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Dear readers,

With every new edition of the *Horizons* scientific journal, the academic public has become used to the expectation that it traces new pathways towards its further establishment in the international educational and scientific – research areas.

For the coming period, just as it did previously, *Horizons* will continue to respect the principles of scientific impartiality and editorial justness, and will be committed to stimulating the young researchers in particular, to select *Horizons* as a place to publish the results of their contemporary scientific and research work. This is also an opportunity for those, who through publishing their papers in international scientific journals such as *Horizons*, view their future career development in the realm of professorship and scientific-research profession. The international journal *Horizons* is available on the EBSCO database. The internationalization of our *Horizons* journal is not to be taken as the furthest accomplishment of our University publishing activity. Just as the scientific thought does not approve of limitations of exhaustive achievements, so is every newly registered success of the *Horizons* editions going to give rise to new “appetites” for further objectives to reach.

Last but not the least, we would like to express our sincere appreciation to the organizing and program committee of XIII International Scientific Conference on Service Sector INSCOSSES 2016, held at the Faculty of Tourism and Hospitality in Ohrid during the period 06-07 October, 2016. The latest edition of the *Horizons* journal consists of selected papers presented within the frames of the International conference.

Sincerely,

Editorial Board

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## **HISTORICAL REVIEW OF TRAVEL GUIDES IN THE REPUBLIC OF MACEDONIA<sup>32</sup>**

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### **ABSTRACT**

There are number of tourists daily travelling and visiting various places and sites in the Republic of Macedonia. For better navigation and discovering new places some of these tourists use travel guides. The purpose of this paper is to make a contribution to the history of tourism, and to the history of travel guide literature published for Macedonia.

This paper presents the historical development of the printed travel guides in Macedonia, from the first printed in 1854 until today. Since the emergence of the first travel guide until today, we define three stages of development: the first from 1854 to 1944, the second from 1945 to 1991, and a third from 1991 onward.

This paper gives a description of the oldest travel guides and a historical review of the existing travel guides presented in a summary table.

For full accomplishment of the research, we have reviewed the existing literature related to travel guides and we have used the Internet for obtaining important information related to this specialized tourist literature.

*Keywords:* tourism, historical review, travel guides, Republic of Macedonia

### **INTRODUCTION**

Tourism as we know it today started growing after World War II. Despite the term 'tourism' being relatively new, its roots are much deeper. Tourism is intrinsically linked to travelling, which is the basis for the existence of human kind. The urge to conquer space is as old as human history since it is

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<sup>32</sup> Professional paper

the primeval and fundamental need of people to expand the space in which they live (Marinoski, 2005). Travelling was primarily based on existential reasons, which later comprised other causes as well: military campaigns, trade, sporting events – Olympic Games, entertainment events held in amphitheatres, health related reasons – using spas by the Roman, religious purposes, scientific discoveries, educational and cultural purposes – the Grand Tour (Towner, 1985), etc., wherein the first organized tourist travel was arranged by Thomas Cook in 1841 (Rae, 1891). The appearance of tourism is linked to the basic needs of travellers such as accommodation and food, while later on also the need for mediation related to travelling appeared (Metodijeski & Koviloski, 2013).

As part of the literature, travel guides were an additional asset that served to travellers and appeared as early as in the ancient times in Greece and the Roman Empire (Kish, 1978). They most frequently comprised maps, descriptions of the roads and facilities, ports, distance between inhabited areas, etc. Even though travelling in ancient times is essentially deemed by the authors as tourist movement, still travel guides intended for tourists appeared much later. In 1749, Thomas Nugent published one of the first travel guides on the Grand Tour with a detailed description of the cities and other extraordinary places to visit in Europe. His travel guide intended for tourists was dedicated to the following countries: Holland, Germany, Denmark, Sweden, Russia, Poland, Italy, France, Spain and Portugal (Nugent, 1749). This travel guide contains detailed information for the travellers, such as: transport and roads they should take, facilities for accommodation and food, attractions and other interesting places to visit, legal regulations, currency exchange, luggage transport and other useful information. In 19<sup>th</sup> century, the industrial revolution and the increase of travelling gave rise to the appearance of the first tourist travel guides. The pioneers in publishing travel guides were John Murray and Karl Baedeker (Sharma, 2006). Baedeker issued the first travel guide in 1827 for Germany and later on for other European and world countries as well. Those travel guides comprised various information that was necessary to travellers, such as accommodation places and places to visit, natural and anthropogenic attractions and high-quality and accurate maps (Butler & Russell, 2010).

