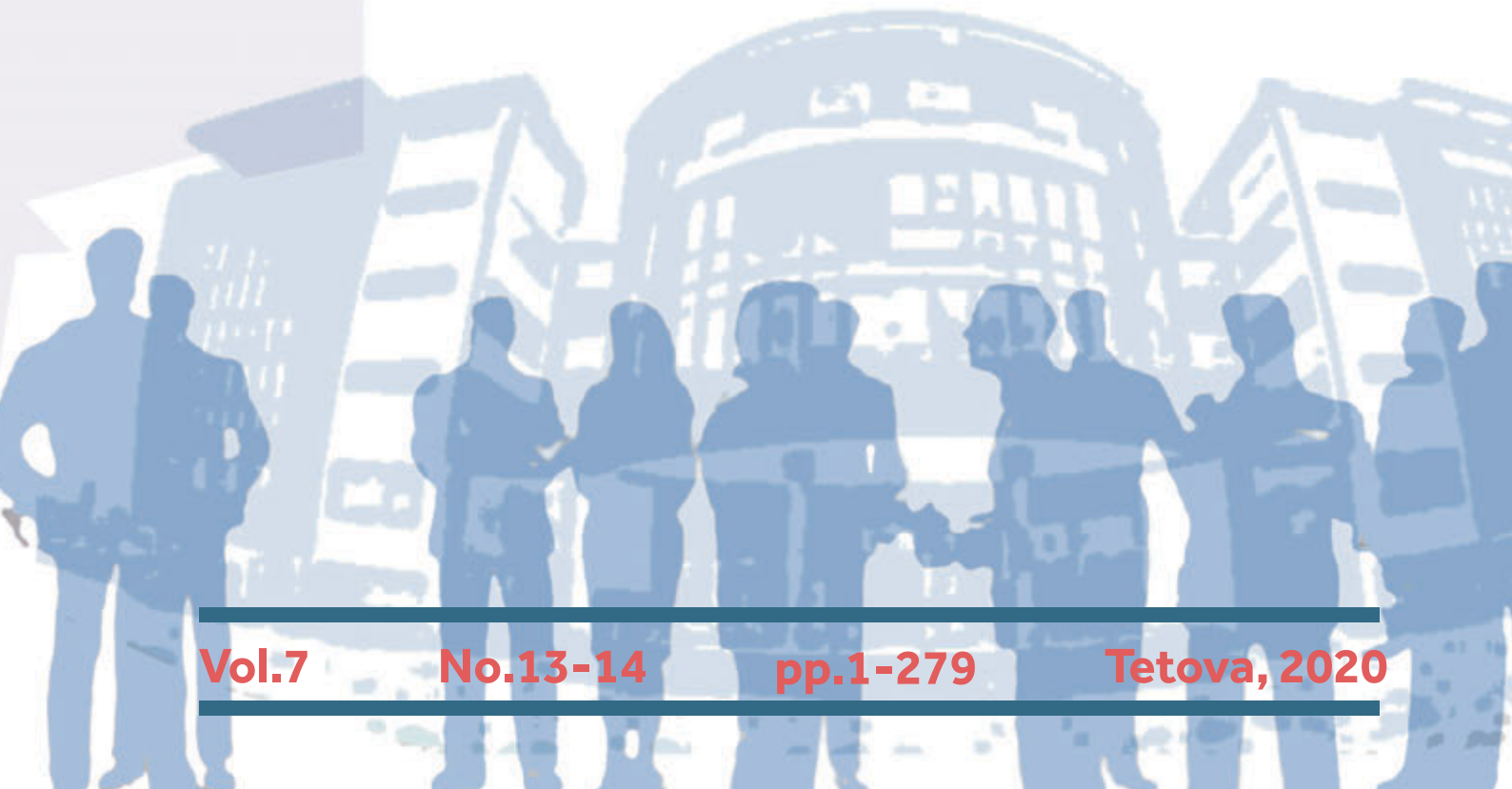
UDC: 33

ISSN: 1857 - 9566 (Print)
ISSN: 2545 - 4544 (Online)

ECONOMIC VISION

International Scientific Journal in Economics, Finance, Business, Marketing, Management and Tourism

13-14 / 2020



Vol.7 No.13-14 pp.1-279 Tetova, 2020

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ECONOMIC VISION | Vol. 7 | No. 13-14 | pp. 1-279 | Tetova | 2020

