

Transformation Of Tourism In The Republic Of Macedonia In The Last 100 Years

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ABSTRACT: *The tourism of the region in the Republic of Macedonia exists for about a century. The paper presents sublimated analyzes from a scientific and research project for tourism and catering. The appearance and course of tourism has been interrupted several times and reactivated. The aim of the paper is to understand the beginning and the course of tourism, the analysis of data on the tourist visit, the accommodation facilities, the definition of the problems that the tourism in the country faces and the provision of guidelines for tourism promotion.*

KEYWORDS –*Tourism, tourists, hotels, destination, Macedonia*

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I. INTRODUCTION

The paper enters the group of manuscripts that treat problems from the history of tourism. The paper summarizes data on the beginning and the course of tourism for a period of approximately one century, and only for the area of today's Republic of Macedonia. In the research, we use several indicators from which we identify periods of three tourist transformations, register changes in accommodation facilities, restaurants, tourist resorts, tourist movements, overnight stays and the like.

The beginning of the first forms of tourism is the end of the 19th and the first decade of the 20th century, that is, the Ottoman period. In the period from 1912 to 1918, Macedonia's space is an arena of military conflicts - the Balkan wars (1912/1913) and the World War I (1914/1918), which end tragically with the division of Macedonia. Period from 1919 to 1941, the absolute part of the Republic of Macedonia is part of the Kingdom of Yugoslavia, and then we register the first tourist transformation.

From 1941-1945, during the Second World War, tourism again passes a crisis period. In the period of the SFR Yugoslavia (1945-1990) we registered the second tourist transformation and growth. Tourist development is interrupted by the breakdown of SFR Yugoslavia. With the independence of the Republic of Macedonia in 1991, a third tourism transformation, which is followed by political, economic and other problems, is starting, but tourism it still marks an upward trend.[1][2][3]

For a period of one century, we register a period of tourism beginning and three tourist periods of transformation, and three periods of interruptions to tourism:

- beginning of tourism, Ottoman period until 1912,
- the first period of breakdown of tourism due to military conflicts, 1912-1918,
- first tourist transformation, period of the Kingdom of Yugoslavia, 1918-1941,
- the second period of the interruption of tourism due to the Second World War, 1941-1945,
- second tourist transformation, period of FNRJ / SFR Yugoslavia, 1945-1990,
- the third period of interruption of tourism due to the disintegration of SFR Yugoslavia, 1991 - the third tourist transformation, the period of the Republic of Macedonia since 1991.

II. PERIODS OF BEGINNING AND INTERRUPTION OF TOURISM IN THE REPUBLIC OF MACEDONIA

2.1. Start of tourism, Ottoman period until 1912

The beginning of tourism on the territory of the Republic of Macedonia based on foreign travel reports, foreign tourist guides and journalistic notes from the end of the XIX century. Important years related to the

beginning of tourism are: 1843 when the first hotel was registered, 1854 when a foreign tourist guide gave a picturesque description of routes for visiting and staying in Macedonia, in 1891 when the first restaurant was registered, and in 1899 the realization of the first a tourist trip through Macedonia, and noted by the Ottoman newspaper, "Constantinople messenger." [3-18]

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Shortly before the Balkan wars on the territory of the Republic of Macedonia. Macedonia has registered 24 accommodation facilities, of which 23 hotels and one lodging house. We also register 520 inns and caravansaras for accommodation of passengers and guests, of which 343 are urban. [3-19] The only missing thing is the number of guests - tourists. Most likely, at that time, the records from the guest records books were not an obligation to be kept for a long time as evidence, so we were unable to find such a book as evidence.

2.2. Period of the first interruption of tourism due to military conflicts, 1912-1918

The Ottoman period, when we registered the beginning of tourism, was interrupted by the first Balkan war in 1912. The war caused major changes in the economic and political life of the Empire, resulting in its disintegration and the formation of several Balkan states.

In 1914 the First World War began. Again the territory of Macedonia is an arena of military clashes. Military clashes caused the complete destruction of many accommodation facilities and restaurants. In years of war, it is existential to survive, so there is no space for tourism.

