**MULTIMEDIA PERFORMANCES FOR PRAGMATIC TOURISM**

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**Abstract**

The impact of audiovisual and digital techniques are becoming main resources in everyday life, and interdisciplinary transformation of tourism promotion and animation is already applied in the modern tourism. Tourism offers and services should be complete, current, and qualitative through all phases of the planning process, starting from preparation to implementation. The modern tourist offer of services involves production of multivalorized natural, anthropogenic, communicative and receptive values of a particular facility or geographic area as a tourist destination target. The tourist or client should experience complete "tour - re tour", or as stated in the toursm "I came, saw, took, in order to come back again", through all the stages, from the preparation of the travel, the stay, up to the departure.

Tourism, in near future, or the tourist dialectical development in order to be completely realized, it must pass through the so called tourist triad from audiovisual or real, to virtual or imagined, to virtuous or perfect. In that case, an ecstasy of admiration, enhancement, prowes, joy, pleasure, excitement, success and happiness.

In order to experience the previously mentioned states, arrangement from professionals, tourist managers and animators from various areas is of great importance. These people perfectly will be preparing various audiovisual, virtual and virtuous multimedia animations and presentations of numerous content performances in natural environment and closed space through mediums and various digital devices. The primary goal will be the promotion, animation, and development of masterful, profitable, qualitative, practical, and pragmatic tourism.

Summering, the various programmed audiovisual compilations, presentations, and performances in real nature, anthropogenic, communicative, and receptive area must include virtual and virtuous contents of various multimedia performances of promotion, reproduction, reconstruction and revitalization. All of these events are intended for the main subject or the tourist, and as a secondary are the professional tourist animators as known as tourist guides, artists, animators, statists, live models and others who are professionally hired for realization of the tourist mission.

This development and application of the modern media and digitization in all areas of social life involves practise of perfectly profitable, qualitative, and pragmatic tourism. The tourism which exercises valorized travel, recreation, leisure, education, and entertainment, over the principle of protection and sustainability of the natural environment

**Key words**: multimedia, compilations, tourist, triad, audiovisual, virtual, virtuous, animations, pragmatic tourism.

**INTRODUCTION**

Contemporary tourism substantionaly follows and practices all the trends of the multimedial society and appropriately values and manages them. By following this, tourism can become perfect and pragmatic.Without the application of different forms of the multimedial performances in the tourist offer there isn’t any tourism progress in the global wourld as a whole, including Macedonia.

In the following paper we give our perceptions of the multimedial performances which will contribute for better tourism in Macedonia.

**METHODOLOGY**

**Sounding** the existing situation of all natural objects, proceses and appearances, of all antropologic objects, events, and manifestations, of the receptive objects, and communicative infrastructural objects and resources, all included in the tourism function in Republic of Macedonia.

**Citing information** froom books, brochure, flyers, DVDs, advertisements, maps and other products linked with the tourism. **Personal experiences** from perrenial observation, tracking, and contribution in diferent manifestations, events, etc.

**TECHIQUES FOR DATA ANALYSIS**

* **Organazing the data** of different resources and objects, and presenting it in a table
* **Grouping, planing, preparation and realization of different audiovisual, virtual and virtuouz multimedial performances,** in function of the tourism in Macedonia
* **Making a comparative preview of some tourist multimedial performances** in Macedonia.

**Table 1. –** Types of resources and number of natural, antropogenic, receptive and communicative objects related with the tourism in Macedonia.

