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**31 May - 2 June, 2018
Vrnjačka Banja, Serbia**

2018

**TOURISM
IN FUNCTION OF DEVELOPMENT
OF THE REPUBLIC OF SERBIA**

Tourism in the Era of Digital Transformation



**THEMATIC
PROCEEDINGS**

II



**UNIVERSITY OF KRAGUJEVAC
FACULTY OF HOTEL MANAGEMENT
AND TOURISM IN VRNJAČKA BANJA**



The Third International Scientific Conference

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Thematic Proceedings

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**FACULTY OF HOTEL MANAGEMENT AND TOURISM
IN VRNJAČKA BANJA**

Vrnjačka Banja, 31 May - 2 June, 2018

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ANALYSIS OF THE TOURISTS MOVEMENTS BETWEEN MACEDONIA AND SERBIA FOR THE PERIOD 2005-2016

Nikola V. Dimitrov¹

Abstract

The paper covers the analysis of tourist movements between Macedonia and Serbia. The goal is to see the dynamics of the tourist trip and overnight stays through the statistics used by the state institutions of both countries. Through the presented textual and graphic results - tables and graphs, the tourist movement between the two countries, the places of famous tourist destinations is perceived, and recommendations are given for increasing the mutual tourist visit.

Key Words: *analysis, tourists, nights, tourist resorts, Macedonia, Serbia*
JEL classification: Z3, Z32

Introduction

Tourism is one of the main branches that could trigger economic development in countries that have an abundance of natural resources (Durkalić & Stameniće, 2014). Tourist movements between Serbia - Macedonia have a long tradition (Dimitrov & Koteski, 2017). The fact that Macedonia has unique and well-preserved natural resources, large number of traditional rural households and much supplementary potential, imposes great future challenges towards rural tourism development (Dimitrov&Petrevska, 2012). Thanks to the geographic position of Serbia, landscapes suitable for different forms of recreation, natural beauties, but also rich natural heritage and folklore, there are favorable conditions for the development of the rural tourism (Cvijanović&Mihajlović, 2016).

Our research analyzes tourist movements of tourists and nights between the two countries for the period 2005-2016. The websites of the statistical offices of the two countries provided us with the relevant data (Drzaven

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zavod za statistika 2017 ; Zavod za statistiku 2003). We analyze the movements of tourists and overnight stays between Macedonia - Serbia and Serbia - Macedonia. The next step in the research is the comparative analysis of the obtained data and making conclusions and recommendations.

Tourist movements Macedonia - Serbia

The tourist movements of Macedonia - Serbia for the observed period 2005-2016 have the following characteristics: the number of tourists from Macedonia visiting Serbia has been on the increase for almost the entire period, from 25,946 in 2006 to 55,263 tourists in 2016, increasing by 29,317 or 113%. We register similar data for nights, from 49,811 in 2006 to 107,371 in 2016, with an increase of 57,560 tourists or 115%. The average stay of Macedonian tourists in Serbia was 1.93 days, which is too little. The participation of Macedonian tourists in the total number of foreign tourists visiting Serbia ranged from 3,83% to 5,18%, with an average of 4,25%, and the participation in the total number of tourists staying in Serbia was moving with values from 1.21% to 2.00%, with an average of 1.58% (see: Table and Figure 1). The share of nights spent by Macedonian tourists in the total sum of foreign tourists visiting Serbia ranges from 3.52% to 4.65%, with an average of 3.84% and in the total number of nights spent by tourists in Serbia, was moving with values from 0.72% to 1.42%, with an average of 0.99%.

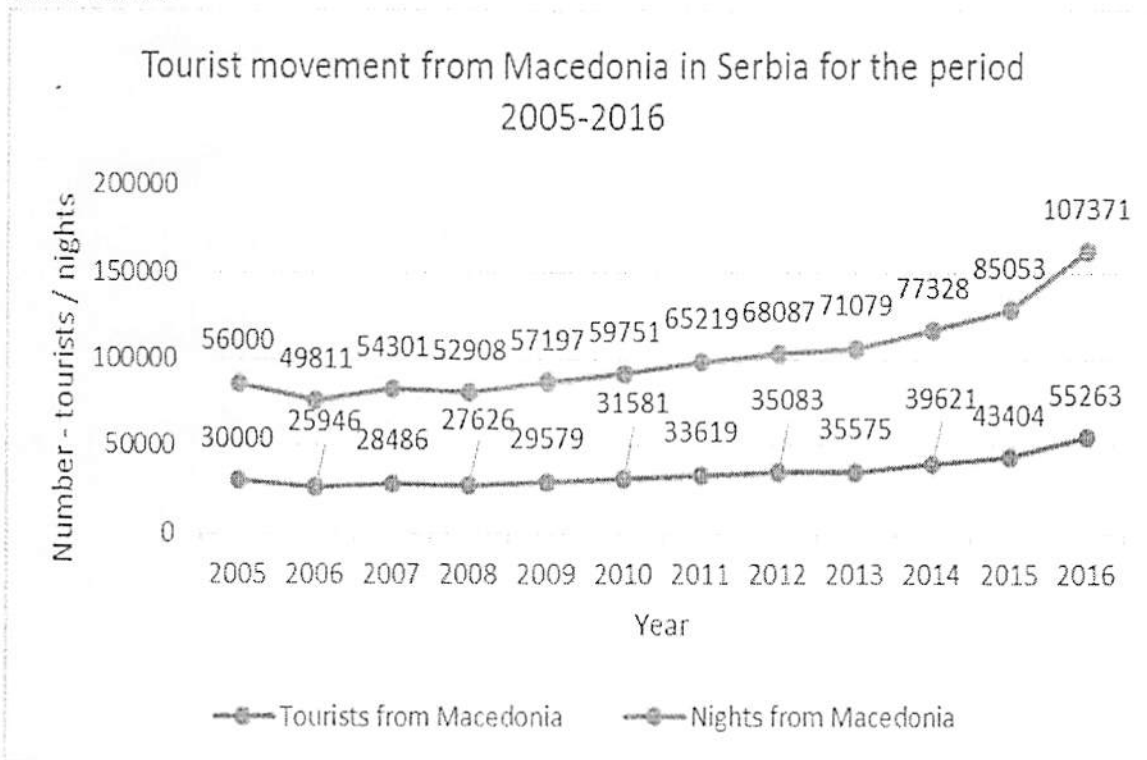
Table 1: *Tourist movement from Macedonia in Serbia for the period 2005-2016*

