

SUSTAINABLE GROWTH IN SMALL OPEN ECONOMIES

BOOK OF ABSTRACTS

Editors

Olja Munitlak Ivanović
Isidora Ljumović
Aleksandra Bradić-Martinović



**International Scientific Conference:
SUSTAINABLE GROWTH IN SMALL OPEN ECONOMIES**

*26th October, 2017
Belgrade, Serbia*





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Publisher:

Institute of Economic Sciences
Zmaj Jovina 12, Belgrade, Serbia
Tel. (+381 11) 2622-357, 2623-055
Fax: (+381 11) 2181-471
www.iен.bg.ac.rs
office@ien.bg.ac.rs

For publisher:

Jovan Zubović, Director

Printed by

DonatGraf, Belgrade

Circulation

150

ISBN 978-86-89465-35-8

This Book of Abstracts is a part of projects No. 179015 "Challenges and prospects of structural changes in Serbia: Strategic directions for economic development and harmonization with EU requirements) and No. 47009 "European integrations and social and economic changes in Serbian economy on the way to the EU), financed by the Ministry of Education, Science and Technological Development of Republic of Serbia.

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1.14. SMALL ENTERPRISES AND THE DEVELOPMENT OF ECO-TOURISM AS AN OPPORTUNITY FOR ACHIEVING SUSTAINABLE ECONOMIC DEVELOPMENT - THE CASE OF THE REPUBLIC OF MACEDONIA

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OBJECTIVES

Providing evidence in the potential that the Republic of Macedonia has in the process of development of the eco-tourism and confirmation of the basic hypothesis that the representation of SMEs in the eco-tourism sector, it is a development concept that enables achieving sustainable economic development. Small enterprises can create an appropriate eco-supply and take advantage of natural conditions.

METHODOLOGY

To collect, analyse and process data, a practical research was conducted to test the implementation and development of eco-tourism as an alternative form for tourism development, whether there is an opportunity and willingness for eco-

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tourism development.

As The method of the research, a survey questionnaire was used. "Survey of the possibilities for development of eco-tourism and achieving sustainable economic development through small enterprises in the Republic of Macedonia". The questionnaire consists of 15 questions. The survey was conducted in 70 small enterprises that perform a certain tourist activity in the period from 01.01.2017. Until 30.06.2017 On the territory of the Republic of Macedonia.62 companies, out of the 70 small enterprises surveyed showed interest and answered questions from the questionnaire.

RESULTS

Research includes 62 companies. After research, conclusions are following:

1. Need for promoting eco-tourism
2. Inform enterprises about the benefits and the potential it has.
3. Enterprises responded that are not informed about the country's support for eco-tourism development.
4. Need for an institutional help and support in the process of ecotourism development.
5. Smaller portion of the respondents stated that they have the opportunity and capacity to invest in the eco-tourism sector.

IMPLICATIONS

Eco-tourism has the potential for rapid sustainable economic development; area linking environmental protection, local culture with revenue generation and job creation has high potential for expansion and achieving sustainable economic development. Its main goal is to create conditions for people to acquire knowledge about nature, historical and cultural characteristics of the region by maintaining integrity and encouraging the development of the local community.

ORIGINALITY VALUE

Prerequisite for development of eco-tourism is the existence of the entrepreneurial initiative and culture in creating the offer in this sector and the various contents that are an integral part of the tourist offer. Opportunities for development of eco-tourism are perceived through an analysis of the situation in terms of the general demand and supply in this sector. To build a sustainable concept of development, it is necessary to create an appropriate business model and competitive strategy.

KEY WORDS

Eco-tourism, small and medium enterprises, nature, sustainable economic development, tourist's needs

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