A travel guide (Metodijeski & Golakov, 2013) is defined as a book intended for tourists which comprises geographic explanations regarding a certain destination and what could be seen and visited there (natural, cultural and historical attractions), the accommodation facilities, the transport that can be used, food and entertainment facilities, etc. Travel guides contain addresses, telephone numbers, web pages, maps, etc. Travel guides are

published in various languages, depending on the language region and the target market of tourists.

Travel guides are the most frequently used medium by tourists and to a great extent, both prior to the trip and during the stay itself, they have an impact on the image of the destination, the places to visit and the activities to do indicated by the travel guide writer (Bender et al, 2013). Travel guides are aimed at facilitating the stay of tourists at a destination which is unknown to them. Travel guides may be divided according to several criteria. On the basis of the format in which they may be found, they can be electronic and hardcopy. According to the types of tourists for which they are intended, they can be travel guides for families, low budget trips, persons with special needs, elderly persons, 18-30 club, etc. According to the topic, travel guides may be on a specialized type of tourism such as urban, monastery-related, wine tourism, etc. According to the territorial coverage, they may be local, regional, national and international. Despite the increasing significance of international tourism, travel guides draw little attention in the academic literature and they are treated in very few books and articles (Weeden & Boluk, 2014).

Worldwide, travel guides are most frequently published by national tourist organizations as a part of their promotional campaigns and in such cases travel guides are free-of-charge. An overview of the private companies that professionally deal with the publishing of this type of literature intended not for promotional but commercial purposes and for the entire tourist target group has been provided in Appendix A. The focus has been placed on the relevant travel guides that have a long tradition and are prominent on the market. Even though various travel guides differ in terms of the content, the style of writing and the manner of presentation, they still comprise the most important data necessary for the tourists in the course of their stay, all of which is substantiated with photos and maps. A tendency has been observed of following certain patterns in the writing of such travel guides, which vary depending on the company publishing the travel guides. Most of the companies that publish travel guides worldwide have many years of experience in this industry which constitutes a certain authority and provides confidence and reliability for the users of travel guides, such as the case with Lonely Planet (Peel & Sorensen, 2016).

## **METHODOLOGICAL FRAMEWORK OF THE RESEARCH**

The purpose of this paper is to make a historical review of travel guides in the Republic of Macedonia. In the interest of the paper, an exploratory (qualitative) research was carried out which resulted in an insight into the state of travel guides in the Republic of Macedonia. Exploratory research is typical of a situation in which researchers have little knowledge of the problem they explore (Budinoski, 2010). Part of the research was to use secondary data sources by consulting relevant literature on the travel guides subject and the Internet. Using internet and bibliotheque data, we collected travel guides that have been analyzed later. Also, several informal and unstructured interviews with officials from former travel agencies and travel guides were conducted, in order to obtain 'first-hand' information associated with various aspects of the travel guide usage, creation and writing.

The two main methods used in this research are content analysis (Ritchie et al., 2005) and archival research (Dwyer et al., 2012). Content analysis is an observational research method that is used to systematically evaluate the actual content of the travel guides. Archival research entails the use of data which the investigators did not collect themselves, the data already existed when the study was started. The researcher's role is to select which information connected to travel guides to use and how to analyze it.

