mountains (over the peaks of Rombon and Krn) and through the valley of the river Soča. In World War II, this area was known for its well-organized and popular Partisan movement.

Many sights in the Triglav National Park are described in detail in his book and can be visited by tourists, since they are accessible to many sights: Vintgar, Pokljuška Ravine, Lake Bohinj, Vrata valley, Vršič, Trenta, Pokljuka, etc. Well-marked footpaths and mountain trails and numerous mountain huts enable hikers to visit the higher areas of the National Park. Such trips are easier and safer if guided by experienced mountain guides.

The Triglav National Park (TNP) is the only Slovenian national park. The park was named after Triglav, the highest mountain in the heart of the park, which is also the highest summit in Slovenia (2864 m). The origin of the name Triglav is rather uncertain. Triglav («three-headed») owes its name to its characteristic shape as seen from the south-east side or to the highest Slavic deity who was supposed to have its throne on the top of the mountain. The mountain is a true national symbol and is featured on the national coat of arms and the flag.

The Triglav National Park extends along the Italian border and close to the Austrian border in the north-west of Slovenia, that is, in the south-eastern section of the Alps. Its territory is nearly identical with that occupied by the Eastern Julian Alps. The park covers 880 square kilometers, or 3% of the territory of Slovenia. The Triglav National Park is among the earliest European parks; the first protection dates back to 1924 when the Alpine Conservation Park was founded. The principal task of the Triglav National Park Public Institution is the protection of the park, but it also carries out specialist and research tasks.

### **3.3. Comparison of the natural factors approach of Ohrid and Bled**

Regarding the natural factors as an integrative part of the tourist product, it can be concluded that: in terms of the natural factors and potentials it could be said that the Ohrid Lake is the engine that motivates tourists to come and visit Ohrid. This statement can be understood as negative in some way, because the other natural potentials such as the mountain Galicica, the caves, the national park Galicica and other forms of relief are not valorized and promoted in the way that the lake is. So, it can be concluded that Bled promotes the lake, but also promotes the Julian Alps and the national park Triglav and includes them into the tourist offer.

### **3.4. Anthropogenic factors**

Anthropogenic factors are not far behind of the natural factors. In fact, tourists are attracted by the cultural heritage as their main motive for travel and visit of a destination. These are manmade attractions which have stayed intact for centuries and are legacy for the future generations.

#### **3.4.1. Ohrid**

The anthropogenic tourist potentials in Ohrid because of their strong representation and spatial differentiation value do not stand behind the natural potentials, but they form them indivisible whole. It is therefore necessary that from the tourist complexity aspect to be analyzed and wherever it is possible to be complementally valorized. Rich cultural heritage in some places and tourist sites has not only locally but also regionally and nationally, even worldwide tourism value. From prehistory to the present days, due to favorable spatial position of Ohrid, it created such importance and significance of cultural heritage, which is a great base for tourism development. Once it will add modern monumental achievements as a memorial complex, urban work, then folklore and culinary specialties and tourist events will certainly confirm the general basis for the formation of rich tourist offer of domestic and foreign tourism markets. The modern world many actively uses cultural heritage in tourism, so it is inevitable that we do that too.

Marinoski, (2001) identifies that the anthropogenic tourist potentials of Ohrid consist of:

- Cultural and historical monuments;
- Ethnographic values;
- Ambient units;
- City neighborhoods;
- Museums, galleries and collections memory;
- Gastronomy;
- Tourist events

#### **3.4.1.1. Cultural and historical monuments**

The monument tourist values have the greatest significance for the development of tourism. They appear as independent (complex) and complimentary tourism potentials. Here are included objects from the first traces of human activity on the territory of Ohrid to contemporary works. These tourist potentials are numbered:

a) Archaeological sites, Tzar Samoil's fortress b) Monasteries c) Churches and d) Islamic architecture

Archaeological sites and Tzar Samoil's Fortress. Trebeniste - Trebeniste necropolis is 9 km. northwest of Ohrid, on the left and right under the route of the road Ohrid-Kicevo-Skopje, near the Ohrid Airport. After the accidental discovery of two "king's" graves by the Bulgarian soldiers in 1918, systematic excavations were begun and were founded objects of great importance: gold masks, numerous gold ornaments, bronze helmet, glass and ceramic vases and other deadly material which comes from the abundant 6th century BC. This necropolis, from the scientific world is treated as the Iron-archaic and Hellenistic culture.

St. Erasmus - 5 km. from Ohrid, along the motorway Ohrid-Kicevo, on the archaeological site was excavated St.Erazmo, an early Christian basilica of 5 or 6 century. The basilica was dedicated to Erasmus Martyr of Antioch, who, in the late 3rd century resided in Ohrid. This building has three domes, a narthex and atrium. In the apse was discovered crypt. The central dome and narthex have mosaic floors with geometric, plant and animal motifs.

Tzar Samoil's fortress - Most of the Ohrid Fortress is from the time of Tzar Samuel, 10/11 century. However, the Roman historians speak of Lychnidos as fortified town since 5th century. The latest research discovered the remains of walls older than four centuries. Today the remains of a wall have height of 10 to 16 meters, and 18 towers and three gates - Upper, Lower and Main Gate are saved.

Monasteries. St. Panteleimon-Imaret - South of Samuel's Fortress in Ohrid in the zone called Imaret, is situated Clement's Monastery, dedicated to St. Pantelejmon.

This monastery is considered the first monument in Slavic Macedonia. From the sacred objects noted in this space the three domed church is significant and which the first Slavic bishop, St. Clement restored around 893rd year. On the south side of the church is the tomb of the saint. Clement's church suffered more changes; after the coming of the Turks in the 15th century, it was turned into a mosque to the time of Archbishop Prohor, who renewed it again. In the late 16th or early 17th century the restored church was demolished and over its ruins was built mosque Imaret whose remains are preserved to this day. The monastery was again restored and now serves as a sacral object.