Year	Total tourists RS	Foreign tourists	From Macedonia since	Total nights RS	Foreign tourists	From Macedonia since	Days of residence
0	1	2	3	4	5	6	6:3
Republic of Serbia (RS)							
2005	1988469	578272	30000	6499352	1204301	56000	1.87
2006	2006488	585559	25946	6592622	1200709	49811	1.91
2007	2306558	696045	28486	7328692	1475675	54301	1.90
2008	2266166	646494	27626	7334106	1398887	52908	1.91
2009	2018466	645022	29579	6761715	1469102	57197	1.93
2010	2000597	682681	31581	6413515	1452156	59751	1.89
2011	2068610	764167	33619	6644738	1643054	65219	1.93
2012	2079643	809967	35083	6484702	1796217	68087	1.94
2013	2192435	921768	35575	6567460	1988393	71079	1.99
2014	2192268	1028732	39621	6086275	2161054	77328	1.95
2015	2437165	1132221	43404	6651852	2409680	85053	1.95

2016	2753591	1281426	55263	7533739	2738998	107371	1.93
Total	26310456	9772354	415783	80898768	20938226	804105	1.93
Year	Tourists from Macedonia since (%)	Foreign tourists (%)	Total tourists RS (%)	Nights, from Macedonia since (%)	Foreign tourists (%)	Total nights RS (%)	
Republic of Serbia (RS)							
2005	100	5.18	1.50	100	4.65	0.86	
2006	100	4.43	1.29	100	4.14	0.75	
2007	100	4.09	1.23	100	3.67	0.74	
2008	100	4.27	1.21	100	3.78	0.72	
2009	100	4.58	1.46	100	3.89	0.84	
2010	100	4.62	1.57	100	4.11	0.93	
2011	100	4.39	1.62	100	3.96	0.98	
2012	100	4.33	1.68	100	3.79	1.04	
2013	100	3.85	1.62	100	3.57	1.08	
2014	100	3.85	1.80	100	3.57	1.27	
2015	100	3.83	1.78	100	3.52	1.27	
2016	100	4.31	2.00	100	3.92	1.42	
Total	100	4.25	1.58	100	3.84	0.99	

Source: Drzaven zavod za statistika (2017), Zavod za statistiku (2003), Calculated by the author

Figure 1: Tourist movement from Macedonia in Serbia for the period 2005-2016



Source: Calculated and drawn by the author

For the whole period, compared to other foreign tourists, the number of Macedonian tourists staying in Serbia decreased since 2005, when they were in the 3rd place (after tourists from Slovenia and Bosnia and Herzegovina), and fell to the 11th place in 2015 (after Bosnia and Herzegovina, Bulgaria, Montenegro, Croatia, Slovenia, Turkey, Germany, Italy, Romania and Greece).

Tourists from Macedonia mostly visit the main administrative centers (Belgrade and Novi Sad), followed by spas (Vrnjačka Banja, Soko Banja, Niška Banja, Koviljača, Prolom, Maruška Banja), mountains (Kopaonik, Zlatibor and Tara), Valjevo, Zaječar, Zrenjanin, Niš, Kraljevo, Kruševac, Kragujevac, Čačak, Užice) etc.

Tourist movements Serbia – Macedonia

The tourist movements of Serbia-Macedonia for the observed period 2005-2016 have the following characteristics: the number of tourists from Serbia who visited Macedonia for approximately the entire period is with significant fluctuations, from 35,692 in 2011 to 50,145 tourists in 2016, with an increase of 14,453 or 40.5%. We register similar data for overnight stays, from 71,153 in 2012 to 116,909 in 2007, and in 2016 they were 93,782 in 2016, increasing by 45,756 tourists or 39.1%. The average stay of Serbian tourists in Macedonia was 2.1 days. The participation of Serbian tourists in the total number of foreign tourists visiting Macedonia is moving with values that have a significant deviation of over 10%, ie from 9.53% to 19.84%, and an average of 12.46% and in the total number of tourists in Macedonia, the share ranged from 5.34% to 8.32%, with an average of 6.28% (see Table and Figure 2).

The share of nights spent by Serbian tourists in the total number of foreign tourists visiting Macedonia ranges from values that have a significant deviation of over 14%, ie from 8.20% to 22.56%, with an average of 11.93% and in the total number of nights spent by tourists in Macedonia ranged from 3.30% to 5.78% with an average of 3.97%. For the whole period, compared to other foreign tourists, the number of tourists from Serbia who stayed in Macedonia from 2005 onwards gradually decreased and fell from the 1st place (with 38,127 tourists) to the third place in 2011 (after tourists from Greece 45,509 and Turkey 39,251). In 2012, 2013 and 2014 they were also in the third place (after tourists from Turkey 68,124 and Greece 46,184), while in 2015 and 2016 tourists from Serbia were in the second place (following tourists from

