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CONTENTS

- Biljana Angelova, Diana Boskovska**
SHARE OF LOANS TO HOUSEHOLDS IN NON-
PERFORMING LOANS OF BANKS IN MACEDONIA
(Original scientific paper) (1-10)
- Marija Ackovska, Neda Petroska- Angelovska**
FEATURES IN IMPLEMENTATIONS OF FINANCIAL
CALCULATIONS IN TOURISM SECTOR ENTERPRISES
(Original scientific paper) (11-22)
- Verica Janeska, Silvana Mojsovska, Aleksandra Lozanoska**
BRAIN DRAIN FROM THE REPUBLIC OF
MACEDONIA-TRENDS, IMPLICATIONS, POLICIES
(Original scientific paper) (23-37)
- Tatjana Petkovska Mirchevska, Meri Karanfilovska**
SOCIAL MARKETING AND ITS APPLICATION IN THE
REPUBLIC OF MACEDONIA
(Original scientific paper) (38-49)
- Diana Boskovska, Biljana Angelova**
APPLICATION OF THE SIMPLIFIED CUSTOMS PROCEDURE –
THE CASE OF THE REPUBLIC OF MACEDONIA
(Original scientific paper) (50-60)
- Vasil Popovski, Hristina Serafimovska**
ORGANIZATIONAL CULTURE IMPERATIVE FOR HIGHER
INNOVATION IN ENTERPRISES IN THE REPUBLIC OF
MACEDONIA
(Original scientific paper) (61-74)
- Klimentina Poposka, Elena Mihajloska**
THE IMPLICATIONS AND AFTERMATH EFFECTS OF
THE FINANCIAL CRISIS ON STARTUPS IN EU
(Original scientific paper) (75-90)
- Vasil Popovski, Slobodan Levkovski, Ljubisha Nikolovski**
SELF EMPLOYMENT PROGRAM VIA CREDITING AS AN
INCENTIVE FOR INCREASING ENTREPRENEURIAL
ACTIVITY IN REPUBLIC OF MACEDONIA
(Original scientific paper).....(91-107)

- Neda Petroska- Angelovska, Marija Ackovska**
 FINANCIAL RATIOS FOR ASSESSMENT OF
 OPERATIONS SUCCESS IN ENTERPRISES OF
 MACEDONIAN HOSPITALITY INDUSTRY
 (Original scientific paper)(108-119)
- Irina Majovski, Elena Davitkovska**
 DEVELOPING EMPLOYEE SKILLS IN
 CHALLENGING TIMES
 (Original scientific paper)(120-133)
- Natasha Daniloska**
 INSURANCE IN AGRICULTURE-SITUATION IN THE
 REPUBLIC OF MACEDONIA
 (Original scientific paper)(134-151)
- Elizabeta Djambaska, Vladimir Petkovski,
 Aleksandra Lozoska**
 CAPITAL MARKET AND THE DETERMINANTS
 OF DEVELOPMENT IN THE REPUBLIC OF MACEDONIA
 (Original scientific paper)(152-165)
- Iskra Stanceva-Gigov**
 THE BENEFITS OF TRADE LIBERALIZATION AND ITS
 CONTRIBUTION TO ECONOMIC GROWTH
 (Original scientific paper)(166-178)
- Vladimir Petkovski, Elizabeta Djambaska,
 Snezana Kostadinovska Milosovska**
 THE FUNDAMENTAL CONSIDERATIONS OF THE
 PUBLIC DEBT
 (Original scientific paper)(179-191)
- Katerina Hadzi Naumova -Mihajlovska**
 OPPORTUNITIES FOR TQM TRAINING IN
 ASSOCIATIONS OF ORGANIC PRODUCERS IN
 REPUBLIC OF MACEDONIA
 (Original scientific paper)(192-207)

- Marko Andonov, Zoran Janevski,
Elena Davitkovska, Irina Majovski**
CURRENT LEGAL SETTING AND FUTURE MARKET
REGULATORY CHALLENGES OF SECURITIES
MARKET IN THE REPUBLIC OF MACEDONIA
(Original scientific paper)(208-219)
- Fatmir Besimi, Azis Pollozhani**
EDUCATION AND HUMAN CAPITAL: ECONOMIC
GROWTH AND SOCIAL COHESION IN MACEDONIA
(Original scientific paper)(220-235)
- Janka Dimitrova, Olivera Gorgieva – Trajkovska,
Blagica Koleva, Aleksandra Nachkova, Eftimija Dimitrova**
CORPORATE GOVERNANCE AND FINANCIAL
REPORTING IN MACEDONIA THROUGH THE PRISM
OF INDEPENDENT AUDITORS REPORTS
(Original scientific paper)(236-254)
- Dejan Krstevski, Gjorgji Mancheski**
TELECOM COST OPTIMIZATION:HOW TO
SUBSIDIZE HANDSET SUBSIDIE
(Original scientific paper)(255-266)
- Sergej Naumovski, Marjan Bojadjiev,
Ana Tomovska-Misoska, Miodraga Stefanovska-Petkovska**
ORGANIZATIONAL ALIGNMENT IN THE FOOD
INDUSTRY: CASE STUDY OF A COMPANY IN THE
REPUBLIC OF MACEDONIA
(Original scientific paper)(267-280)
- Tome Nenovski, Ninko Kostovski, Dobrila Dejanoska**
INFLUENCE OF FOREIGN DIRECT INVESTMENTS
TO EXPORT AND GROSS DOMESTIC PRODUCT OF
DEVELOPING COUNTRIES – SPECIFICS OF REPUBLIC
OF MACEDONIA
(Original scientific paper)(281-294)