St. Naum - Raising of the monastery of St. Naum on the shore of Lake Ohrid is linked with the name of Clement's first fellow and founder of monastic life in Macedonia, Naum. In the years of 900/905, Naum founded this monastery and the monastery church was dedicated to Archangel Michael. In 910 years St. Naum was buried. The foundation of the church was three domed, like Clement Church in Ohrid St. Pantelejmon. The present church, built in the Ottoman Empire, has a cruciform shape with centrally determined dome narthex to the west, also with a dome and an open porch. In the part that was built later, in the south chapel is the tomb of St. Naum. The temple is painted at the beginning of 19th century (in 1806) from the Korcha painter Trpo who brings the essential features of the painting. From historical aspect of this painting, it is noted the composition of the Slavonic educators called the Seven Saints, located at the northern wall of the narthex. The two pillars of the nave double narthex, used the oldest temple are the oldest posts verb in Macedonia (from the end of the 10th century). Iconostasis was made of carved and gilded open-work, in the year 1711. Iconostasis is the only representative from the 18th century in Macedonia. The icons are the work of the famous painter Konstantin Korchanski donor and among the ranks of mature and his best achievements.

Churches. St. John the Theologian – Near the Lake itself, near the fishing village Kaneo, it is situated the impressive temple dedicated to the Evangelist St. John the Theologian. It is a small building with a cruciform base and interesting ceramic decoration of facades, especially



the east. It is probably built in the 13th century. The frescoes are fragmentary preserved in the altar area and the dome. According to the characteristics, iconography, the composition concept and other stylistic elements, this painting shows the traditions of the art of the Komnens and is placed in the last decades of the 13th century. Here is one of the oldest representations of St. Kliment.

St. Bogorodica Perivleptos - In the old town, near the Upper Gate, in the 1294/95 year, the groom of the Byzantine Emperor Andronikos II Palaeologus, persecution Zgur, raised one of the most beautiful churches in Ohrid, Bogorodica Perivleptos. People from Ohrid call this church St. Kliment for when Clement's church was demolished in Imaret, Clement's relics were transferred to this church. One time, the church was a catholic church because St. Sofija Cathedral was also converted into a mosque. Basically it is cruciform; above the central dome has a space in the west narthex. In the second half of the 14th century a chapel was built. The frescoes from the building of this temple are one of the earliest and best works of the painters Michael and Eutichius, whose style here expresses the characteristics of Renaissance painting of Paleologists. In the 16th century, the western facade is painted composition terrible Court.

St. Constantine and Helen - In the vicinity of St. Bogorodica Perivleptos in Ohrid, in the year 1385, from the monk Parthenius is built church dedicated to St. Constantine and Helen. It is a single building, with southern shrine. The older layer is frescos from the building and is younger than 15 centuries. The iconostasis is preserved icons of 14, 17, and 18th century royal gates from the time during the building of the temple.

St. Sofia - Cathedral of the Archdiocese of Ohrid St. Sofija in Ohrid, was built during the first Greek Archbishop of Ohrid throne, Leo (1037/1056). It is assumed that on this place existed an older church from the time of Samuel. The church shape is basilica erected in the west narthex which has a multi-story structure where, in the 14th century, over the stairs chapel was built and dedicated to St. John the Baptist. The exonarthex was built at the time of Archbishop Gregory year 1317, and it is painted. The church altar is preserved septum of the 11th century and 14th-century pulpit. After the conversion of this temple into a mosque, the iconostasis completely lost its original appearance, the outer narthex

was closed and the north side was raised minaret which collapsed in 1912. In the church there is a painting of several periods - 11, 12 and 14 century. The most important frescoes are preserved in the second half of the 11th century (the altar area, deaconicon and the narthex floor level), as well as those from the 14th century. Painters of the 11th century performed static and monumental figures with archaic forms and spiritual vision. It is probable that these artists are origin from Constantinople. The painting of the upper floor of the narthex and exonarthex are considered to be the work of one of the best painters of the 14th century working in Ohrid, John Theorian.

St. Bogorodica Bolnicka - On the road from the Upper Gate in Ohrid, to the Lake, near the coast, in the former Hospital in 14th century nave church was built dedicated to the Virgin. The master of frescoes, painted around 1368 years is probably the same artist who worked on the frescoes in the chapel in the church dates and Marko's monastery.

St. Nicholas Bolnicki - Despite the church St. Bogorodica Bolnicka in Ohrid, along the alley leading to the lake, is the church dedicated to St. Nikola which was first mentioned in the 1342-45 year during the time of the Archbishop Nicolas, and as property St. Bogorodica Perivleptos. The oldest painting is from 1330-40 year, when the south walls on the outside were painted portraits of Archbishop Nicholas, King Dusan with his wife Elena, son Uros and St. Sava and St. Simeon. In the year 1345, new painting is done in the south porch and in the late 15th century and painted chapel was built.

Islamic worship. Ali - Pasha Mosque - The mosque of Ali-Pasha is located in the old bazaar only a few meters south-east of the thousand years old maple. The time of its construction and who its architect was is not known. From the historical data and on the grounds of the sole building from an architectural point of view, the mosque was built at the end of the 15th century or the beginning of the 16th century.

According to the Ohrid vakufnama (a document which contains the Islamic properties) from 1491 there were palaces (sarai) and properties (vakafi) belonging to Ali-Pasha. On these grounds we can conclude that in the many endowments of Ali-Pasha there was also a mosque. The Turks had a custom according which every pasha was to build a mosque in the place where he was sent. This furthermore confirms that the

mosque was built at the end of the 15th or the beginning of the 16th century.

The mosque's characteristics also contribute to this fact. The mosques Hajdar Kadi in Bitola, Faud Pasha and Ali-Pasha in Istanbul are characterized with the same particularities as Ali-Pasha's mosque in Ohrid.