|  |  |
| --- | --- |
| **Resource type** | **Objects***(actual situation, approximate number)* |
| **Natural objects, processes and appearances** | Mountines*(40)*  Caves*(200)*  Clifts*(14)*  Canyons*(4)*  National parks*(3)*  Exceptional, discrete and research reserves *(50)*  Natural monuments*(152)*  Vulcans, plateau, flagstones, stones and land figures, hubs…  Lakes *(160 од кои 50 природни, 110 вештачки)*  Rivers *(10 подолги од 50 км)*  Popular sources *(12)*  Waterfalls *(10)*  Highest waterfall *(138 м)*  Termal sources *(18)*  Baths *(8)*  Distinct landscapes (25)  Climate |
| **Anthropogenic objects, manifestations** | Museums *(55)*  Archeological localities (4293)  Churches and monasteries (992)  Objects with ottoman architecture (228)  Walls and bridges *(47)*  ZOO*(2)*  Festivals, parties, sports and other manifestations*(250)* |
| **Receptive objects** | Hotels, apartments and other accommodation objects*(486)*  Catering facilities*(4740)*  Wineries (80)  Event facilities (30)  Ski resorts*(8)*  Gyms*(20)* |
| **Communicative infrastructural objects** | Road networks*(4.370 км)*  Roads *(937 км)*  Regional roads *(3.433 км)*  Hihgway roads*(131 км)*  Airports*(2)*  Railway open lines*(699 км)*  Electrified main line *(234 км)* |

**Source**: Marinoski (2006); Marinoski&Korunoski (2008); Stojmilov (2005); Stojmilov (2003); <http://www.stat.gov.mk/>

**Table 2. -**Types of natural resources and multimedial performances

|  |  |  |  |
| --- | --- | --- | --- |
| **Natural resources / Natural values** | | | |
| **Types of resources** | **MULTIMEDIAL PERFORMANCES** | | |
| **Audiovisual** | **Virtual** | **Virtuous** |
| In relief  *(75% mountain ,*  *92 % hill land)*  ClimateHydrography  Biogeographic  Minerals  Landscape | Visits, excursions and stays enriched with *signs, flyers, maps, brochures, books, signalization, signboards, telescopes for panoramic views, info center,*  *…* | Artificial access of the visits, promenades and stays *enriched with taking photos, observations, drawings, shootings, virtual panoramas, etc. (Internet, TV, DVD, mobile phones, GPRS etc.)* | Shooting clips, movies, DVDs, videos of rare natural phenomena, *awards for best photographs, recorded clips etc. made by the visitors* |

**Tabela 3. –**Types of anthropogenic resources and multimedial performances

|  |  |  |  |
| --- | --- | --- | --- |
| **Anthropogenic resources / Anthropogenic values** | | | |
| **Types of anthropogenic resources** | **MULTIMEDIAL PERFORMANCES** | | |
| **Audiovisual** | **Virtual** | **Virtuous** |
| **Ethno-social**  **Cultural and historical values**  **Manifestation**  **Ambient** | Making a variety of visual and audio promotional materials (*brochures, flyers, maps, CDs, DVDs, movies, books…)* | Virtual tours in several buildings, rooms, yards, and their environment. Making more targeted videos, advertisements, movies for massive usage *(Internet, TV, DVD, mobile phones*) | Open museum of various multimedial reconstructions of scenes from life (*work, historical battles, contests etc. …)*  Participation of various animators, actors, students, and visitors. |

**Table 4. –**Types of receptive resources and multimedial resources

|  |  |  |  |
| --- | --- | --- | --- |
| **Receptive resources / Receptive values** | | | |
| **Types of receptive resources** | **MULTIMEDIAL PERFORMANCES** | | |
| **Audiovisual** | **Virtual** | **Virtuous** |
| **- Hotels**  **- Restaurants**  **- Agencies**  **- Surveys**  **- Other objects** | Billboards, panels, signs, signalizations, brochures, flayers, maps, CDs, DVDs… | Virtual tours, movies, clips, digital menus, advertisements, for massive usage *(through Internet, TV, DVDs, mobile phones…)* | Animations and animators, combined multimedial performances, entertainments, with active contribution from the tourists… |