## **PRESENTATION OF RESEARCH FINDINGS**

Travel literature for Macedonia comprising the conditions for travel, accommodation and visits may be found from very early periods. The authors of travel literature (both domestic and foreign) on several occasions described the conditions of the hospitality facilities, the culture, the customs, the natural and anthropogenic values.

From the appearance of the first travel guide in 1884 until the present day, we could distinguish three developmental stages:

- First stage: from the first travel guide in 1854 to 1944, or guides printed in foreign languages (a period of 90 years)
- Second stage: from 1945 until 1991, guides printed in Macedonian and in other Yugoslavian languages, or guides issued during the existence of Former Yugoslavia (a period of 46 years)
- Third stage: from 1991 onwards, guides printed since the acquisition of independence of the Republic of Macedonia, in Macedonian and in other languages (a period of 25 years)

The research conducted for the needs of this paper comprises the use of the database of the Corporate Online Bibliographic System and Service as

the main source of data. The virtual library of Macedonia or COBISS is a platform that enables access to information of more than 40 libraries in our country. The key word used in the browsing of the database was the term 'travel guide', while the publications issued on numerous occasions have been considered only once.

### FIRST STAGE

The first period could be titled also as the period of travel guides published in foreign languages, wherein these five travel guides have been given in Appendix B. One of the first travel guides for Macedonia was published in 1854 by the publisher John Murray and it was intended for the travellers that wanted to visit Greece, the Aegean and Ionian Islands, Albania, Thessalia and Macedonia. This is actually one of the oldest travel guides for Macedonia. It was compiled by several authors, each of them for a separate route, and it was published by travel agencies from Europe (Matkovski, 2002). In the travel guide, the part that refers to the Republic of Macedonia is a part of the 48 route (from Salonika – Thessaloniki to Krujë – Kruja) which also comprises the trip from Manastir – Bitola to Resna, i.e. Resen, and then from Resen to Achrida, i.e. Ohrid. Thence, several pages are dedicated to the depiction of Bitola, Ohrid and St. Naum, wherein also places such as Prilep, Prespa, Resen and Struga were mentioned.

One of the first travel guides in our country written by a Macedonian author was the travel guide titled About Ohrid and the Ohrid Lake, published in Istanbul in 1900 by Kosta Grupche, comprising 178 pages. It contains several chapters, while the objective of the author was for the readers to become acquainted with all the beauties of the town and the lake, the topography, the water currents, the crafts, i.e. everything that is considered a distinctive feature of this region (Koviloski, 2011).

The travel guide on Belasica Mountain is intended for tourists who wish to get to know the natural and anthropogenic resources of this mountain situated in the south-eastern part of Macedonia. The guide provides a description for the inhabited places and the nature on Belasica Mountain, with many photographs spread on 54 pages (Blagoev, 1925).

This guide also comprises interesting data on the monasteries in Macedonia, including information and a description of the monasteries in 14 eparchies, as well as the monasteries from Mount Athos. The travel guide has over 49 illustrations and maps, wherein a total number of 238 monasteries have been presented on 256 pages (Traichev, 1933).

The travel guide for Bitola comprises 20 pages substantiated with text and 21 pictures, one colour drawing on the cover page and a map of Bitola

and the surroundings. The text provides a short description of the town history, data and descriptions of places in Bitola, names of famous historical figures, a description of the immediate surroundings, the Prespa Lake, Pelister, Petralona Cave, Heraclea, the villages Smilevo, Brusnik, Gopesh, Mogila, etc.

## **SECOND STAGE**

The overview of travel guides from the second stage, which comprises five travel guides, has been given in Appendix C. The text below is primarily focused on several more important travel guides, such as Macedonia – Travel Guide from 1956, Skopje Travel Guide from 1965 and Dojran Travel Guide from 1971.