All of the mosques built in the 15th and 16th century are similar: they have no pillars, which is characteristic for the beginnings of the classical Turkish architecture. We can tell from the construction of the mosque that its architect (builder) was from Ohrid. The roof of the dome is pressed, and the apertures are somewhat narrow, which is a characteristic of the local buildings.

In the year 1999, with the construction of individual objects immediately by the Ali-Pasha's mosque, with the digging up of foundations, ground mosaics have been discovered, which proceed under the mosque. The mosaics belong to an early Christian basilica. Also the walls of medieval sacral objects have been discovered, which confirms the assumption that the church St. Nicola was located on the same grounds. With the further archaeological researches a project proposal has been worked out, which anticipates a complete conservation of the mosaics, and as part of the newly built object they will be presented before the public.

The cultural heritage of Ohrid is one of the oldest and most important generators of tourism, and it retains its central role in the Macedonian tourism industry to this day. According to the European Union, "tourism, and especially cultural tourism in a broader sense,..... deserve priority attention" as policy areas (Bernadini, 1992). Cultural tourism has become recognized as an important agent of economic and social change in Europe.

The dramatic metaphors attached to the rapid growth of tourism and cultural consumption are appropriate. The cultural and tourist industries appear to be advancing in all European nations and regions, occupying the spaces vacated by manufacturing industry, and claiming strategic city centre locations (Corijn and Mommaas, 1995). Cultural consumption has grown, and tourism is an increasingly important form of cultural consumption, encouraged and funded by local, national and supranational bodies. This reflects the change from an era when production drove consumption, to the consumer society where

consumption drives production. By attracting that most mobile of consumers, the tourist, cities, regions and nations can secure the consumption power necessary to fuel their productive capacity. The cultural tourism market in Europe is therefore becoming increasingly competitive. A growing number of cities and regions in the European Union are basing their tourism development strategies on the promotion of cultural heritage, and the number of cultural attractions is growing rapidly, and that example should follow Ohrid and become one of the leading cities in Europe concerning the cultural tourism. Traditional cultural attractions such as monasteries and churches have to reassess their role as the pressure to generate visitor income intensifies, and the need to compete with a new generation of commercial tourist attractions grows.

Cultural tourism is certainly an attractive proposition from such a viewpoint, because it also offers the potential for supplementing cultural funding from the state through market mechanisms. The cultural tourism market is polarized between those interested in specific forms of cultural consumption, and those for whom culture is one part of a broader leisure experience. Although the former audience (the 'specific cultural tourist') is most often targeted in cultural tourism marketing plans, it must be recognized that the size of this audience is limited, and that it is being fragmented across a growing number of competing cultural attractions. The key management task for most cultural attractions in Ohrid will therefore be reconciling the needs of these two basic types of cultural tourist. This will mean an increasing emphasis on combining education and entertainment, 'high' and 'popular' culture, and specialist and mass consumers. The prime need for cultural institutions will be to build the partnerships necessary to achieve this without compromising aesthetic integrity.

Cultural tourism has been important in the expansion of cultural facilities, in the growth of tourism employment, and in the development of cultural tourism and cultural policies. As Jan van der Borg has commented, "having heritage is one thing, using it another". In the past, cultural resources and the cultural tourist have largely been taken for granted, and this will have to change if the full advantages offered by cultural tourism development are to be realized. In particular, the growing segmentation of cultural tourism supply and demand requires

that we stop referring to "the cultural tourist", and start thinking about the diverse kinds of cultural tourism consumption which exist in Europe.

The prospects for a diverse cultural tourism industry seem bright. In particular, Ohrid has access to an accumulation of 'real cultural capital' which, as it's pointed out, is far in excess of that in North America for example, one of the major source markets for incoming cultural tourists. In order to maintain this competitive advantage in the global tourism market, however, Ohrid will not only have to make effective use of traditional culture, but will also have to extend the capacity to develop new cultural products from the stream of contemporary global culture, including popular culture from America, Japan and elsewhere.

Ethnographic tourism values. Ethnographic specifics that characterize Ohrid are a significant attractive factor and an important element for development of tourism. They show the way of living of the people and minorities living in Ohrid, then to their material and spiritual culture, folklore, food, costumes, everything that makes the life of this population possible.

Our folklore heritage consists of customs, songs and dances, costumes and so on characterized by its attractiveness as, and its subtlety and consistency. Its art and talent the people have written in all objects used in everyday use. Thus, in a subtle manner and rustic beauty is united with the practical. However, in terms of attractiveness and tourist attraction the musical folklore and costumes are ahead and break out.

The song is a regular companion for the people when doing field work, celebrations, weddings and gatherings. Macedonian folk melody is very pleasant because it successfully integrates the tourists from all parts of the country.

Much of the folklore of this treasure is collected and stored in museums. Sets or parts of the Macedonian folk costumes, and costumes of the minority are highly appreciated as souvenirs, and dancers and ensembles in traditional costumes are great attraction for every tourist. Convenient way to present folk and maintaining the rich tradition are the various folk festivals as Ohrid traditional songs.

No less important to attract a tourist clientele are the economic manifestations, in particular exhibitions and sporting events especially if they are of higher rank. In fact, all types of events held in Ohrid enrich its tourist offer.

According to the results of the analysis in terms of natural and created factors it can be concluded that Ohrid has great opportunities for tourism development in particular for the stationary summer tourism, winter sports tourism, mountain recreation and health tourism and other complementary types of tourism.

Although Ohrid has huge quality and tourism potential for tourism development, still only a small portion is activated. Even it is so, during the period of transition came a vast stagnation and regression of tourism development.

The natural potentials dominate in the total tourist potentials. They are consisted of lake Ohrid, mountains and other natural potentials, resources and values. The anthropogenic tourism potentials are numerous, and are not way behind the natural, but they make indivisible whole.