ECONOMIC VISION
International Scientific Journal in Economics, Finance, Business, Marketing, Management and Tourism

Editor-In-Chief: Vullnet Ameti
Editors: Raman Ismaili, Aida Yzeiri Baftijari
Publisher: Faculty of Economics, University of Tetova
Republic of North Macedonia

Proofreading: Lindita Skenderi ISSN 1857 – 9566 (Print) ISSN 2545 – 4544 (Online) Published twice a year Account No. 160016005478810 Tax No. 4028004139891 Deponent: Narodna Banka na RSM Income Code: 723019 Program: 43 IBAN: MK07 1007 0100 0066 227 SWIFT: NBRM MK 2X		**Printing House and Technical Editing/Layout:** Office for Scientific Research and Innovation **Editorial Office**: Office for Scientific Research and Innovation, University of Tetova Tetovo, Republic of North Macedonia Ilinden, n.n 1200, Tetova Phone: +389 44 356 500 e-mail: rms@unite.edu.mk URL: www.unite.edu.mk

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FOREWORD

"Economic Vision" – *international scientific journal* is an initiative of the Faculty of Economics and Faculty of Business Administration of the University of Tetova.
The "Economic Vision" is an international, peer-reviewed, open-access journal with the goal of providing an academic platform for professionals and researchers to contribute innovative work in the field. It will include original and full-length articles that reflect the latest research and developments in both theoretical and practical aspects of economics, business and management and will be published in both print and online versions.

There will be two issues published per year covering a range of topics from the key fields of: economics, finances, tourism, international business and marketing.
According to the global financial crisis, which caused a decrease of investment projects as generators of economic growth, the crucial question of how to provide funds for the continuation and development of the same raises? In the newly created economic opportunities, changes of the economic paradigm have been spotted in all the issues of "Economic Vision". The manuscripts in the issues are basic oriented on capital investments and financial profitability, financing possibilities of the local government and state investment in science. All of these topics are crucial to the economic development of a country or a whole region. Following on the financing and investment, the manuscripts offer the answers how to raise necessary funds to finance those investments: tourism, science and scientific productivity, medical or health tourism, sustainable tourism and hotel management, human capital, steel industry and other industry or sectors.

We are grateful to all scientific researchers, who with their papers have contributed to increasing the value of this journal.

Editor-In-Chief
Prof. Dr. Vullnet Ameti

UDC: 656.1:502.131.1(497.7)
Review Article

GREEN LOGISTICS INFRASTRUCTURE: STRATEGY CONCEPT AND THE ENVIRONMENT PLANNING

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Abstract
The development of the global economy imposes the need for different actors in every society - citizens, companies and institutions to focus on modeling and solving transport problems. But every society, depending on its legal regulations, economic power and cultural identity, responds appropriately to this challenge. Citizens are increasingly aware of the fact that transport systems play a crucial role in their well-being. But at the same time, they are also aware of how to reduce harmful emissions from motor vehicles, especially heavy goods vehicles, and to model green logistics as a template for future infrastructure solutions. Planning that determines larger environmental, political and social systems is also a key idea in the overall agenda of spatial dimensioning of long-term environmental sustainability, embedded in the concept of the so-called "environmental" model of green infrastructure. But green infrastructure model cannot achieve the desired goals unless it is aligned with the overall logistics system in one area. Balancing the objectives of cost-effectiveness and reliability with these overarching development goals can contribute to a better quality of life in the region, improve policy efficiency, mitigate the risk of unintended consequences and position the sector as a model for inclusive development.
The need to manage the balance between different modes of transport, to reduce transport costs and improve economic and resource efficiency, while at the same time taking care to improve safety and mitigate the impact of transport on the environment is imperative of "Green logistics".
Keywords: green infrastructure (GI), sustainable development, green logistics, transport infrastructure, environmental planning

1. Introduction

Space has always played an important role in all manifestations of human activity. For these reasons, the role of the natural-geographical factor in economic development and changes in space has long been emphasized. Its role is far greater than it is usually treated. The spatial distribution of production is carried out in accordance with certain laws, under the influence of certain factors, in particular the transport infrastructure, in order to obtain optimum results of operation that are manifested by achieving the highest possible production with the lowest production costs.
We live in a world of global developments, when market and other information is increasingly available to the entire world population, transportation is cheaper and significantly facilitated by new technology, consumer habits are unified and standardized as global companies exchange their products in all parts of the world.
The world economy is the rise experiencing constant transformation and combination of technological and geopolitical forces. Technological changes, improvements in transport and communication technology have significantly reduced distances and spatial barriers and trade, viewed as concept that both planners and practitioners can draw on. This combination enabled the globalization of culture, the globalization of the economy and the globalization of the environment.