2.3. The first tourist transformation, the period of the Kingdom of Yugoslavia, 1919-1941

With the end of the war, the territory of Macedonia is divided between the Kingdom of SHS (later the Kingdom of Yugoslavia), the Kingdom of Greece, the Kingdom of Bulgaria and the Kingdom of Albania. This is the period when the territory of the Republic of Macedonia which is part of the Kingdom of Yugoslavia (1919-1941) is named after the new name Vardar Banovina. The first years after the war were not favorable for the occurrence of tourism. Since 1925, a series of tourism related activities have begun.

In this period, under the influence of new cultural, economic, social and technological changes, tourism is emerging that significantly transformed and adapted the market to a new type of demand. Then the first better hotels appear (with higher quality in rooms, with elevators, garages, etc.), the first modern restaurants (with modern kitchens and services), new forms of transport (cars, buses, aircraft), the first organized tourist visits (in cities, baths, monasteries, in major cities, but also abroad), first statistics (since 1929 for domestic and foreign tourists and nights, number of rooms, hotels, bars, etc.), first children's resorts, spa hospitals, tourist and hiking associations and alliances (hiking and mounting other homes), tourist agencies, tourist trips, first swimmers on Ohrid Lake, travel guides, rulebooks for hotels and restaurants, new organization, professionalization (in hotels and restaurants), etc. are published.[2][20][21]

Namely, two children's resorts are being built, mountaineering companies are formed, mountain homes are being built, the first tourist union is formed, then tourist agencies, new hotels, restaurants are built, etc. High school and student youth from the bigger cities make picnics on the shores of Ohrid, Prespa and Dojran Lake, are active mountaineers, visit cultural and historical monuments, monasteries and baths, the visit of domestic and foreign tourists, etc. increases. [2]

Since 1929, the first statistics on tourism (number of tourists, nights, hotels, rooms, beds, etc.) are published. The number of tourists reaches 78193, overnights to 195788, and the number of days of stay increases from 1.7 to 3.5 days. The number of hotels and other accommodation facilities is growing up to 193 with 1923 rooms and 2108 beds. There are 11 tourist destinations (Skopje, Ohrid, Bitola, Krusevo, Kumanovo, Veles, Prilep, Tetovo, Katlanovska Banja, Debarska Banja and Kosovarska Banja). [21] This first tourism phase lasts about fifteen years (1925-1939)

2.4. Period of second interruption of tourism due to the Second World War, 1941-1945

The second interruption is the period of World War II, 1941-1945. And in those years the area of today's Republic of Macedonia is divided between the Kingdom of Bulgaria, Nazi Germany and Fascist Italy. The war caused major economic and political changes that resulted in the return of tourism.

2.5. Second Tourist Transformation, period of FNRJ / SFR Yugoslavia, 1945-1990

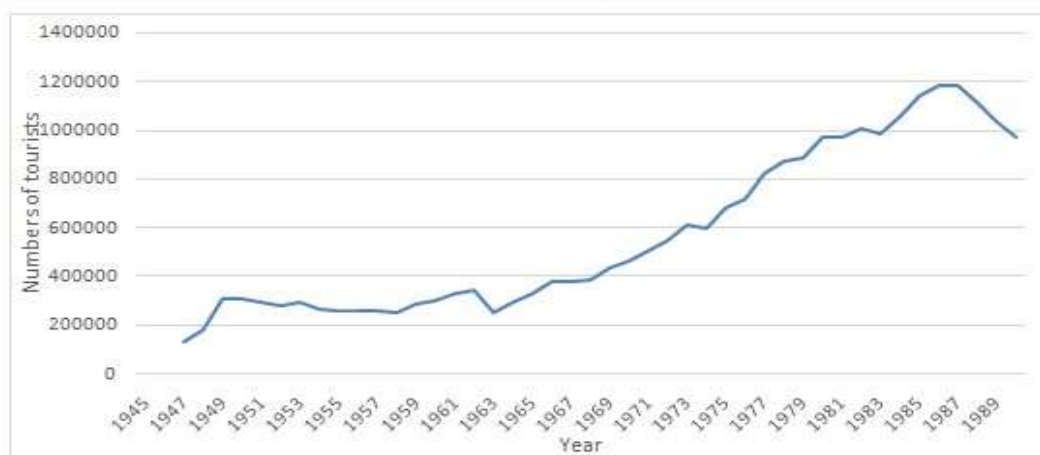
The analysis of the second tourist transformation of R. Macedonia within the SFR Yugoslavia covers a period of 45 years through which all phases of the life cycle of tourism are identified: the research phase (1947-1953), the inclusion phase (1954-1968), the phase of development (1969- 1980), the consolidation phase (1981-1985), the stagnation phase (1986-1988), the phase of decline (1989-1990).[1][2]