Significant boost to tourism demand are the natural values and rarities as an indicator of preserved and quality nature. These are national park Galicica, nature reserves and monuments of nature that should be protected.

All routes of transit and highway travel are determined by the main road traffic. The E-75 route which leads through the Vardar valley and road east-west is the most significant one. From the significance of these routes results the significance of the borders.

Large urban tourist centers with cultural heritage and their surroundings are most developed tourist potentials. For example, Ohrid is a cultural environment where there is a variety of created tourist potential with already established offer. These conclusions apply to other cities, but more as potential centers because there is no way they are still sufficiently established urban tourist offer.

In the previous analysis of the basic characteristics of tourism it can be concluded that:

- The favorable tourist position of Ohrid is not enough used, i.e. transit tourism is not organized at the appropriate level
- Stationary tourism at the coast of the lake is still only with seasonal character and
- Mountain tourism, especially winter sports activities are underdeveloped even neglected.

### 3.4.2. Bled

Benedik, (2003) states that the anthropogenic factors in Bled consist of:

- Churches,
- Castle, and
- Monuments.

Churches. The Church of the Assumption on the Island - According to a legend which stayed with the people, the temple of the ancient Slavic goddess Živa, once stood in the place of the current Baroque church. Priest Staroslav and his daughter Bogomila guarded it when Črtomir came to the island. The temple disappeared during battles between the followers of the pagan religion and Christians, who destroyed the altar and built a church. Bogomila stayed in the new church with her father, while Črtomir, after his baptism near the Savica waterfall, went to Aquilea and became a missionary of the Aquilean patriarch among Slovenes. On the Bled Island, archeologists have discovered traces of prehistoric (11th to 8th centuries B.C.) and Slavic (9th to 10th century) settlements. In the early middle Ages there was a pre-Christian, probably Old Slavic cult area in the location of the present day church. 124 graves with skeletons from the 9th to the 11th century were found. The foundations of a pre-Romanesque chapel which was built during the process of Christianization also date from approximately the same period - this is probably the only discovered example of a cult building from those times on Slovenian territory.

According to written sources, the first masonry church on the island, a three-naved Romanesque basilica, was consecrated by the Aquilean patriarch Pellegrino in 1142. In the 15th century, it was rebuilt in the Gothic style: a new presbytery, a freestanding bell tower and the main altar were built. The renovated single-nave church was consecrated in 1465 by the first bishop of Ljubljana, count Žiga Lamberg. In 1509 it was so damaged by an earthquake that it required thorough renovation, and this was carried out in the Baroque style. Only the frescoes in the presbytery and a wooden statue of the Virgin Mary, which probably adorned the main altar, are preserved from the previous Gothic church. The church's present form is from the 17th century when it was renovated after another earthquake. The main altar with its rich gold-plated carving dates from 1747. On the central altarpiece the Virgin Mary is shown seated, next to who appears to be the donor of the Bled estate,

Henrik II, and his wife Kunigunda. The side altars, consecrated to St. Sebastian, St. Magdalena and St. Anna, were made at the end of the 17th century.

The bell tower, which was built in the 15th century, has been renovated several times due to damage by two earthquakes, and in 1688 it was struck by lightning. The present tower is 54 m high and has three bells, which were made by Samassa and Franchi, bell makers from Ljubljana. Like the church, the other buildings, the walls and the monumental staircase (99 stairs) preserve their image from the 17th century. Of special interest is the "wishing bell" from 1534 in the upper roof beam above the church nave, by F. Patavina from Padova.

The Parish Church in Bled - The present neo-Gothic church, consecrated to St. Martin, was built in 1905 on the site of the previous Gothic church dating from the 15th century; although the very first chapel was erected here before the year 1000. The new church was built following the plans of Prof. Friedrich von Schmidt (the architect of the Vienna City Hall), but these were consequently changed by architect Josip Vancaš - namely in their design of the interior. The majority of sculptures was made by restoration specialist Ivan Vurnik from Radovljica and was produced from the best Carrera marble. The church was adorned with frescoes by painter Slavko Pengov between 1932 and 1937.

In front of the church there is a garden signpost which was designed by the great Slovenian architect, Jože Plečnik, in the years before World War II. The well-preserved walls from the 15th century remind us of the periods of Turkish invasions to these lands.

The Bled castle. It is quite probable that in 1004, when the German Emperor Henrik II gave the Bled estate to Bishop Albuin of Brixen as a gift, only a Romanesque tower stood in the place of the present day castle, protected by walls facing the gentle slope of the castle hill. In the late middle Ages more towers were built and the fortifications were improved. The entrance through the outer walls, with a Gothic arch and a drawbridge over the now filled-in moat, is an interesting aspect to view. Other buildings which were additionally constructed in the Baroque period completed the architectural development of the castle complex. These are arranged around two courtyards: the lower one containing outbuildings and the upper one residential quarters. The two courtyards



were connected with a staircase in the middle of the Baroque wing. The most interesting of all the preserved buildings is certainly the chapel on the upper courtyard, which was consecrated to the Bishops St. Albin and to St. Ingenuus. It was built in the 16th century, and was renovated in the Baroque style around 1700, when it was also painted with illusionist frescoes.

Next to the altar there are paintings of the donors of the Bled estate, the German Emperor Henrik II and his wife Kunigunda. Fragments of the rib vaults from the ruined Gothic arch are built into the wall of a room from the neighboring wing, nowadays the site of the museum. Numerous coats of arms painted in the fresco technique or carved in stone, decorate individual castle buildings. At the edge of the upper courtyard there is a hut marked as a tower in the axial plan. In 1947 when the castle roof was destroyed in a fire and during the first post-war archeological excavations at Bled in 1948, the National Museum proposed the preservation of the castle complex. From 1951 to 1961 it was restored and embellished with certain architectural details under the leadership of architect Tone Bitenc and with funds provided by the Municipality of Bled.