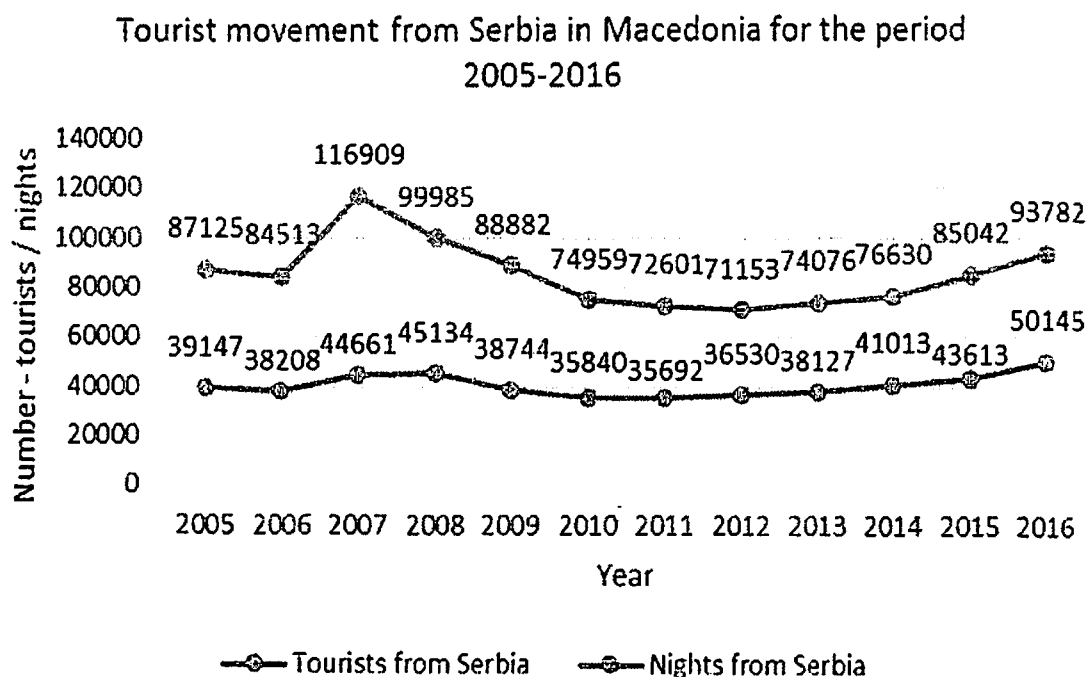
Turkey 105,738). Tourists from Serbia mostly visited the capital (Skopje), followed by the lake places (Ohrid, Struga, Dojran, Prespa), the mountain areas (Mavrovo, Popova šapka, Kruševo, Pelister), the spas (Katlanovska Banja, Bansko, Debar Banji, Negorca Banja) and at least other places.

Table 2: *Tourist movement from Serbia in Macedonia for the period 2005-2016*

Year	Total tourists RM	Foreign tourists	From Serbia since	Total nights RM	Foreign tourists	From Serbia since	Days of residence
0	1	2	3	4	5	6	6:3
Republic of Macedonia (RM)							
2005	509706	197216	39147	1970041	442988	87125	2.22
2006	499473	202357	38208	1917395	442845	84513	2.21
2007	536212	230080	44661	2019712	518088	116909	2.61
2008	605320	254957	45134	2235520	587447	99985	2.21
2009	587770	259204	38744	2101606	583796	88882	2.29
2010	586241	261696	35840	2020217	559032	74959	2.09
2011	647568	327471	35692	2173034	755166	72601	2.03
2012	663633	351359	36530	2151692	811746	71153	1.94
2013	701794	399680	38127	2157175	881375	74076	1.94
2014	735650	425314	41013	2195883	922513	76630	1.86
2015	816067	485530	43613	2394205	1036383	85042	1.94
2016	856843	510484	50145	2461160	1054017	93782	1.87
Total	7746277	3905348	486854	25797640	8595396	1025657	2.10
Year	Tourists from Serbia since (%)	Foreign tourists (%)	Total tourists RM (%)	Nights, from Serbia since (%)	Foreign tourists (%)	Total nights RM (%)	
Republic of Macedonia (RM)							
2005	100	19.84	7.68	100	19.66	4.42	
2006	100	18.88	7.64	100	19.08	4.40	
2007	100	19.41	8.32	100	22.56	5.78	
2008	100	17.70	7.45	100	17.02	4.47	
2009	100	14.94	6.59	100	15.22	4.22	
2010	100	13.69	6.11	100	13.40	3.71	
2011	100	10.89	5.51	100	9.61	3.34	
2012	100	10.39	5.50	100	8.76	3.30	
2013	100	9.53	5.43	100	8.40	3.43	
2014	100	9.64	5.57	100	8.30	3.48	
2015	100	8.98	5.34	100	8.20	3.55	
2016	100	9.82	5.85	100	8.89	3.81	
Total	100	12.46	6.28	100	11.93	3.97	

Source: *Drzaven zavod za statistika (2017), Zavod za statistiku (2003), Calculated by the author*

Figure 2: *Tourist movement from Serbia in Macedonia for the period 2005-2016*



Source: *Calculated and drawn by the author*

Regional review of the tourist movements between Macedonia – Serbia

The regional review of the tourist movements between Macedonia and Serbia relates to the period 2010-2016. According to the statistical regional survey, the movements of tourists in the Republic of Serbia are divided into two major regions Serbia-North (with two regions, the Belgrade region and the Vojvodina region) and Serbia-South (also with two regions, region the Šumadija region with Western Serbia and the region South Serbia with East Serbia). The number of tourists from Macedonia who visited the Serbia-North region for the period 2010-2016 has the following characteristics. The number of tourists from Macedonia who visited the Serbia-North region for nearly the entire period was growing, from 21,615 in 2010 to 32,973 tourists in 2016, increasing by 11,358 or 52.5%. The participation of tourists from Macedonia in this region in the total number of tourists from Macedonia in 2016 was 59.7%.

