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Faculty of Hotel Management and Tourism

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**TOURIST IMAGES AND PERCEPTIONS: COMPARATIVE STUDY OF TWO
JERUSALEMS**

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ABSTRACT

The study compares tourist images and perceptions while experiencing Ohrid (Macedonia) known as the Balkan Jerusalem, and Jerusalem (Israel) known as the eternal city in the Holly Land. Based on Cohen's (1979) classification of tourists, the study investigates possible similarities and differences among tourist types. Upon face-to-face survey conducted among 650 tourists in the period June-August 2016, the analysis determines the presence and affection of main factors: (i) Perception of place; (ii) Pull motives; (iii) Perception of safety; (iv) Type of experience; and (v) Fulfilled expectations. Many resemblances are found with respect to the similarity expressions across the investigated issues. The study contributes to the limited academician work on tourist typology in Macedonia. Simultaneously, it has a practical significance since the findings indicate many suggestions and recommendations that may serve as a valuable starting point in creating new strategic approaches for boosting tourism development in Ohrid and Macedonia.

KEY WORDS: Tourism images; Tourist types; Tourism development; Ohrid; Jerusalem.