The castle is now arranged as an exhibition area. The display rooms near the chapel, a most interesting building, present the ancient history of Bled from the first excavations and the castle in individual stages of its historical development with furniture, characteristic of those times. Although these pieces are not originally from Bled Castle, they are important as an illustration of the style of living in the historical periods presented. Bled castle attracts visitors not only with its sage and picturesque architecture but also for the unforgettable view of the lake and the wider area of Gorenjska and the Julian Alps. In summer months, the castle atmosphere is enlivened by the visit of a count and an archery tournament, and on warm summer nights, visitors are drawn by concerts of classical music under the starry skies.

Bled castle is the most visited cultural attraction in Slovenia and is visited by 200.000 visitors every year. Slovenian name Bled appears after 1500.

During Ostrogoth and Langobard era a settlement with defense walls was constructed on the elevation. At the time deceased were buried on the place below the castle. In the Slavic era a new castle settlement,

which was of great significance, is constructed on the castle elevation. Finds that were excavated on the burial ground below the castle, where parking lot is today, testify about that. 170 graves have been excavated. Slavic cemetery was also located on the island.

Monuments. Monuments at the Zaka Rowing Centre - On your walk around the lake, by the boathouse you can see a bust of Boris Kocijančič, which was erected by Slovenian and Bled rowers in memory of the long-standing president of the Rowing Association of Slovenia, Mr. Kocijančič was the organizer of European and World Championships at Bled in 1956 and 1966, and the founder of the only rowing centre organization in Slovenia. The monument is by Stojan Batič. Only a few steps away, stand an imposing statue of a boatman - one of the most beautiful works by Slovenian sculptor Boris Kalin from the period between the two world wars. On the boathouse there is a memorial to the Swiss Thomas Keller, a great friend of Bled.

France Prešeren - In the park near the road leading to the boathouse and the castle bathing area, under the parish church, you can see a monument to Dr. France Prešeren which was erected in 1883 by the Ljubljana Reading Club. This is the first monument with which Slovenes honored their greatest poet.

Josip Plemelj - In 1973, on the 100th anniversary of the birth of Josip Plemelj - a mathematician of world repute in the field of linear differential equations and the author of many professional works in the field of pure and applied mathematics - the Society of Mathematicians, Physicists and Astronomers of Slovenia and the Municipality of Radovljica, erected a monument to him in the park in front of the School of Catering on Prešernova street. Plemelj received numerous awards for his work. He was the first rector of the Slovenian University of Ljubljana (1919) and a member of the Academies of Arts and Sciences in Ljubljana, Zagreb, Belgrade and Munich. His life and work are presented in his memorial room at Prešernova 39 at Bled.

### **3.4.3. Comparison of the anthropogenic factors of Ohrid and Bled**

It can be concluded that it is obvious that Ohrid is in advantage concerning the anthropogenic factors. In fact large portion of the tourist offer that Ohrid possesses is constituted from the churches, monasteries, ethnographic potentials and historic monuments. Bled in comparison has only one castle, few churches and monuments.

Although Bled lacks the culture-historic part of the tourist offer, still manages to show maximally the potentials that possesses. Ohrid is in the nascent of valorizing the cultural heritage and promoting it on the tourist market. With good organization and packet product, the cultural heritage could very easily become Ohrid's number one product in terms of tourism.

### **3.5. Receptive factors**

Besides the natural factors that actually represent the quality of primary importance for the spatial planning, and communicative factors that determine the extent of availability of space, the receptive factors also have a big impact in the overall tourism. In the broadest sense, receptive factors include most of the total tourist offer, and without their existence, other developmental factors remain wholly or insufficiently used. This particularly applies to the quality and attractiveness of the area or natural factors for the development of tourism.

Given the type of service they are mostly given in catering facilities, a general assessment is that accommodation facilities are full with rooms that provide services for serving food and drinks. This especially applies to hotel facilities that have irrationally great restaurants, cafes, bars, snack bars, halls for banquets, etc. Such concentration of many kinds of catering facilities affects the price of services for reception, accommodation in the objects. This especially applies to hotels located in Ohrid, whose restaurants and other premises serving food and drinks are used minimally because of other restaurants outside the hotels and other accommodation facilities (Marinoski, 2001).

#### **3.5.1. Ohrid**

At the end of 2009, from the latest data received from the sector for tourism development – Ohrid, in Ohrid there are categorized 60 hotels, 8 camps and 1750 private households, there is an approximate number of 11,000 beds in all types of objects for accommodation, which includes beds in private households.

Observed in terms of spatial differentiation, most of the total accommodation capacity is located near the lake or the most attractive tourist places in Ohrid. Although most concentration of housing units (beds) is near the lake areas, where mainly are located the complementary accommodation facilities (resorts, camps and private

accommodation in households), still this spatial differentiation in terms of natural factors can be assessed as relatively favorable.

However, the current structure of the total capacity of accommodation objects is extremely unfavorable. Over 80.0% of total beds goes to complementary facilities, where over 55.0% participate in camps and beds in households which throughout the year are least used, i.e. two to three months during the main (summer) tourist season.

### **3.5.2. Bled**

According to the state statistics office, in Bled from the receptive factors, the hotels and resorts are most present and they form the accommodation structure in Bled with over 80%. Also, private household is present, but not as much as the hotels and resorts. In those terms, the total number of beds is 4918.

### **3.5.3. Comparison of the receptive factors in Ohrid and Bled**

From the comparison of the receptive factors it can be seen that Bled has over 50% less receptive facilities, and still manages to accommodate much higher number of tourists than Ohrid. That can be seen from the accomplished results point which follows.

## **3.6. Accomplished results**

The results accomplished from the tourism are very important because in these days the tourism is growing more and more and presents a key part of each country's economy. That is why all people included should be aware of that fact (Marinoski, 2001).