Macedonia – Travel Guide from 1956 is a contemporary guide for that period, with 216 pages of text, 40 photos and a large tourist map at the end of the guide. It was printed in the Latin alphabet in Serbo-Croatian. From a content perspective, the guide is divided in General and Special Part. The general part, comprising around 160 pages, gives a historical overview of the Macedonian State, then the cultural-historical monuments, the development of Macedonia, its geography, commerce, mining wealth, agriculture, social standard, medical spas, sports, etc. The second, practical, part is divided in three sections. In this part of the Guide, on approximately 50 pages data have provided on the towns and larger villages located on the main roads, as well as their mutual distance. The descriptions of the settlements comprise data on hotels, restaurants, mountain houses, summer resorts, vacation resorts, bed and breakfast lodgings, tourist offices, post offices, spas, traffic connections, churches, monasteries, as well as data on the Ohrid, Prespa and Dojran Lake, the beaches, the attractions, etc.

The Skopje Travel Guide from 1965 has been written on 115 pages, in Macedonian and Serbo-Croatian, and it comprises 26 black and white photos. It provides extensive information on the City of Skopje and its surroundings, such as geographic data, accommodation and hospitality facilities, natural and anthropogenic resources, etc.

The first travel guide on Dojran was issued in 1971 and it encompasses a comprehensive text on hotels and other accommodating capacities, substantiated by photos, of which about ten are colour photos. At the end of the guide a table has been included with the temperatures of the water of the Dojran Lake. It also comprises information on the natural and anthropogenic resources of the lake.

### **THIRD STAGE**

The third stage of the historical overview of travel guides for Macedonia is the richest and it comprises 30 travel guides from the period from 1991 to 2015 (Appendix D). The following is characteristic of this period: the first travel guide was issued in 1993 on Strumica, while the majority of the published travel guides are in the period from 2009 to 2011 (12). The topics comprised in the travel guides include Macedonia, Ohrid, Skopje, Kratovo, Veles, Stip, Mavrovo, Sharr Mountain, Strumica, Novaci, various regions, churches and monasteries, Kriva Palanka. The publishers of travel guides in Macedonia may be divided in four groups: independent publishers (1 travel guide), municipalities and the public sector (12 travel guides), non-governmental organizations (6 travel guides) and private companies, among which Trimax is the dominant publisher (5 travel guides of a total of 11). In fact, only Trimax as a publisher may be compared to some of the worldwide famous publishers of travel guides, since it publishes such literature in continuity and in various languages.

### **CONCLUSION**

The travel guides that appear as early as during ancient times have a developing trend in parallel with the development of tourism and they constitute an important factor for better knowing and navigating the destinations targeted by tourist visits. In the world, there is a large number of published travel guides, but there are only about ten companies that are considered prominent in terms of this type literature such as Michelin and Lonely Planet. Travel guides, while being very important, they still do not have the attention of the academic public and very little research has been done as regards the content, purpose, stereotypes and analysis of this type of literature.

As regards Macedonia, over 40 travel guides have been published pertaining to the tourist potentials of this country starting from the first such guide published in 1854. Most of the travel guides were published in the third stage, i.e. after 1991. The majority of the travel guides were published in the period from 2009 to 2011 also by representatives of the public sector as a part of their promotional and informative activity. The company Trimax is the only publisher of this type of literature in the Republic of Macedonia which, in continuity and in various languages, has been publishing travel guides for the tourists visiting our country.

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#### APPENDIX A

An overview of prominent publishers of travel guides worldwide

<u>Publisher</u>	<u>Year</u>	<u>Web page</u>
Michelin Guides	1900	<a href="http://michelinguide.com">michelinguide.com</a>
Blue Guides	1918	<a href="http://blueguides.com">blueguides.com</a>
Footprint	1924	<a href="http://footprinttravelguides.com">footprinttravelguides.com</a>
Fodor's	1949	<a href="http://fodors.com">fodors.com</a>
Let's Go	1960	<a href="http://letsgo.com">letsgo.com</a>
Insight Guides	1970	<a href="http://insightguides.com">insightguides.com</a>
Lonely Planet	1972	<a href="http://lonelyplanet.com">lonelyplanet.com</a>
Dorling Kindersley	1974	<a href="http://dk.com">dk.com</a>
Bradt	1974	<a href="http://bradtguides.com">bradtguides.com</a>
Rick Steves	1979	<a href="http://ricksteves.com">ricksteves.com</a>
Rough Guides	1982	<a href="http://roughguides.com">roughguides.com</a>