The global economic space has many specificities, so it is very important for as well as economists, but and the ecologists, geographers, planners to obtain and proceed information about those specificities, as well as knowledge of the spatial impact of certain phenomena and processes which

tailored and structured our living. Studying the global environment economy, ie the global spatial dimensions of environment economic activities is just one of the approaches to sustainable development. According to Jeremy Rifkin, we are now paying the bill for the industrial age, and we need a new economic vision and a game plan that is practical and can be implemented in less than 40 years.(ITF, 2011)

Numerous authors on environmental development in their studies as a modern concept "institutionalize" the notion of "green infrastructure" as a kind of policy for space action. An examination of the development of the green infrastructure concept around the world indicates that although there is a general increase in attention to a variety of areas which could be termed 'green infrastructures', there appears to be no consistent approach to the concept or conversion into policy and action on the ground. (Mell C.I. Roe M., 2007)

The problem of sustainable development has been the focus of creative interest in corporate and national policies in recent years, with new insights emerging on topics such as the international economy, strategic foreign trade strategic routes, political economy, and international coordination of a healthy environment. For these reasons, we can point out the necessity that today, more than ever before, there is a need to study the human side of transport and logistic for a clearer understanding of world processes and changes.

As part of the dimensioning and strengthening of the green infrastructure policy, transport infrastructure and logistics activities play an important role, establishing integration and spatial connectivity in the functioning of the complex value ecosystem.

2. Legislative and practices

Green Infrastructure has numerous references suggesting that diversity in form and function supports the multi-dynamic landscape interpretation system. The role of green infrastructure in different environmental organizations, like their definitions, differs according to the focus of their work programs and policy focus. Completely defining these processes is suggested within the framework of green infrastructure literature as an important area that spatial managers should consider when developing a broader knowledge of what a green infrastructure is, how to use it, how to maintain it and how it should be managed and planning. While there are numerous definitions, two elements occur throughout - *multifunctionality and connectivity* – these lend some commonality to what may at first appear as disparate definitions.

We must bear in mind that each green space is perceived differently due to a number of factors, which include but are not limited to, size, geomorphologic structure, quality and function, but also include location within the urban, infrastructural and rural landscapes.

The differences in the complex composition and the numerous green space functions are, therefore, key to the articulation of an appropriate green infrastructure approach for landscape planning. The diversity of landscape composition and perceptions of these areas are two of the main features related to the development of the concept of green infrastructure. However, there are also questions concerning how the green infrastructure has evolved conceptually and as a process of landscape management. This will explore the different meanings and interpretations that green infrastructure is treating in the UK, Europe, and North America. This lack of unified or inclusive use of green infrastructure may prevent its integration into the regular planning policy.(Mell C., 2010)

Green Infrastructure (GI) according the EU legislative (EU, 2013) can be broadly defined as a strategically planned network of high quality natural and semi-natural areas with other environmental features, which is designed and managed to deliver a wide range of ecosystem services and protect biodiversity in both rural and urban settings. More specifically GI, being a

spatial structure providing benefits from nature to people, aims to enhance nature's ability to deliver multiple valuable ecosystem goods and services, such as clean air or water. This will in turn:

- Foster a better quality of life and human well-being, for instance by providing a high-quality environment in which to live and work.
- Improve biodiversity, for instance by reconnecting isolated nature areas and increasing the mobility of wildlife across the wider landscape.
- Protect us against climate change and other environmental disasters, for instance by alleviating floods, storing carbon or preventing soil erosion.
- Encourage a smarter, more integrated approach to development which ensures that Europe's limited space is utilized in as efficient and coherent a way as possible

Undoubtedly, green infrastructure is an important and increasingly influential concept in landscaping. In tackling this complex and multi-layered concept, green infrastructure planning has several significant challenges, one of the most important being how to integrate it within the legal process of land use planning, or at least how to maximize its impact on land use this process. It is not only the ongoing implementation of sustainable development, but also progress in mitigating or adapting to climate change.