### **3.6.1. Ohrid**

From the aspect of the national economy, revenues generated from foreign tourists have a direct impact on the increase of net foreign exchange income of the country. For this reason, all countries in the world pay special attention to foreign tourism, because it is a basic and main bearer of the total tourist development and results achieved in this area.

Because of the reasons that between ours and the international methodology for defining the term "foreign tourists", there is a difference, we consider it necessary to give some short explanations.

In principle, by our and international methodology, tourism is not only the market of supply and demand of annual holidays, but under the global tourism market is understood the travel or in the general framework, mobility and movement of population. So, tourism comprises the activities of persons traveling or residing in places which are not places of their permanent residence for a period of up to one year but not because of vacation, but also because business and other reasons, provided that the purpose of the journey is carrying out activities for which a person would receive compensation in the place visited.

In our methodology, the definition of foreign tourists refers to a person with permanent residence outside the Republic of Macedonia, which has stayed in the Republic of Macedonia at least one night in an accommodation object.

Following the international methodology, the foreign tourist is considered a visitor from another country who stayed in their country, but not longer than 12 months and achieved overnight no matter what type of accommodation (accommodation facilities, private homes, etc.), and "visitors for a day". The difference is that that after our methodology is "lost" foreign "visitors for a day (and transits), i.e. those who did not realize a night stay in accommodation facilities (Marinoski, 2001).

The analytical treatment in this part of the study will be presented data from Ohrid and Bled respectively, concerning the number of tourist nights by city realized the background and place the order (rank) realized the largest tourist market.

According to the local statistics office in Ohrid, during 2009, Ohrid had a total of 189.699 visitors and a total of 951.254 nights in accommodation facilities.

### **3.6.2. Bled**

According to the statistics office in Slovenia, during the analyzed period of time, and that is the year of 2009, Bled had a total of 450.345 visitors.

### **3.6.3. Comparison of the accomplished results between Ohrid and Bled**

In terms of the accomplished results, it can be concluded that: Compared to Ohrid, it is obvious that Bled is in superior position and manages better its potentials in tourism.

### **3.7. Tourist structure**

The tourist structure is of great importance because the efforts when making the tourist offer should be directed towards the countries which are main emitive zones, but as well it is an indicator where extra effort should be made in order to penetrate other markets (Benedik, 2003).

#### **3.7.1.Ohrid**

According to the local statistics office, in terms of the structure of tourists that have visited Ohrid in the past year, it has to be stressed that the neighboring countries are most present on the Ohrid Riviera. Most of them come from Serbia, over 50%, and then comes Bulgaria with approximately 20 percents; Albania and Kosovo with approximately 10% and the rest are from the emitive zones from Europe and the transatlantic countries. It is evident that the efforts should be mainly towards the surrounding and then to the rest of Europe and the transatlantic countries.

#### **3.7.2.Bled**

According to the state statistics office, as far as the structure of tourists concerns, it can be stated that most of the tourists that come to Bled are from the neighboring countries, which are the main emitive zones, similar to Ohrid. But, it has to be pointed out that the number of Japanese tourists is pretty high, and even higher than the number of German tourists visiting Bled.

#### **3.7.3.Comparison of the tourist structure in Ohrid and Bled**

As for the tourist structure, it can be concluded that: In both destinations, the main structure comes from the neighboring countries. It has to be stressed out that Bled is much more interesting for the Japanese tourists, unlike Ohrid. This information could be used in terms of the fact that Ohrid is similar to Bled, and potential target market could be the Japanese tourists. Still, Ohrid has to promote its potentials to the emitive zones from central and Western Europe in order to attract tourists from the emitive zones that currently visit Bled and to become Bled's main competitor on the tourist market of Europe.

### **3.8. Income realized**

According to Tribe (2005), the income realized in tourism is an indicator of how much assets are available for further investments in tourism and improvements in the infrastructure, tourist offer or promotion.

#### **3.8.1.Ohrid**

According to the sector for tourism development – Ohrid, in Ohrid for the year of 2009 were collected 18.858.273 denars from tourist tax. It has to be stressed out that this number is only approximate to the real number because of the inability of the authorities to gather the real number of income in the field of tourism. Still, compared to 2008, when the amount was 15.033.801 denars, can be seen that there is an evidence of improvement in the field of tourism.

### **3.9. Development of selective kinds of tourism**

Selectivity in tourism is a theoretical and practical question as well. It is based on the necessity of regular determination of the legislative which rules in some forms of tourism, the activities which determine the development as a specific object in the surrounding. Selectivity understands clear determination of specific dividing criteria, so that the consistence in the methodological activity of unveiling the processes is kept. With the selectivity it will be possible defining not just for the fundamentals of the phenomenon called tourism, but also for the market's characteristics, the competition and the developing processes. The practical usage of the selectivity of the tourist development can be seen thru the informal approach during the realization of the plans. Simply, it is not possible to be possessed universal methodology in practice, because the tourism is not only exposed to the multifactor and uniformed dimension of the functionality, but also, the different kinds have different approach in practice (Marinoski, 2001).

#### **3.9.1.Ohrid**

Today, the tourism market is dynamic and extremely competitive. Survival in the market depends on monitoring modern trends, which serve to identify trends in demand, new market opportunities, areas of possible investment and infrastructural needs. Identification and implementation of long-term trends, tailoring supply and establishing cooperation among players at all levels are the necessary prerequisites

that should be taken into account within the process of planning aimed at increasing competitiveness, achieving a more substantial market share and increasing benefits from tourism.

In recent analysis of market demand preferences, a few types of tourism are mentioned as being present on the market: ecotourism, cultural tourism, adventure tourism, cruises and nautical tourism. In all of these areas, Ohrid has much unused potential.