We registered similar data for overnight stays, from 34,053 in 2010 to 53,848 in 2016, with an increase of 19,795 overnights or 58.1%. The share of overnight stays of tourists from Macedonia in this region in the

total number of nights spent by tourists from Macedonia is 50.2%. The average stay of nights spent by Macedonian tourists in the Serbia-North region is 1.63 days, which is too little.

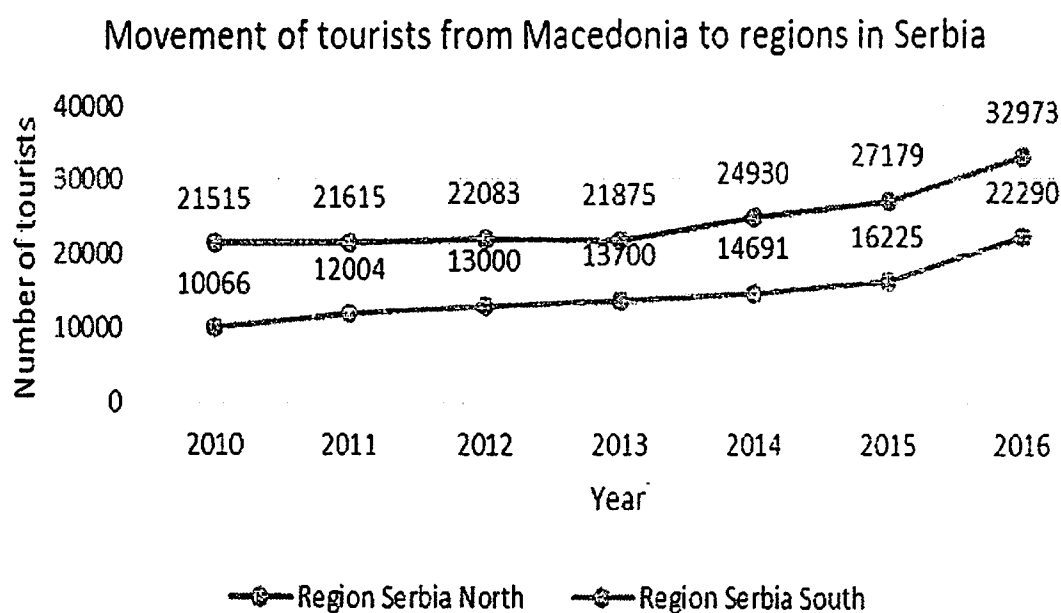
The number of tourists from Macedonia who visited the Serbia-South region for the whole period is growing, from 10,066 in 2010 to 22,290 tourists in 2016, increasing by 12,224 or 121.4%. The participation of tourists from Macedonia in this region in the total number of tourists from Macedonia was 40.3%. We also registered similar data for overnight stays, from 25,698 in 2010 to 53,523 in 2016, with an increase of 27,825 nights or 108.3%. The share of overnight stays of tourists from Macedonia in this region in the total number of nights spent by tourists from Macedonia was 49.8%. The average stay of nights spent by Macedonian tourists in the South Serbia region was 2.4 days (see Table and Figure 3 and 4).

Table 3: *Tourist movement from Macedonia in the regions of Serbia for the period 2010-2016*

REGION	YEAR						
	2010	2011	2012	2013	2014	2015	2016
Total Serbia	2000597	2068610	2079643	2192435	2192268	2437165	2753591
Domestic	1317916	1304443	1269760	1270667	1163536	1304944	1472165
Foreign	682681	764167	809967	921768	1028732	1132221	1281426
From the Republic of Macedonia	31581	33619	35083	35575	39621	43404	55263
Total Serbia-North	900296	908522	959643	1066081	1125232	1220939	1359642
Domestic	402431	348176	3609760	377287	358885	384536	419526
Foreign	497865	560344	609643	688794	766347	836403	940116
From the Republic of Macedonia	21515	21615	22083	21875	24930	27179	32973
Total Serbia-South	1100301	1160088	1120000	1126354	1067036	1216226	1393949
Domestic	915485	956265	900000	893380	804651	920408	1052639
Foreign	184816	203823	200324	232974	262385	295818	341310
From the Republic of Macedonia	10066	12004	13000	13700	14691	16225	22290

Source: *Drzaven zavod za statistika (2017), Zavod za statistiku (2003), Calculated by the author*

Figure 3: *Tourist movement from Serbia in Macedonia in the regions of Serbia for the period 2010-2016*