Katerina Fotova Čiković	
EFFECTS OF THE ENTRANCE OF FOREIGN CAPITAL IN THE MACEDONIAN BANKING SECTOR	
(Original scientific paper).....	(295-308)
Edvin Mushe	
CUSTOMER SATISFACTION IN THE MACEDONIAN OIL RETAIL SECTOR	
(Original scientific paper)	(309-326)
Tome Nenovski, Jadranka Mrsik, Simona Trpovska	
A FRAUDULENT BEHAVIOR OF INVESTMENT BANKING AS ONE OF THE REASONS FOR THE APPEARANCE OF 2008 WORLD ECONOPMIC CRISES	
(Professional paper)	(327-339)
Mite Mitevski	
AUDIT ON THE EU INSTRUMENT FOR PRE- ACCESSION ASSISTANCE (IPA) – THE CASE OF THE REPUBLIC OF MACEDONIA	
(Professional paper)	(340-353)
Marija Magdinceva Sopova, Tanja Angelkova Petkova, Zoran Temelkov	
THE IMPACT OF SMALL AND MEDIUM ENTERPRISES IN THE DEVELOPMENT OF SPORTS TOURISM IN THE MINICIPALITY OF DOJRAN, REPUBLIC OF MACEDONIA	
(Review paper).....	(354-365)
Authors` guidelines	366
Editing instructions	368

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THE IMPACT OF SMALL AND MEDIUM SIZED ENTERPRISES (SMS) IN THE DEVELOPMENT OF SPORTS TOURISM IN THE MUNICIPALITY OF DOJRAN, REPUBLIC OF MACEDONIA

Abstract

Connection and similarities between tourism and sport are derived from the basic characteristic of the two activities which is “the need”. From the perspective of tourism needs, tourism is looking for satisfaction. Tourist need represent a longing to come to the phenomena and relationships that have attractive properties to see and experience, to be used, because for tourists they have a certain value.

Within the theoretical approach to the study of alternative forms of tourism, in this paper the object of study is the sports tourism as a form of alternative tourism and satisfying the tourist needs in Dojran. Separately, it is examining the connection between sport and tourism, two highly related socio – economic phenomena of modern society on the one hand and the impact on small and medium sized enterprises (SMS) in the satisfying the travel needs of the other hand.

Today with tourism are connected all the small sized enterprises, sports and health and many other alternative forms, especially active vacations with content recreational sports, entertainment, psychotherapeutic and etc. upon the basics of which the topic is detailed and fully processed,

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at the shore are estimated and locations of facilities which will significantly contribute to local economic development and improve the quality of life in the municipality.

Conclusion

Small and medium sized enterprises (SMS) are becoming a key factor in terms of creating greater opportunities for development of sports tourism and improvement of the situation at local, regional and national level. Small and medium sized enterprises (SMS) are important segment in overall economic activity in Dojran. This is the segment that constantly changes things, moves and develops. They are the carriers of economic development and are associated with entrepreneurship and entrepreneurial initiative. In sports, small and medium sized enterprises (SMS) are a key factor for the growth of the tourism sector in Dojran. The modern concept of operation requires enterprises to be efficient and create optimal tourist offer by encouraging the development of sports tourism. Development of alternative forms of tourism is resulting from modern tendencies in the world, hence the development of sports tourism.

Sports and recreational travel needs are striving to establish the psychophysical balance in any environment outside of the residence. This means that the specificity of the tourist recreation it consists in a feeling of lack of certain psychosocial content that tends to go into areas outside their place of residence or in environments where there is such content. Because of that sport and tourism have an important link between itself and as such represent a separate area. How quickly is implemented the idea of developing the sports tourism that much greater will be the contribution to the development of tourism in the municipality of Dojran.

Sports tourism in Dojran is still booming in the implementation. The rapid process of its development can bring about enormous positive impacts on tourism. Benefits from the presence of sports tourism as a form of alternative tourism are reflected in the massive attendance, the financial benefits of the use and satisfaction of visitors using a synergistic approach in guiding the activities of small and medium sized enterprises (SMS) in the creation of the tourist offer.

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