**Table 5. –**Types of communicative resources and multimedial performances

|  |  |  |  |
| --- | --- | --- | --- |
| **Communicative resources / Communicative values** | | | |
| **Types of communicative resources** | **MULTIMEDIAL PERFORMANCES** | | |
| **Audiovisual** | **Audiovisual** | **Audiovisual** |
| **- Roads**  **- Lines**   * **Airports** * **Ports**   - **Electronic communications (***Internet, mobile phones, GPRS…)*  - **Other objects***(gas stations, services,…)*  - **Application of all types of vehicles** | Advertising boards, billboards, signs, signalizations, brochures, flyers, maps, menus, brochures, CDs, DVDs… | Virtual tours, movies, clips, digital ads, for massive usage *(through Internet, TV, DVDs, mobile phones…)* | Animations and animators, combined multimedial performances, entertainments, with active contribution from the tourists… |

**RESULTS**

From the presented indicators it can be seen that the macedonian tourist resources are not valued enough or multimedialy used. Scillicet, the focus of the tourist managers is still the offer of tourist arrangements without the elements of **art tourism**.

The contemporary toursm involves engagements of various **artmanagers** or **art animators** (artists, entertainers, performers, producers, jugglers, etc.). Meaning, adepts whose professions enrich and update the tourist promotion significantly.

A matter of fact is that the Republic of Macedonia possesses various natural, anthropogenic, receptive, and communicative resources, values and objects. However, a great part from them are not valued and used by the tourist economy and by the tourists in general. Given that, the tourist promotion is dominated by the offer of so called cultural products: postcards, books, brochures, suvenirs, and significantly less order of tourist DVD movies, clips, etc. In that direction of satisfying the tourist needs and desires, there is a need for production and offer of various multimedial audiovisual products which on a moder, fast, and simple way will do the transformation in tourism.

**DISCUSION**

There is a need of a complete and quality production multivalirized performances for promotion of the natural objects, processes, and appearances, anthropogenic objects and manifestations, receptive objects, communicational infrastructural objects and resources, as a goal of tourist destination.

In order to plan, make, and realize the mentioned, there is a need of:

1. Application of interdisciplinary audiovisual and digital techniques, transformation of the tourist promotion and animation.
2. The tourist – guest, to fill the complete “tour-retour” (going forward – going back) or as it is said in tourism “I came, I saw, I took”.
3. In order to realize the tourism, and touristic dialectical development, it must experience an art travel triad: from audiovisual – *real*, to virtual – *imagined*, to virtuouz – *perfect*.
4. The tourists have to experience an “extasy” of admiration, prowess, enhancement, delight, enjoyment, excitement, and happiness.
5. An engagement of professional staff, tourist managers and animators from various areas (tourist agents, custodians, artists, showmen, jugglers, masquerade, extras, models etc) for the realization of the tourist mission.
6. Preparation, promotion, reproduction, reconstruction, and revitalization of various audiovisual, virtual, and virtuous multimedial animations and presentations which are a consequence of the natural area, closed areas, through media and various digital appliances.
7. The prime goal of the promotion, animation, and development of masterful – artificially perfect, profitable, quality, practical, and pragmatic tourism.
8. Tourism which practices valorized travel, recreation, holiday, education, and entertainment based on the principle of sustainability and protection of the natural environment.

**Axiom: “TOURISM, AN OPENED THEATHRE WITH FREE SPIRIT”**

Example: ***of multimedial performaces – natural, cultural, …***

* *Reconstruction of caves in which the human lived, artefacts – objects, figures, maquette, …active figures – performances from real life (*participants: students, artists, others*)*
* *Reconstruction of terrestrial and pile-dwelling in which the human lived, artefacts – objects, figures, maquette, … – performances from real life (*participants: students, artists, others*)*
* *Reconstruction of housings with several cabins in which the human lived, artefacts – objects, figures, maquette, … – performances from real life (*participants: students, artists, others*)*
* *Reconstruction of specific places, objects, and activities*(temples, anne, watermills, small dairies, sheds, mowing, reaping, weaving, …)*artefacts – objects, figures, maquette, … – performances from real life (*participants: students, artists, others*)*
* *Reconstruction of housings with various longhouses and urban housesin which the human lived, artefacts – objects, figures, maquette, … – performances from real life (*participants: students, artists, others*)*
* *Reconstruction of historical housings (battles, contests, fairs, weddings, …) active figures – performances from the event (*participants: students, artists, others)
* *Reconstruction of other objects, events, cultural performances (entertainment, festival, fair) etc.*