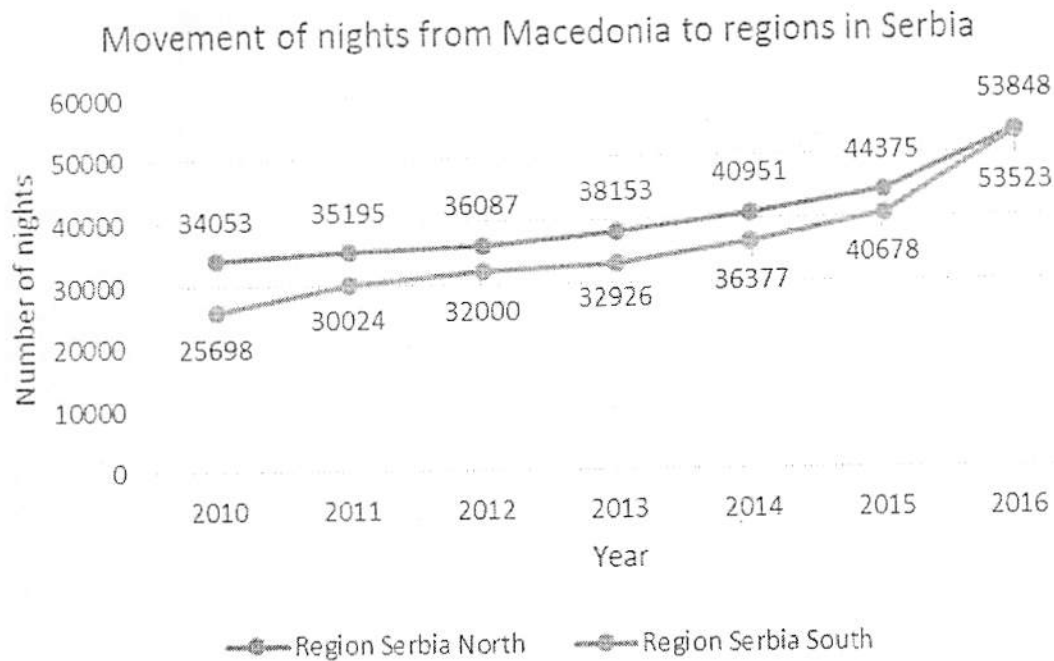
Source: *Calculated and drawn by the author*

Table 4: *Tourist movement - nights from Macedonia in the regions in Serbia for the period 2010 - 2016*

REGION	YEAR						
	2010	2011	2012	2013	2014	2015	2016
Total Serbia	6413515	6644738	6484702	6567460	6086275	6651852	7533739
Domestic	4961359	5001684	4688485	4579067	3925221	4242172	4794741
Foreign	1452156	1643054	1796217	1988393	2161054	2409680	2738998
From the Republic of Macedonia	59751	65219	68087	71079	77328	85053	107371
Total Serbia-North	2086933	2093922	2203000	2418407	2464945	2680331	2991073
Domestic	1060085	944295	980000	1008303	942022	983722	1066690
Foreign	1026848	1149627	1280617	1410104	1522923	1696609	1924383
From the Republic of Macedonia	34053	35195	36087	38153	40951	44375	53848
Total Serbia-South	4326582	4550816	4281702	4149053	3621330	3971521	4542666
Domestic	3901274	4057389	3708485	3570764	2983199	3258450	3728051
Foreign	425308	493427	515600	578289	638131	713071	814615
From the Republic of Macedonia	25698	30024	32000	32926	36377	40678	53523

Source: *Drzaven zavod za statistika (2017), Zavod za statistiku (2003), Calculated by the author*

Figure 4: *Tourist movement – nights, from Serbia in Macedonia for the period 2010-2016*



Source: *Calculated and drawn by the author*

Regional review of the tourist movements Serbia - Macedonia

The regional review of the tourist movements of Serbia-Macedonia relates to the period 2010-2016. According to the statistical regional survey, the movements of tourists in the Republic of Macedonia are divided into eight statistical regions (Vardar, East, Southwest, Southeast, Pelagonia, Polog, Northeast and Skopje region).

The number of tourists from Serbia who visited the regions in Macedonia for the period 2010-2016 has the following characteristics: the number of tourists from Serbia who visited the Vardar region was increasing during the entire period, from 1,415 in 2010 to 6,450 tourists in 2016, with an increase of 5,035 tourists or 355.8%. The participation of tourists from Serbia in this region in the total number of tourists from Serbia in 2016 was 12.8%. The average stay of Serbian tourists in the Vardar region was only 1.1 days, which is too little.

We also registered similar increase in the Vardar region for overnight stays, from 1,939 in 2010 to 7,205 in 2016, with an increase of 5,266 nights or 271.6%. The share of overnight stays of tourists from Serbia in

this region, in the total number of nights spent by Serbian tourists in 2016 was 7.7%.

The number of tourists from Serbia who visited the Eastern region for the whole period has significant oscillations, from 535 in 2010 to 967 tourists in 2016, with an increase of 432 tourists or 80.7%. The share of tourists from Serbia in this region, in the total number of tourists from Serbia in 2016 was 1.9%. The average stay of Serbian tourists in the eastern region was only 1.9 days.

We also registered similar increase in the eastern region for overnight stays, from 1,004 in 2010 to 1,824 in 2016, with an increase of 820 nights or 81.7%. The share of overnight stays of tourists from Serbia in this region, in the total number of nights spent by Serbia in 2016 was only 1.9%.

The number of tourists from Serbia visited the Southwest region for the whole period has significant oscillations, from 12,517 in 2010 to 10,245 tourists in 2016, with a decrease of 2,272 tourists or a decrease of 18.1%. The participation of tourists from Serbia in this region, in the total number of tourists from Serbia in 2016 was 20.4%. The average stay of Serbian tourists in the southwest region is 2.9 days. The largest number of Serbian tourists came to Ohrid in the summer season.

We also registered similar data in the southwest region for overnight stays, from 38,364 in 2010 to 30,245 in 2016, with a decrease of 8,119 overnight stays or a decrease of 26.8%. The share of overnight stays of tourists from Serbia in this region, in the total number of nights spent by Serbian tourists in 2016 was only 32.2%.

The number of tourists from Serbia who visited the Southeast region for the whole period was growing, from 2,424 in 2010 to 9,116 tourists in 2016, with an increase of 6,692 tourists or 276.1%. The participation of tourists from Serbia in this region, in the total number of tourists from Serbia in 2016 was 18.2%. The average stay of Serbian tourists in the southeast region was only 1.6 days. On their way from Greece, most of the Serbian tourists stay one night in Dojran.

We also registered similar increase in the southeast region for overnight stays, from 4,087 in 2010 to 14,625 in 2016, with an increase of 10,538 overnight stays or 257.8%. The share of overnight stays of tourists from

Serbia in this region, in the total number of nights spent by Serbian tourists in 2016 is only 15.6%.