3. Why the term "green infrastructure" is so attractive?

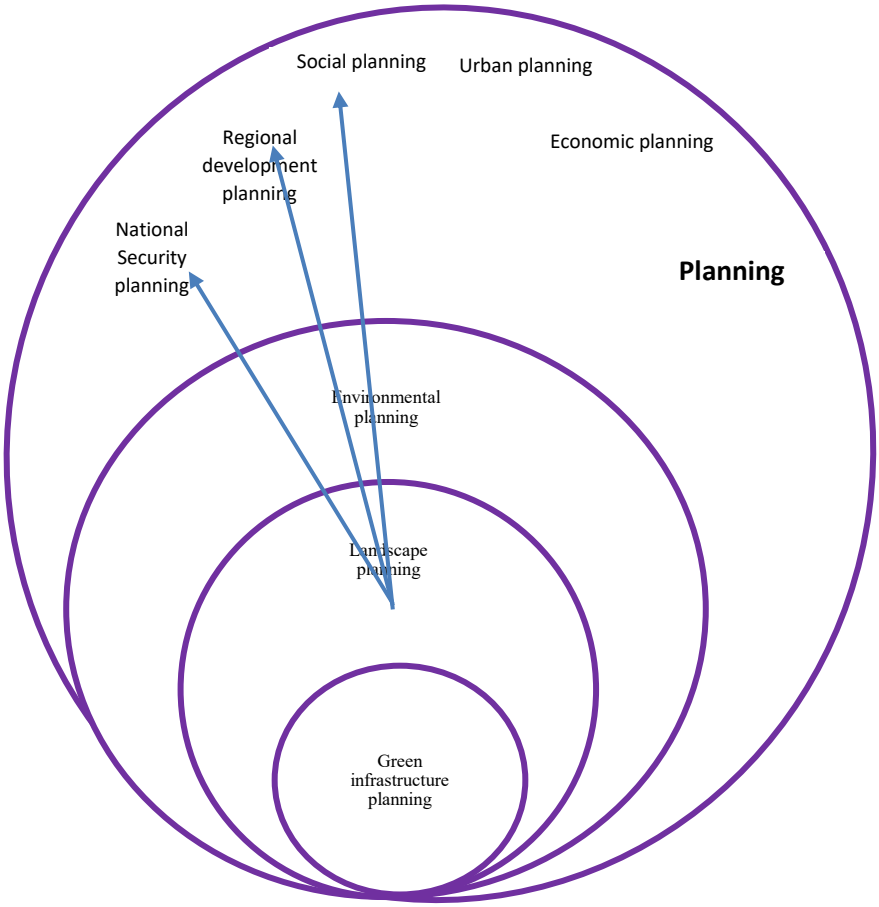
Through the academic and practitioner literature there have been several areas that have been consistently highlighted as forming elements of the green infrastructure concept. These include firstly, the aim of creating a series of steppingstones between people, the environment and service infrastructures that allow people to be linked across landscape and socio-economic boundaries. Secondly, the literature promotes participation in both the consultation and design process of green spaces and subsequent patronage of green infrastructures. Thirdly, green infrastructures should create a network of livable and sustainable spaces for both human and ecological populations. (Mell C.I. Roe M., 2007)

"Green infrastructure" (GI) is a term that is appearing more and more frequently and holds different interpretations and discussions across the country and around the world. Green infrastructure means different things to different people depending on the context in which it is used. For example, some people refer to trees in urban areas as green infrastructure because of the "green" benefits they provide, while others use green infrastructure to refer to engineered structures (such water treatment facilities or green roofs) that are designed to be environmentally friendly. From a planning perspective the GI approach makes use of the natural environment in a way that it maximizes its functions and seeks to put in place, either through regulatory or planning policy, mechanisms that ensure protection of natural environment, and proposes how these can be put in place through landscaped and/or engineered structures (such water treatment facilities or green roofs) that are designed to be environmentally friendly (Benedict and McMahon, 2006). The term 'green infrastructure' was probably first introduced by Charles Little in reference to greenways in the early 1990s (in the USA, according to Sandström 2002). Shortly after, in the context of sustainable development, urban green space in general was termed 'green infrastructure' to put it on equal footing with grey infrastructure. Since that time the term has appeared frequently in the environmental planning and design literature. (Carne J. R., 2016)

Green infrastructure planning represents a strategic approach to conservation that combines the efforts of previous conservation planning methodologies and practices into a systematic

framework that can encompass larger landscapes and broader planning goals (McDonald et al., 2005).