## APPENDIX B

### Published travel guides for the Republic of Macedonia up to World War II

<u>Publisher</u>	<u>Title of the travel guide and language of publishing</u>	<u>Place and year of publishing</u>
John Murray	Handbook for Travellers in Greece: Describing the Ionian Islands, the Kingdom of Greece, the Islands of the Aegean Sea, with Albania, Thessaly, and Macedonia. Published in English	London, 1854
Kosta Grupche	Travel guide on Ohrid and the Ohrid Lake Published in Bulgarian	Istanbul, 1900
Geography reading	Travel guide on Belasica Mountain Published in Bulgarian	Sofia, 1925
Macedonian library	Travel guide on the monasteries in Macedonia Published in Bulgarian	Sofia, 1933
Bitola City	Bitola, as a commercial – touristic and historical centre. Published in Bulgarian	Bitola, 1942

## APPENDIX C

### Published travel guides on the Republic of Macedonia in the period from 1955 to 1991

<u>Publisher</u>	<u>Travel guide title</u>	<u>Year</u>
Touristic Association of Macedonia	Travel Guide on Macedonia	1956
Touristic Association of Skopje	Skopje – travel guide	1965
Municipality of Gevgelija	Dojran: the travel guide	1971
Agricultural-Industrial Collective Izvorski	Travel guide on the camping sites in Dojran	1977
Agricultural-Industrial Collective Izvorski	Travel Guide on Dojran	1979

## APPENDIX D

Published travel guides on the Republic of Macedonia in the period from  
1991 to 2015

<u>Publisher</u>	<u>Travel guide title</u>	<u>Year</u>
Municipality of Strumica	Strumica and the surrounding region: travel guide	1993
Editorial staff Vecer	Ohrid for Tourists	1998
Zoran Tanevski	Travel guide on the City of Skopje	2003
Skopje: Culture and Art Directorate	The Soul of Macedonia	2004
Touristic Association of Skopje	A Walk around Skopje	2005
Aquila Avrea Macedonica	Strumica: Travel Guide	2005
Eco-crater	Travel Guide on Kratovo	2005
Trimax	Ohrid: Balkan Pearl	2009
Trimax	Skopje: Travel Guide	2009
Arberia Design	A Walk through Sharr Mountain	2009
Izvor Association	The natural rarities and cultural heritage of Kratovo: Travel Guide	2009
Eco Idea Association	Vasilevo: Travel Guide	2009
Trimax, Municipality of Veles	Veles: Cultural Treasure	2010
Municipality of Stip	Stip: Tourist information with a map of the town	2011
Trimax	Macedonia: cradle of culture, land of nature	2011
Simbioza Association	Creating a travel guide for Stip and Karbinci	2011
Youth Alliance	The Misterious Beloviste Waterfalls	2011
Municipality of Kriva Palanka	Kriva Palanka: Travel Guide	2011
Municipality of Novaci	Municipality of Novaci: Travel Guide	2011
Municipality of Bitola	Travel guide on Bitola	2011
Trimax	Churches and Monasteries in Macedonia	2012
Information Business Centre	Macedonia: A Tourist Pearl	2013
Sidor Production	Mavrovo: Captivating Beauty	2013
Treto Uvo	Wonderful Macedonia	2013
Nikola Kljusev Foundation	Explore Macedonia	2014
Museum of the City of Kratovo	Kratovo through the Centuries:	2014

Agency for promoting and supporting tourism in the Republic of Macedonia	800 years of existence Prominent Monasteries of the Republic of Macedonia	2015
Agency for promoting and supporting tourism in the Republic of Macedonia	Guide through the regions of the Republic of Macedonia	2015

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