

“Mother Teresa” University



Book of Abstracts

1st TSD Conference
Skopje, 27-28 October 2017

Learn more:

www.conference.unt.edu.mk

TSD



TSD2017

Committees

Conference Chair:

Prof. Dr. Aziz Pollozhani – Rector of Mother Teresa Uni., MK

Prof. Dr. Andrea Maliqari,- Rector of Polytechnic Uni. , ALB

Prof. Dr. Güngör Turan – Rector of EPOKA University, ALB

Prof. Dr. Shaban Buza – Rector of Uni. of Gjakova, RKS

Prof. Dr. Alush Musaj --Rector of Uni. of Mitrovica, RKS

Prof. Dr. Blazo Boev – Rector of UGD Stip, MK

Prof. Dr. Edmond Hajrizi – Rector of UBT, Prishtina, RKS

Prof. Dr. Ramë Vataj Rector of Uni. of Prizren, RKS

Prof. Dr. Agron Bajraktari – Rector of Uni. of Applied Sciences, Ferizaj, RKS

Scientific Committee:

Prof. Dr. Bekim Fetaji, Mother Teresa University, MK

Prof. Dr. Bashkim Ziberi, University of Tetovo, MK

Prof. Dr. Agni Dika, University of Prishtina, RKS

Prof. Dr. Murtezan Ismaili, SEE University Tetovo, MK

Prof. Dr. Rizvan Sulejmani, Mother Teresa University, MK

Prof. Dr. Eglantina Hysa, EPOKA University, ALB

Prof. Dr. Iraj Hashi, Staffordshire University, ENG

Prof. Dr. Mirushe Hoxha, UKIM Skopje, MK

Prof. Dr. Sokol Dervishi, EPOKA University, ALB

Prof. Dr. Klaus Tochtermann, ZBE, Kiel University, GER

Prof. Dr. Ferdinand Gjana, Beder Uni., ALB

Prof. Dr. Monika Lutovska, Mother Teresa University, MK

Prof. Dr. Christian Gutl, Graz University of Technology, AUS

Prof. Dr. Ali Osman Topal, EPOKA University, ALB

Ass. Prof. Sani Demiri, Mother Teresa University, MK

Prof. Dr. Zoran Popovski, UKIM Skopje, MK

PhD. Olga Popovska, Mother Teresa University, MK

Prof. Dr. Vladimir Mijakovski, St. Clement of Ohrid University of Bitola, MK

Prof. Dr. Mimoza Dushi, Uni. of Gjakova, RKS

Prof. Dr. Muje Gjonbalaj, Uni. of Prishtina, RKS

Prof. Dr. Niko Qafoku, PNNL, USA

Prof. Dr. Gentian Zyberi, NCHR, Norway,

Prof. Dr. Lena Damovska, UKIM Skopje, MK

Prof. Dr. Katerina Davalieva, UKIM Skopje, MK

Prof. Dr. Mentor Hamiti, SEEU Tetovo, MK

Prof. Dr. Tatjana Atanasova Pacemska, UGD Stip , MK

Prof. Dr. Enes Sukic, University of Nis, SRB

Prof. Dr. Bashkim Idrizi, Mother Teresa University, MK

Prof. Dr. Gjergji Mero, Uni. i Korçës, ALB

Prof. Dr. Fati Iseni, Mother Teresa University, MK

Prof. Dr. Daniel Pavlovski, Mother Teresa University, MK

Prof. Dr. Gëzim Karapici, CIT Tirana, ALB

Prof. Dr. Enver Abdullahi, Mother Teresa University, MK

Prof. Dr. Kalman Mizsei, CEU, Hungary

Prof. Dr. Ruzhdi Sefa, Uni. of Prishtina, RKS

Prof. Dr. Bledar Bisha, Wyoming Uni., USA

Prof. Dr. Milaim Sadiku, Uni. of Mitrovica, RKS

Prof. Dr. Naser Peci, Uni. of Mitrovica, RKS

Prof. Dr. Drenusha Kamberi, Mother Teresa University, MK

Prof. Dr. Elfrida Shehu, Polytechnic University, ALB

Prof. Dr. Lutfi Bina, Mother Teresa University, MK

Prof. Dr. Hasan Metin, UBT, RKS

Prof. Dr. Agim Mamuti, Mother Teresa University, MK

Prof. Dr. Mesut Idrizi, IUS, BIH

Prof. Dr. Rubin Zemon, University Euro Balkan, MK

Prof. Dr. Savo Astalkovski, FON University, MK

Organizing Committee:

Bekim Fetaji, Mother Teresa University, MK

Afrim Hamiti, Mother Teresa University, MK

Diturije Ismaili, Epoka Uni., ALB

Ramadan Çipuri, Beder Uni., ALB

Cveta Martinovska Bande, UGD Stip, MK

Besart Hajrizi, Uni. of Mitrovica, RKS

Akli Fundo, Polytechnic Uni. , ALB

Januz Bunjaku, Uni. of Gjakova, RKS

Zoran Trifunov, Mother Teresa University, MK

Samoil Malcheski, Eurobalkan, MK

Agron Kurtishi, Mother Teresa University, MK

Olivera Petrovska, Mother Teresa University, MK

Secretariat:

Sani Demiri,

Isak Idrizi,

Rilind Mahmudi,

Amantin Qamili,

Majlinda Axhiu,

Teuta Jusufi-Zenku,

Stojan Kitanov,

Veton Hamza,

Dita Starova,

Mensure Rashitoviq,

Gent Reçi,

CAN WE MAKE A GREEN TOURISM BRAND? THE EVIDENCE OF MACEDONIA

Biljana Petrevska, PhD

Goce Delcev University

Vlatko Cingoski, PhD

Goce Delcev University

Abstract

Every country has strengths and weaknesses and a good brand may project a country's strengths while recognizing its weaknesses. Despite the fact that Macedonia has been an independent state for more than two decades, it seems that it is still trapped in its transition period and still strives for creation of some new patterns. The article draws on primary and secondary data to provide insights into the processes and conflicts over efforts to create a green tourism brand in Macedonia. Moreover, the research assesses how Macedonian hospitality industry stakeholders manage the environmental quality, which directly leads to increase of destination's competitiveness. It has a practical significance since it discusses the level of environmental quality of Macedonia as a base for creating a national green tourism brand. The paper underlines that tourism branding in Macedonia cannot be conducted successfully without considering the context of "green" tourism. It was found that the improved image along with the enhanced competitiveness are strong determinants, provoking better interest than the increase of number of guests. Yet, large number of surveyed hotel managers lack measures to reduce the conventional energy use and replace it with renewable sources of energy. Although being fully aware of the importance of the environmental concept, this is not the managerial priority of Macedonian hotels. These findings may assist in further steps when creating marketing strategies to enhance country's distinctiveness. A positive national image is an essential ingredient for promotion that raises the issue for necessity of investing into national branding as part of the image-building strategy.

Keywords: Environment; Image; Promotion; Brand; Green tourism.