The number of tourists from Serbia who visited the Pelagonia region for the whole period saw a small increase, from 1463 in 2010 to 2131 tourists in 2016, increasing by 668 tourists or 45.6%. The share of tourists from Serbia in this region, in the total number of tourists from Serbia in 2016 was 4.2%. The average stay of Serbian tourists in Pelagonia region was only 1.9 days.

We registered similar data seeing a small increase in the Pelagonia region for overnight stays, from 3,050 in 2010 to 4,095 in 2016, with an increase of 1,045 overnight stays or 34.3%. The share of overnight stays of tourists from Serbia in this region, in the total number of nights spent by Serbian tourists in 2016 was only 4.4%.

The number of tourists from Serbia who visited the Polog region for the entire period has been significantly declining, from 941 in 2010 to 720 tourists in 2016, with a decline of 221 tourists or a decrease of 30.7%. The share of tourists from Serbia in this region, in the total number of tourists from Serbia, in 2016 is only 1.4%. The average stay of Serbian tourists in the Polog region was 2.8 days. Most of the Serbian tourists come in the winter skiing season, in ski resorts Mavrovo and Popova Šapka.

Data on overnight stays in the Polog region for the mentioned period increased significantly, from 1,675 in 2010 to 1,992 in 2016, with an increase of 317 nights or 18.9%. The share of overnight stays of tourists from Serbia in this region, in the total number of nights spent by Serbian tourists in 2016 was only 1.9%.

The number of tourists from Serbia who visited the Northeast region for almost the entire period has increased, from 402 in 2010 to 1,169 tourists in 2016, with an increase of 767 tourists or 190.8%. The share of tourists from Serbia in this region in the total number of tourists from Serbia in 2016 was 2.3%. The average stay of Serbian tourists in the northeast region was only 1.3 days.

Similar data that give evidence of an increase of overnight stays were registered in the northeastern region, from 782 in 2010 to 1,563 in 2016, with an increase of 781 nights or 99.9%. The share of overnight stays of

tourists from Serbia in this region, in the total number of nights spent by Serbian tourists in 2016 was only 1.7%.

The number of tourists from Serbia who visited the Skopje region for the whole period was growing, from 16,143 in 2010 to 19,347 tourists in 2016, with an increase of 3,204 tourists or 19.8%. The participation of tourists from Serbia in this region, in the total number of tourists from Serbia in 2016 was 38.6%. The average stay of Serbian tourists in the Skopje region was only 1.7 days.

We also registered similar increase in overnight stays in the Skopje region, from 24,058 in 2010 to 32,233 in 2016, with an increase of 8,175 nights or 34.0%. The share of overnight stays of tourists from Serbia in this region, in the total number of nights spent by Serbian tourists in 2016 was 34.4%. (See Table and Figure 5 and 6).

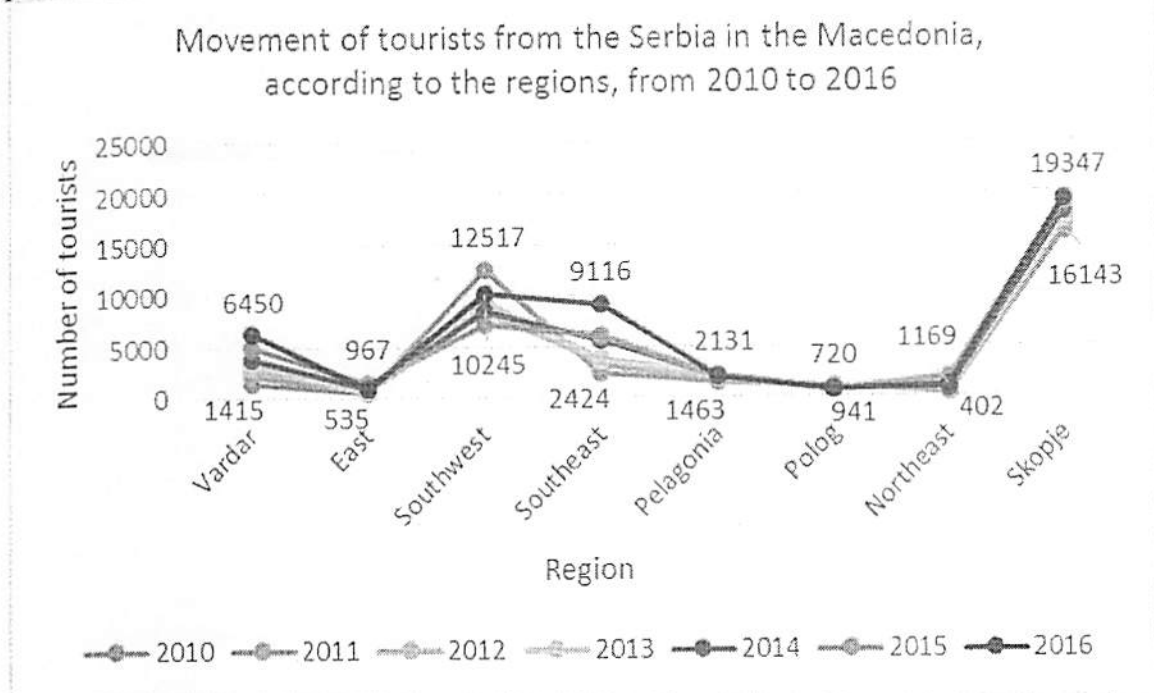
From 2010 onwards, tourists from Serbia dominate the Vardar and Northeast regions. They are second in the Skopje region (after tourists from Turkey), in the East region (after tourists from Bulgaria), in Pelagonia and in the South-East region (after tourists from Greece), and in the Southwest region they are in fourth place (after tourists from Turkey, The Netherlands and Bulgaria) and the Polog region (after tourists from Albania, Kosovo and Turkey).