The concept of GI in European countries refers to the new or existing interlinked networks or corridors of green routes and hubs of biodiversity (Murphy, 2009), which is recognised as a valuable approach for spatial planning and is now seen in national, regional and local planning and policy documents and strategies (Lafortezza*et al.,* 2013). On the other hand, USEPA (United States Environmental Protection Agency) lays emphasis on the protection of natural habitat in both urban and rural areas through GI (2009).(Ranjha Sh, 2016)



Graph.1 Green infrastructure planning is an activity within the field of Landscape Planning, with linkages to other planning subfields.

Source: Carne R. J. (2016): Green infrastructure and green infrastructure planning: a review of concepts and practices with particular reference to Berlin, Germany. Project Green Infrastructure Planning. 24October 2016. KGA519. p.12

This Green Infrastructure Work Group developed the following definition for green infrastructure: "Green infrastructure is our nation's natural life support system — an interconnected network of waterways, wetlands, woodlands, wildlife habitats, and other natural areas; greenways, parks and other conservation lands; working farms, ranches and forests; and wilderness and other open spaces that support native species, maintain natural ecological processes, sustain air and water resources and contribute to the health and quality of life for America's communities and people."

Planning Policy Statement defines green infrastructure as "a network of multi-functional green space, both new and existing, both rural and urban, which supports the natural and ecological processes and is integral to the health and quality of life of sustainable communities". It goes on to state that the local planning authority core strategy should be supported by evidence of what physical, social and green infrastructure is needed to enable the amount of development proposed for the area, taking account of its type and distribution. This evidence should cover who will provide the infrastructure and when it will be provided. The core strategy should draw on and in parallel influence any strategies and investment plans of the local authority and other organizations. (Community and eco town (2008)

Developing Green Infrastructure adjacent to infrastructure has the potential to deliver many ecosystem services. Road and railway verges and canal banks form important wildlife corridors and play a key part in the tourism appeal of the landscape for many recreational activities.

Table 1. Potential benefits provided by green infrastructure

environmental benefits	─ provision of clean water ─ removal of pollutants from air and water ─ pollination enhancement ─ protection against soil erosion ─ rainwater retention ─ increased pest control ─ improvement of land quality ─ mitigation of land take and soil sealing
social benefits	─ better health and human well-being ─ creation of jobs ─ diversification of local economy ─ more attractive, greener cities ─ higher property values and local distinctiveness ─ more integrated transport and energy solutions ─ enhanced tourism and recreation opportunities
climate change adaptation and mitigation benefits	─ flood alleviation ─ strengthening ecosystems resilience ─ carbon storage and sequestration ─ mitigation of urban heat island effects ─ disaster prevention (e.g. storms, forest fires, landslides)
biodiversity benefits	─ improved habitats for wildlife ─ ecological corridors ─ landscape permeability

Source: European Commission (2013).
European Commission 2013, *Building a green infrastructure for Europe*, Publications Office of the European Union, Luxembourg. p.6.

4. Green infrastructure and improving logistical performance

Logistics is one of the most important sectors of any economy, a cornerstone and a key link for doing business with other sectors. In turn, the logistics sector is highly dependent and sensitive to

national and international business: there is no flow of goods without production, transport, and trade. Logistics can also simply be treated as a way of delivering the right product to the right consumer at the right time, in the required quantity and in the conditions as ordered at the agreed price. The definition itself covers several activities that need to be done to achieve the goals of additional logistics activity.