Since its paltry start as the “ecologically and socially responsible way of travelling” ecotourism has developed into an economically important product, “travelling with a natural element”. Thus far, ecotourism has created possibilities for development in inadequately developed tourism regions, as well as for the maintenance and funding of protected areas. In ecotourism we differentiate tourists according to two important segments: small groups with special interests in ecotourism who spend their whole vacation this way; and the large number of tourists who spend their vacation, for example, on the beach, but also take part in “short nature excursions”.

Galicica national park is a huge potential for ecotourism development, rural tourism, year-round mountain holidays, as well as excursion tourism. The significant obstacles to development lies in the fact that the areas which have a special natural value are not yet organized or equipped to accept and offer a quality stay to a large number of guests. Development of a trekking infrastructure, a system of signposts, rest areas, and an adequate transportation system, would significantly improve the tourism potential of these areas. It is imperative to stress the preservation of nature, as well as the control of traffic through these protected areas (Atanasovski, 1998).

Ecologically produced food is yet another component of tourism and ecology which has become an important factor in defining the tourism product and its differentiation in the market. Opportunities for the production of ecologically-grown food and its sale in catering facilities which offer their services to tourists must be further developed and used in light of the fact that the importance of this segment of the tourist supply is increasing.

Cultural tourism is more and more becoming a significant part of the supply. In the area of cultural tourism, it is necessary to identify market niches with special cultural interests. It is very often the case that during



vacation the guests will visit an event or cultural monument (Bernadini, 1992).

Cultural offerings in Ohrid are inadequately and inferiorly presented. Improving the identification of and signs pointing to cultural and historical monuments, placing information charts, adjusting the hours of operation of museums, monasteries and churches, and creating an attractive presentation would significantly increase the quality of cultural tourism offerings. The organization of a wide spectrum of events and an imaginative presentation of cultural values would be conducive to the development of tourism geared towards different experiences on the basis of Ohrid's cultural potential. One of the components of cultural and historical heritage, which may likely broaden tourism offerings, is traditional food and cuisine. The diversity of indigenous national meals may be one of many components that will contribute to the development of gastro-tourism.

Adventure tourism is a small market niche with the potential for growth. Given that today's tourist has access to virtually every corner of the planet, this segment – as stated by the World Tourism Organization – would now like to explore the altitudes of mountains, the cosmos, the Antarctic, and depths of the seas. An example of the attraction of this tourism niche is that more than 2 million passengers have participated in submarine cruise expeditions. Therefore, the WTO has envisaged special development opportunities for Sub-Aqua tourism. Ohrid has the natural potential to develop many very diverse aspects of adventure tourism, such as paragliding, hot air balloon flights, free climbing and many other activities (WTO, 2001).

Ohrid also has the potential for Religious Tourism, which, until now, has been active.

Package tours expressly offer what no other way of travelling can offer and that is the possibility of seeing a great deal in a short period of time. This would explain the large growth rate related to package tours and the prospect of expansion in this segment.

Owing to the length of the coast and the richness of flora and fauna in the lake, the shore of Ohrid Lake is the perfect setting for the intensive development of nautical tourism, as well as package tours. Fulfilling the needs of this demanding segment has the potential to become an important contribution to the whole of tourist traffic in Ohrid. One of

today's unexploited potentials is to make use of the rivers as a package tour selection (Marinoski, 2001).

Corporate travel, conventions and incentive tourism, are becoming increasingly significant. This segment is exceptionally lucrative, and primarily takes place out of the summer peak season, which is enough reason to intensively promote its development in Ohrid. This would attract an increasing number of foreign experts, scientists, professors and researchers. The necessary prerequisite for developing convention tourism is the construction of quality convention centers.

### **3.9.2. Bled**

Similarly to Ohrid, Bled has developed or is in the process of development of eco-tourism which is introduced by the hiking tours, than the cultural tourism presented by the Bled castle, the churches and monuments and the adventure kind of tourism presented by the possibilities of diving, parachuting, ballooning and so on. But, Bled has developed ski tourism and exploited in maximum the potentials of the Julian Alps. Also, there comes the sports tourism presented by the golf course which is one of the best made in Europe (Benedik, 2003).

### **3.9.3. Comparison of the possibilities for development of selective kinds of tourism in Ohrid and Bled**

Regarding the development of selective kinds of tourism, it can be concluded that: Ohrid has not yet approached to the development of the selective kinds of tourism the way Bled has. Here, as well as in the other points of this analysis, Bled is direct in the intentions of developing and promoting selective kinds of tourism. It has maximized the effects of the Julian Alps, the national park and the lake as well. Distinctive kinds are being developed and promoted in the way that potential tourists can feel the unfelt, see the unseen, and touch the untouched. Ohrid lacks the directness in the development.

### **3.10. Perspectives for development**

Tourism is a rapidly growing phenomenon and has become one of the largest industries in the world. The impact of tourism is extremely varied. On one hand, it plays an important and certainly positive role in the socio-economic and political development in destination countries by, for instance, offering new employment opportunities. Also, in certain

instances, it may contribute to a broader cultural understanding by creating awareness, respecting the diversity of cultures and ways of life. On the other hand, as a tool to create jobs, it has not fulfilled its expectations. At the same time, complaints from tourist destinations concerning massive negative impacts upon environment, culture and residents' ways of life have given rise to a demand for a more sustainable development in tourism. Different parties will have to be involved in the process of developing sustainable tourism (Moscardo, Faulkner, & Laws, 2000).

### **3.10.1. Ohrid**

The aim of this strategy is to create a framework for the development of a quality tourism offering and competitiveness of the Ohrid tourism market. The sustainable development of tourism fulfills the prerequisite for balance, both in the short and long term, thus creating value for all market participants. To achieve the set aims, protagonists from local to national levels, must behave in accordance with the principles of sustainable development.