Table 5: *Tourist movement from Serbia to Macedonia, by regions for the period 2010-2016*

REGION	YEAR						
	2010	2011	2012	2013	2014	2015	2016
VARDAR	1415	2267	3062	3282	3938	5028	6450
EAST	535	743	608	713	960	1446	967
SOUTHWEST	12517	9459	8338	9385	8611	7239	10245
SOUTHEAST	2424	3186	3628	3695	5694	6107	9116
PELAGONIA	1463	1731	1920	2155	2072	2132	2131
POLOG	941	711	614	701	765	637	720
NORTHEAST	402	620	890	804	774	1907	1169
SKOPJE	16143	16975	17470	17392	18199	19117	19347
TOTAL	35840	35692	36530	38127	41013	43613	50145

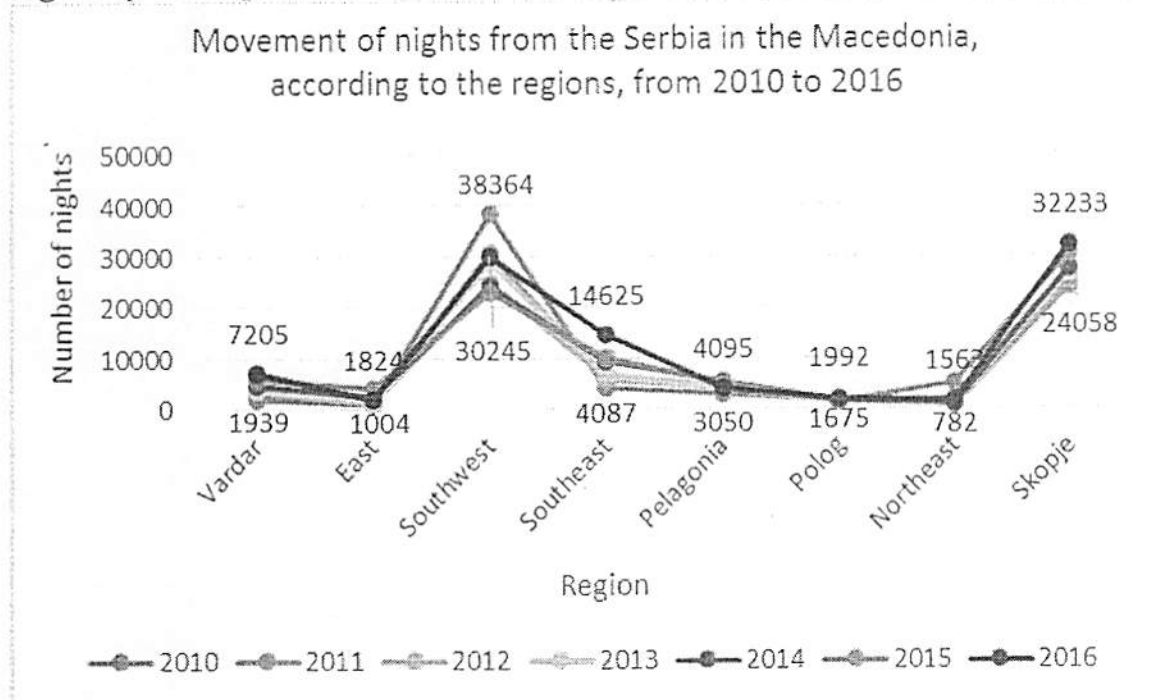
Source: *Drzaven zavod za statistika (2017), Zavod za statistiku (2003), Calculated by the author.*

Figure 5: Tourist movement from Serbia in Macedonia, by regions for the period 2010-2016



Source: Calculated and drawn by the author

Figure 6: Tourist movement - nights from Serbia in Macedonia, by regions for the period 2010-2016



Source: Calculated and drawn by the author

Table 6: *Tourist movement - nights from Serbia in Macedonia, by regions for the period 2010-2016*

REGION	YEAR						
	2010	2011	2012	2013	2014	2015	2016
VARDAR	1939	2878	3773	3830	4801	5869	7205
EAST	1004	1607	1377	1324	2493	4191	1824
SOUTHWEST	38364	30689	24982	28783	24136	23055	30245
SOUTHEAST	4087	5538	6245	6495	9504	9973	14625
PELAGONIA	3050	4447	4067	4344	5460	5196	4095
POLOG	1675	1250	1273	1421	1541	1239	1992
NORTHEAST	782	916	2082	1092	1039	5099	1563
SKOPJE	24058	25096	27354	26787	27656	30420	32233
TOTAL	74959	72421	71153	74076	76630	85042	93782

Source: *Drzaven zavod za statistika (2017), Zavod za statistiku (2003), Calculated by the author*

Differences in tourism movements

Differences of tourist movements between Serbia and Macedonia and vice versa for the observed period 2005-2016 have the following characteristics: the number of tourists from Serbia who visit Macedonia for the whole period oscillated significantly from positive to negative, from 17,508 in 2008, when tourists from Serbia were more numerous than tourists from Macedonia, to -5,118 in 2016 in favor of tourists from Macedonia, who were more numerous than tourists from Serbia. The total difference in the tourist movements from the largest to the smallest number is 22,626 tourists. So in the last year tourists from Macedonia who stayed in Serbia were more numerous than tourists from Serbia who stayed in Macedonia. (See Table and Figure 7) Collectively, for the period 2005-2016, there were 71,071 more tourists from Serbia (486,845) than from Macedonia (415,833), or 14.6%. The number of nights spent by tourists from Serbia who visited Macedonia in approximately the entire period oscillated significantly from positive to negative, from 62,608 overnights in 2008 realized by tourists from Serbia ($116,909 - 54,301 = 62,608$), to -13,589 overnights in 2016, realized by tourists from Macedonia ($93,782 - 10,7371 = 13,589$). The total difference in the number of nights spent by tourists from the largest to the smallest number was 76,197 nights. So, in the last three years, the nights spent by tourists from Macedonia in Serbia are more numerous than the nights spent by tourists from Serbia in Macedonia. Collectively, for the period 2005-2016, the total number of nights spent by tourists from Serbia (1,025,657) is more

