

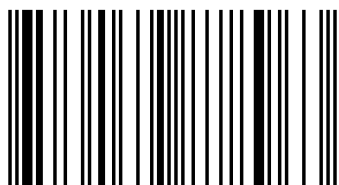
Tourism firms operate in a business environment in which innovation is important for firm survival. In spite of this, this book and its chapters combine considerations about tourism development. The growth of tourism refers to the gradual evolution of tourism which is an important factor for the productivity of a country's economy. When is measured the economic impact of tourism, it should be underline the essential causality among real GDP, REER and international tourism. There is need to understand the essential meaning of international tourism and trade, which are expected to be quite dependant on the exchange rate regimes. The international trade is another argument commonly used to justify the exchange rate policy. So, tourism should be seen as a moving factor with an important contribution for the economies.



Tatjana Boshkov
Lulzim Fejzullai
Elona Fejzullai Nikola Dimitrov

Tatjana Boshkov, PhD is University Professor at Goce Delcev University, Stip. Lulzim Fejzullai, PhD, Faculty of Agricultural Sciences and Food (FASF) and Director of Public Enterprise for Management of pastures, Skopje, Macedonia. Elona Fejzullai, MSc. FASF in Skopje. Nikola V.Dimitrov, PhD,Dean on Faculty of Tourism & Business Logistics,Stip.

Investment Driven Strategies in Tourism – Engine For Economic Growth



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**INVESTMENT DRIVEN STRATEGIES IN TOURISM SECTOR
ENGINE FOR ECONOMIC GROWTH**

By

Tatjana Boshkov, PhD

Lulzim Fejzullai, PhD

Elona Fejzullai, MSc

Nikola Dimitrov, PhD

Tourism firms operate in a business environment in which innovation is important for firm survival. In spite of this, there is an apparent lack of knowledge concerning innovation processes in tourism firms. This book and its chapters combines considerations about tourism development, such a change in thinking about tourism can contribute to two important changes in the planning and management of tourism in regional destinations — the use of a different set of assessment criteria for evaluating tourism development proposals, and the development, and more extensive use, of sustainability monitoring systems.

Also, chapters analyze the fact that Cities are the places where unbalance in the use of resources is most evident (they consume more resources than they generate), but at the same time they are the core of economic and societal innovation. Sustainable urban development makes it necessary to strike a balance, achieving the maximum of development opportunities and preserving at the same time the assets and the intangible elements that constitute the cultural identity of a country.

The growth of tourism refers to the gradual evolution of tourism which is an important factor for the productivity of a country's economy. When is measured the economic impact of tourism, it should be underline the essential causality among real gross domestic product, real effective exchange rate and international tourism. In addition, the study covers estimation which measured the effect of tourism on economic development in Macedonia and Greece. There is need to understand the essential meaning of international tourism and trade, which are expected to be quite dependant on the exchange rate regimes. The international trade is another argument commonly used to justify the exchange rate policy. In this way, tourism should be seen as a moving factor with an important contribution for the economies.

Chapter I

SYNERGIES IN LINKING TOURISM STRATEGY AND SUSTAINABILITY PERFORMANCE INDICATORS

By
Lulzim Fejzullai, PhD¹

Tourism is a factor for development. In this way, evidence confirmed that tourism can be a major player in the transformation of the economy and the promotion of sustainable development. Tourism prospects are closely tied to general economic prospect. The contact with the modern creation helps in the understanding and profound knowledge of habits, tendencies, ways of thinking of the indigenous, contributes in the spiritual uplift and in the conscience that the world is not limited to our only personal area of activity. Also it could be discussed how to develop tourism plans. It is important to formulate a plan and techniques how to use it, how to incorporate it, the importance of this plan and the influence of area characteristics on planning. Therefore, it is maken a brief historical background of the country or region, existing national and regional development policies, plans and programmes, with evaluation of their influence on tourism development, and cultural patterns of traditions, religious and social values and other relevant characteristics, and effects of development on cultural traditions and values. Another important thing is underlining the essential meaning of tourist attractions and activities, and their improvements. These understand the survey and inventory of existing and potential attractions and activities, evaluation of the tourist attractions, recommended improvements (and conservation) required

¹ Lulzim Fejzullai, PhD, Faculty of Agricultural Sciences and Food and Director of Public Enterprise for Management of pastures, Skopje, Macedonia. E-mail:lulzim@jppasista.mk

of the attractions.

Many studies suggest that cooperation programmes and high-profile projects will support the efforts of a destination to improve benefits for the development and implementation of sustainable tourism policies and programmes. But these activities are not enough for development in tourism.

In this way, the most of the discussion of innovation focuses on new products and technologies, but innovation is based on challenging existing assumptions and ways of thinking. One option to develop new ways of thinking and innovation in tourism is to argue that there is no such thing as sustainable tourism. Tourism may contribute to the sustainable development of some regions under some circumstances, then a number of new approaches to tourism development emerge. So, stronger links may emerge between tourism and other economic activities and development options. The existence of additional criteria could be used to evaluate different potential tourism developments and makes suggestions about the development of sustainability performance indicators.

So primarily, it is essential to highlights the importance of better knowledge management systems to support innovation in tourism.

Chapter II

PLANNING DESTINATION POLICY FOR TOURISM BUSINESS

by
Nikola V.Dimitrov, Ph.D²

Development plan with aim promotion of a place is the principal planning policy and it recognizes that achieving a regeneration is dependent on creating an attractive and safe environment by using high-profile projects. This benefits the existing residents and businesses and also attract new investments. Destinations face increasing pressure to raise their “place identity” in order to position themselves competitively in the global context. The focus of this paper is on tourism strategy for development a tourism destination using high- profile projects, how to improve physical environment and promote it as an attractive and enjoyable place to visit, to invest in, and to live in.

Taking in view the Poon concept and the WES approach it is shown how new tourism changes the rules of the game and calls for new strategies to ensure competitive success. The more rapid the changes are, the more important becomes strategy formulation and implementation. The aim is, also, encouraging business investment and business activity where is required the implementation of these strategies for developing tourism destinations.

² Nikola V.Dimitrov, Ph.D,Full professor and Dean on Faculty of Tourism and Business Logistics, Shtip, Macedonia.E-mail:nikola.dimitrov@ugd.edu.mk.

Chapter III

DETERMINING FACTORS FOR DEVELOPMENT OF TOURISM BUSINESS: AN ECONOMIC APPROACH

by
Elona Fejzullai, MSc³

New forms of tourism bring with them new environmental challenges and more demanding standards for sustainable development. With ongoing expansion the tourism sector can expect to face increasingly stringent conditions on growth and development and be called upon to justify its claims on environmental resources with a firm commitment to their sustainable management. Rather than opposing change, or merely accepting and accommodating change, the tourism industry must take the high ground and help orchestrate and manage change to its advantage and that of the environment which nurtures it.

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³ Elona Fejzullai, MSc. Faculty of Agrucultural Sciences and Food, Skopje, Macedonia

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Chapter IV

EMPIRICAL ESTIMATION BETWEEN REER AND TOURISM-LED GROWTH

by
Tatjana Boshkov, PhD⁴

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⁴University Professor at Faculty of Tourism and Business Logistics, Goce Delcev University - Stip, Macedonia. E-mail: tatjana.boskov@ugd.edu.mk; tatjana.boshkov@gmail.com

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