In order to achieve this goal and provide for long-term sustainable developments in tourism, it is necessary to (Moscardo, Faulkner, & Laws, 2000):

- Understand, recognize, and satisfy all the tourists' needs. Should their expectations not be met, they will share their negative experiences with everybody in their midst and this could considerably damage the image of the destination;
- Ensure the prerequisites for the profitability of businesses on the market. The creation of a positive business environment ensures the conditions for the arrival of new investors and therefore, the further development of tourism;
- Invest in employee education and training at all levels of tourism due to the extremely personal contact with guests, as well as the need for educated management;
- Insist on protection and renewal of natural wealth as it is a primary resource of the Ohrid tourism;
- Respect cultural values and diversities of the locations and residents, i.e. destinations and their inhabitants who directly profit from the development of tourism. Their approach towards tourism and tourists is vital for the impression a country leaves, it

influences guests' contentment, that is the totality of benefits from tourism;

- To provide for a continuous active role of the state; by way of infrastructural development, amendment of legislative regulations, etc., the state considerably influences the tourist potential and in turn, reaps major long-term benefits as a result of tourist development.

Finding a balance in the mutual relationship of the different participants in the tourism market, and fulfillment of their needs and goals can create a stable and long term sustainable tourism development.

In view of global ecological, social, and economic challenges, the international community in Rio adopted Agenda 21, which determines the framework of sustainable development. The World Tourism Organization has adapted its postulates to tourism:

"Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing development opportunity for the future. It is envisaged as leading to the management of all resources in such a way that the economic, social and aesthetic needs of all those involved in tourism can be fulfilled." (WTO, 2001)

Tourism should contribute significantly to the Ohrid's and Republic of Macedonia's economic growth and the prosperity of its populace, based on the sustainable use of natural, cultural and historical potentials and actively participating in their preservation and development, therefore forming an environment attractive to investors.

According to Moscardo, G., Faulkner, B. & Laws, E. (2000), here are some strategic goals should be a guide for the future development of the tourism and are applicable for the future development of tourism in Ohrid:

Continuous protection, implementation and respect of high ecological standards, and long-term sustainable valorization of tourism potential.

Education of all management and other staff in tourism.

Construction of transport infrastructure and the optimal organization of transportation to service tourism and to increase the quality of supporting facilities for traffic routes.

Development of an integral and integrated offer in a tourist destination.

Increasing the level of quality of all accommodation facilities, primary and secondary, and adapting categorization criteria to international quality standards.

Entrance of recognized international hotel “brands” on the market.

A more efficient distribution and use of modern trends in communication and marketing.

### **3.10.2. Bled**

Because its geographical position towards the main emittive zones is favorable, Bled's natural and manmade beauties are the potential that represents the main prospect for the tourism development. Also, the management, organizational and marketing field is developed and working in the favor of its development. The authorities that are in charge of making the strategy for the development of Bled have made a strategy for future developments and had made clear what needs to be done, which things should be improved, which countries could be target markets and how to penetrate and promote the tourism. All in all, they are doing really professional job in terms of developing the tourism.

### **3.10.3. Comparison of the perspectives for development between Ohrid and Bled**

As for the perspectives for development, it can be concluded that: The perspective for development of both destinations is bright, but it has to be pointed out that the city of Bled is much more concrete and devoted in the intention to make Bled international and attractive destination to visit. Ohrid on the other side has no concrete strategy for the development of the tourism but has a lot to show to the potential customers. Ohrid need a clear path for development of the tourism, unity in doing that and professionalism in providing the services that are being offered.

#### **4. Conclusions and recommendations**

The growth in tourism turnover in recent years confirms that Ohrid can make tourism an active generator of its economic development. In order to increase the economic benefits of tourism, it is essential to adopt and implement a tourism strategy focused on sustainable development. Its orientation should be towards such forms of tourism which will create added value to all those who engage in the tourism trade.

The correct positioning on a dynamic and competitive tourism market is conditional on monitoring modern trends which serve to identify demand, new market potentials, areas of possible investment, and infrastructural requirements.

In recent years, on the demand side of the market, there has been a growing trend of tourists seeking specific types of tourism. Historical heritage, natural beauty and pleasant climate make up the framework which, together with the development of high quality accommodation, the rich supply of activities and entertainment, and particularly good service, shall enable Ohrid to attract the modern-day tourist.

Ohrid boasts exceptionally diverse and preserved natural and cultural tourism potentials. This is a valuable asset that must be maintained and protected so that in the long term it may contribute to the development of tourism. Tourism needs to become one of the basic generators of development, even in those areas where it was grossly marginalized in the past.

The tourism development of Ohrid needs to be based on the preservation of exceptionally diverse natural and cultural wealth; on principles of sustainable development in the planning of a quality tourism offering; on adequate market positioning and promotion, as well as the cooperation of all individuals and professional institutions that directly and indirectly participate in tourism.

The consistent implementation of an adopted strategy will ensure the long-term growth of positive effects from tourism, which will strengthen its position as a significant factor of economic growth and a generator of new employment opportunities.

The development of a quality tourism infrastructure and offerings requires significant resources, at least one part of which will have to be provided by foreign investors and financial institutions. In order for Ohrid tourism to become attractive enough to foreign capital, the return on

resources invested in tourist projects needs to reach the same rates as investments in similar projects on offer to investors in other destinations. Development in this direction will be possible only by properly positioning tourism offerings in Ohrid on the global tourism market with respect to the diversity and quality of offerings, and providing for an adequate price – experiences ratio. With the fulfillment of these conditions and the adequate promotion of Ohrid as a tourist destination, it is possible to achieve an increase in the utilization of tourism capacities, and consequently, an increase in tourist spending, which will result in the growth of attractiveness of investment projects in tourism. The strategy for tourism is a starting document for the implementation of defined strategic goals and the designing of suitable operational plans on lower levels, whose implementation, in turn, shall enable the achievement of the main strategic goal. Besides representing an umbrella strategy for the drafting of local plans of tourism development, it is also one of the key starting points in the process of designing a national strategy of regional development.

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