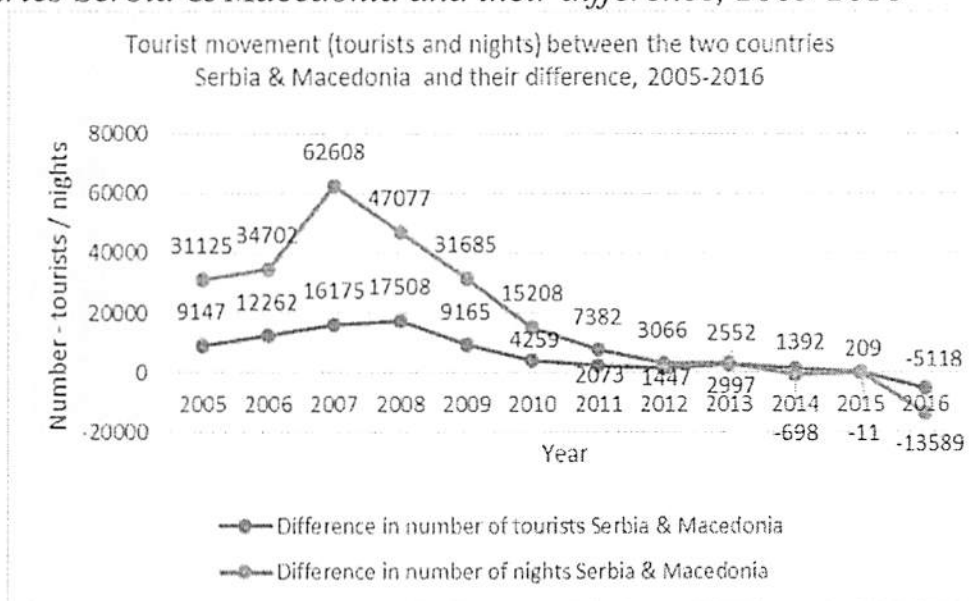
than the total number of overnight stays realized by tourists from Macedonia (804,105), by 221,562 tourists, or 21.6%. (See Table and Figure 7)

Table 7: Tourist movement (tourists and nights) between the two countries Serbia & Macedonia and their difference, 2005-2016

Year	Tourists		Difference in number of tourists	Nights		Difference in number of nights
	From Serbia since	From Macedonia since		From Serbia since	From Macedonia since	
Republic of Macedonia & Republic of Serbia						
2005	39147	30000	9147	87125	56000	31125
2006	38208	25946	12262	84513	49811	34702
2007	44661	28486	16175	116909	54301	62608
2008	45134	27626	17508	99985	52908	47077
2009	38744	29579	9165	88882	57197	31685
2010	35840	31581	4259	74959	59751	15208
2011	35692	33619	2073	72601	65219	7382
2012	36530	35083	1447	71153	68087	3066
2013	38127	35575	2552	74076	71079	2997
2014	41013	39621	1392	76630	77328	-698
2015	43613	43404	209	85042	85053	-11
2016	50145	55263	-5118	93782	107371	-13589
Total	486854	415783	71071	1025657	804105	221562

Source: Drzaven zavod za statistika (2017), Zavod za statistiku (2003), Calculated by the author

Figure 7: Tourist movement (tourists and nights) between the two countries Serbia & Macedonia and their difference, 2005-2016



Source: Calculated and drawn by the author

Conclusion with recommendations

The trend in the global tourism services market is such that competition is increasing and user demands changed (Lazić, Cvijanović, Ljumović, 2013). From the stated data it can be concluded that the tourism between the two countries has a tradition and has significant tourist movements. In recent years, the trend of visiting Macedonia - Serbia and Serbia - Macedonia has significant oscillations and small growth. Macedonia has a small advantage when it comes to the differences in the tourist visit between the two countries.

We can said that tourism between Serbia and Macedonia have been sustain. The development of tourism in the context of sustainable development in future means that equal attention, should be paid to the relationship between tourism and the environment (Vujko&Gajić, 2014).

Tourists from Serbia who stayed in Macedonia visited the following tourist destinations: Ohrid, Skopje, Dojran, Struga, Bitola, Mavrovo, Popova šapka, Kruševo, Vevcani, Kumanovo and other places. While the tourists from Macedonia who stayed in Serbia visited the following tourist destinations: Belgrade, Niš, Kopaonik, Vrnjačka Banja, Niška Banja, Soko Banja, Kragujevac, Novi Sad, Zlatibor and other places.

For a more numerous and richer tourist visit, the two countries should work towards mutual agreements and devise strategies for enriching the tourist visit between Macedonia - Serbia & Serbia - Macedonia, for the period 2020-2025.

In the Strategy, from most activities we recommend the following:

- Subsidizing a twin tourist visit from the state and the local government;
- Establishment of joint travel agencies and tourist arrangements;
- Subsidizing friendly and family visits with tourist goals;
- Subsidizing of mutual educational, cultural, scientific, economic and other cooperation.

The tourist movements between the two countries have a long tradition with realistic perspectives of new forms and contents of a tourist offer that guarantees mutual tourism profit.

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