**CONCLUSION**

Our recap on this broad subject involves the following:

* Engagement of professional staff, tourist managers and animators from various areas (tourist agents, custodians, artists, showmen, models etc) for the realization of the tourist mission.
* For realization of the multimedia performances various facilities, instruments, techniques, etc. will be used.
* Preparation, promotion, reproduction, reconstruction, and revitalization of various audiovisual, virtual, and virtuous multimedial animations and presentations which are a consequence of the natural area, closed areas, through media and various digital appliances.
* The prime goal of the promotion, animation, and development of masterful – artificially perfect, profitable, quality, practical, and pragmatic tourism.
* Tourism which practices valorized travel, recreation, holiday, education, and entertainment based on the principle of sustainability and protection of the natural environment.

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**PREVIEW of several multimedia performances as a tourism function in Republic of Macedonia**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Locality** | **Description of the performance** | **Audiovisual** | **Virtual** | **Virtuous** |
| **Krusevo** | During the year the town is visited by great number of tourists. The visitors have the opportunity to visit more objects, to take more photographs and record videos. Various promotional material, souvenirs, etc. can be supplied. There is a manifestation “KrushevskaRepublika” and “Ethno-city Krushevo” held annually. The visitors don’t have the opportunity to participate directly as models or actors. There isn’t any opportunity of panoramic view with telescope. | **+** | **+** | **-** |
| **“Galickasvadba”** | On 12 of July – Petrovden, the village Galicnik is visited by great number of tourists. The visitors have the opportunity to see the “Galickasvadba”, to take photographs and record videos. Various promotional material, souvenirs, etc. can be supplied. The visitors don’t have the opportunity to participate directly as models or actors – pairs, wedding guests, etc. | **+** | **+** | **-** |
| **Waterfall of Kolesino** | During the year the waterfall is visited by great number of tourists. The visitors take photographs and record clips from the waterfall and its surrounding area. Various promotional material, souvenirs, etc. can be supplied. Annually, there is a wedding registration in front of the waterfall. The visitors don’t have the opportunity for direct participation as an actors, etc. | **+** | **±** | **-** |
| **Bone bay**  **“Заливот на коските”** | During the year this primeval housing is visited by great number of tourists. The visitors have the opportunity to visit the museum and Roman citadel, to take photographs and record videos. There isn’t any opportunity for panoramic view with telescope. During the cultural manifestation “Ohrid summer” the tourists have the opportunity to follow various events on an open stage. The visitors don’t have the opportunity to follow the real life of the human from primeval, there isn’t any active models, animators, entertainers, etc. The visitors don’t have the opportunity to participate in performances like models and actors. | **+** | **±** | **-** |
| **Cave Peshna** | During the year the cave is visited by great number of tourists. The visitors take photos and record clips from the cave and its surrounding area. A promotional material can be rarely found. The object is ruined and neglected. Restoration of the castle, organization of the vital knightly contests, etc. | **±** | **-** | **-** |
| **Ohrid’s castle** | During the year the castle is visited by great number of tourists. The visitors have the opportunity to take photos and record videos. They don’t have the opportunity for panoramic view with telescope. The visitors don’t have the opportunity to actively participate in human life on the castle, there isn’t any active models, animators, actors, entertainers … The visitors don’t have the opportunity to participate in performances as models, actors, … | **±** | **-** | **-** |
| **Capar’s carnival**  **“Цапарски карневал“** | There is a carnival organized in the village Capari, Bitola, on 14th of January. The carnival is greatly visited but there isn’t any tourist or other promotion for it. Similar activities which can be valorized are Kolede, Vodici, surrounding churches, monasteries, and the natural areas – rivers, waterfalls, areas for mountaineering, landscapes etc. | **-** | **-** | **-** |

**+**represented;**±**insufficiently;**–**not represented



**Map**– Part of the tourist multimedia events in Republic of Macedonia

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