Throughout the period, numerous tourism development policies have been pursued at the federal level and in particular for each federal republic. In that period, lake tourism dominates as a massive form when many

modern hotels, tourist resorts, children's and youth resorts, boarding houses, motels, camp settlements, nurseries, spa resorts, labor resorts and others are built. Important tourist spots were Ohrid - Ohrid Lake, Skopje - the capital, then the resorts of Prespa and Dojran Lake, as well as the cities of Struga, Bitola, Veles, Stip, Prilep, Strumica, Kumanovo, Gevgelija, ski resorts Popova Shapka, Mavrovo, Pelister, Krusevo, Katlanovska, Debarska, Kosovrasti, Negorska, Bansko and other places.

If in 1958 there were 235 accommodation facilities with 3153 beds, in 1974 it climbed to 1188 accommodation capacities with 37,024 beds. The highest values of tourism, with the highest number of accommodation capacities (1300 with 45,000 beds) and the maximum number of realized visits, reached in 1987, with 1,183.10 tourists and 3,978,028 overnights. [2] In that period, tourism is categorized as an activity of special importance for the overall economic development of the country. (See Table 1)

Table 1. Movement of the number of tourists in the period from 1945 to 1990



Source: Statistical Yearbook of SFRY and SRM, 1961, 1962, 1966, 1971, 1976, 1981, 1986, 1988, 1990. RZS: Statistical Yearbook of the Republic of Macedonia 1991.

However, the economic and political crisis of 1989 resulted in a decline in the quality of the tourism product, social problems, instability, and the onset of armed conflict and the decay of Yugoslavia.

2.6. Period of the third interruption of tourism due to the breakdown of SFR Yugoslavia, 1991

The third interruption is a period of disintegration of the SFR Yugoslavia in 1991. At that time, the former republics of the SFRY were independent, but for some of them (Serbia, Croatia, Bosnia and Herzegovina) the independence was not peaceful, that is, a war on territories was waged. Fortunately, the Republic of Macedonia is independent and is not part of the military events. However, the mentioned events cause a decline in the tourist visit in the Republic of Macedonia.

2.7. Third Tourist Transformation, the period of the Republic of Macedonia since 1991

The analysis of the third tourist life cycle of the Republic of Macedonia. Macedonia covers the period (1991-2017), which represents a period of 25 years of independence. During this period, two stages can be identified, destructive and constrictive, with several phases of the life cycle.