"Logistics is a set of services including the planning, organisation, management, execution and monitoring of a company's entire material, goods and information flows (from purchasing, production and warehousing, to added value services, distribution and reverse logistics*)"*(EC, 2015). According to Bowersox (Bowersowet all, 2002)Logistics is the process that creates value by timing and positioning inventory; it is the combination of a firm's order management, inventory, transportation, warehousing, materials handling, and packaging as integrated throughout a facility network. Integrated logistics serves to link and synchronize the overall supply chain as a continuous process and is essential for effective supply chain connectivity While the purpose of logistical work has remained essentially the same over the decades, the way the work is performed continues to radically change. In early 1962, Peter Drucker emphasized that logistics would remain "the darkest continent of business", the least understood sphere of business, and its prediction proved to be true until the beginning of the 21st century. **(**Drucker, 1962, cit.Ozment J. and Keller B. S., 2011)

The Council of Supply Chain Management Professionals (CSCMP, 2019), previously known as the Council of Logistics Management, defines logistics as the process of planning, implementing, and controlling procedures for the efficient and effective transportation and storage of goods including services, and related information from the point of origin to the point of consumption for the purpose of conforming to customer requirements. This definition includes inbound, outbound, internal, and external movements. The same source for the Logistics Channel points out as well as the network of supply chain participants engaged in the storage, handling, transfer, transportation, and communications functions that contribute to the efficient flow of goods.

However, it is clear that from this set of definitions logistics is a very elastic term using in a wide context of activities. Goods flow both within a single firm and between different firms; flows can be managed in house or outsourced to professional service providers, and ultimately logistic activities take place in one form or another in more or less every sector of the economy. The size of the logistics sector and the quantification of its economic importance therefore depend very much on the definition used. (Doncker D.H., 2017).The logistic system is composed of objects related to transport services. Objects are places where materials are processed (production, storage, sorting, sale or use). Transport services move materials between objects using vehicles - trucks, tractors, trailers, pallets, containers, cars and trains. Logistic systems require great efforts to synchronize, coordinate and operate multiple elements, i.e. entities, in order to raise the level of quality in the products and services they offer.(Arsova, Temjanovski, Jovanov, 2019)

Table 2. Impacts of urban freight logistics

ECONOMIC IMPACTS	ENVIRONMENTAL IMPACTS	SOCIAL IMPACTS	IMPACTS OF SCALE
road congestion	pollutant emissions	physical consequences of pollutant emissions on public health	few resources
inefficiency	use of non-renewable fossil-fuel	traffic accidents	lack of co-operations

place they visited, and will encourage potential tourists to visit that place if they have not visit it, and received such a souvenir as a gift from their relatives and friends who visited the place.
- The students from the high school "Mosha Pijade", the only high school in the city that includes the catering and tourism profession, as well as the students from the Faculty of Tourism at the University of Tetovo, should be involved in the development of cultural tourism.
- Improving the information and communication technology for more efficient promotion of the tourist values of the city and the region.
- Connecting and cooperating the Tetovo region with the neighboring cities of Skopje and Gostivar in order to improve and enrich the tourist offer and extend the stay in the Tetovo region in order for tourists to spend the night in this region and stay longer, and not just to realize a daily or passing visit.
- Campaign to raise public awareness of the benefits of cultural heritage.
- Certainly in the interest of the overall development of tourism, and thus cultural tourism is the commissioning of the cable car Tetovo-Popova Shapka, which will facilitate travel to the tourist center and will be an additional attraction for tourists and others.

4. Conclusion

From all the indicators for the development of tourism in the Tetovo region, we can conclude that cultural tourism is the main pillar through which tourism is built and developed in this region. Cultural tourism, in addition to being closely linked to people's daily lives, also enables economic development of the region where it is developing. The sustainable development of cultural tourism in the Tetovo region goes to the benefit of many other activities, and especially the local population and the municipality.

Having in mind the modern trends in the development of tourism in the world, it is determined that sustainable cultural tourism is increasingly becoming the most desirable and attractive type of tourism for many reasons, and the most common are: the development of cultural tourism contributes to preserving the cultural and historical values of people or country; most of the tourists are highly educated, cultured and from richer backgrounds, which contributes to the reduction of the possible negative consequences caused by tourism; The economic benefit of the development of cultural tourism is wider, i.e. it covers several layers of the society and not only those that are directly involved in tourism, etc.

However, for the sustainable development of cultural heritage and cultural tourism in the Tetovo region and their positioning in function of the sustainable tourism development, the last word and decision belongs to the local government and tourism organizations operating in the city and the region. Their obligation is to create policies for sustainable development of cultural tourism with various measures to stimulate development, subsidizing and of course protecting cultural heritage.

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