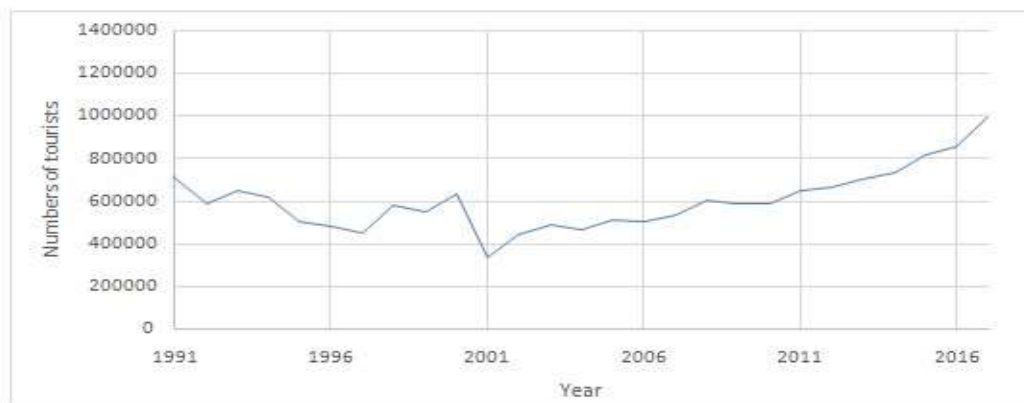
The 1991-2001 interval for the Republic of Macedonia has been quite unstable and has a destructive effect on many destabilizing events, the transition process, various reforms, political instability, armed conflicts in neighboring countries, the economic crisis, sanctions, blockades, internal ethnic conflicts, economic restructuring, etc. Consequences of such processes are significantly reduced number of accommodation capacities of 167, as well as oscillations in the number of tourists at 333,308 and overnights at 1,254,582.

[1][2][3]

Since 2006, the progressive development of tourism has begun through a blend of mass tourism with lake, urban, spa, cultural and historical tourism. Since then, more incentive measures have been implemented in tourism subsidizing domestic and international tourism, arrival of foreign tourists from several European and non-European countries. Benefits in catering, subsidizing construction of accommodation facilities, tourism of domestic tourists - retired on climate-spa treatment, subsidizing summer and winter days in the social category, etc. The Government within the Ministry of Economy established a department for tourism, and also established the Agency for Tourism Development and Promotion. Development of National Strategy for Tourism Development, preparation of several sub-strategies National Strategy for Development of Rural Tourism,

Strategies for Development of Tourism in Multiple Cities, Municipalities and Planning Regions. Stimulating rural tourism, issuing tourist promotional material, continuously participating in tourism fairs in Europe and the world. A comprehensive and well-designed offer of a variety of tourist products by including various events related to culture and tradition, promoting the country as an attractive destination. Increasing the number of foreign and domestic tourists, overnight stays, average length of stay, number of accommodation capacities, reduction of the season and promotion of sustainable development. Subsidizing different local, regional and national new and character. Financing, promotion, lending, stimulating tourism revenues, improving the supply of tourism, networking in tourism, building capacities in the capital but also in other cities, monuments, museums, and other facilities in the direction of promotion of the state and tourism.

Table 2. Movement of the number of tourists in the period from 1991 to 2017



Source: RZS: Statistical Yearbook of the Republic of Macedonia 1991, 1992, 1998, 2001, 2006, 2011, 2016, 2017; Tourism 2003-2007, 2004-2008, 2005 - 2009; Tourism in the Republic of Macedonia, Statistical Review, Skopje, 2006-2010, 2007-2011, 2008-20012, 2009-2013, 2010-2014, 2011-2015, 2012-2016, 2013-2017 year

These processes are particularly related to the democratization of the phenomenon of tourism and the culmination of the national demand for tourism, and from 2010 onwards we can speak of a constructive period with increased visits to foreign tourists that have become dominant in relation to the overall level of tourist demand. Thus, in 2017 tourism reaches the following values: we register 383 accommodation facilities (147 of which are hotels), a tourist visit of 998841 tourists (368247 domestic and 630594 foreign), 2775152 overnight stays (1480460 domestic and 1294692 foreign overnight stays) and foreign exchange inflow from 380,000,000 US dollars. For the current 2018, the Agency for Tourism Development and Promotion of the Republic of Macedonia plans a visit of about 1,100,000 tourists, 3,100,000 overnight stays and foreign exchange inflows of over US \$ 450,000,000, and for 2019 and overcoming the maximum numbers since 1987, for tourists, and in 2020 and for overnight stays.

Table 3. Movement of the number of tourists in the period from 1929 to 2017



Source: GSS, 1929-1940; Statistical Yearbook of SFRY and SRM, 1961, 1962, 1966, 1971, 1976, 1981, 1986, 1988, 1990. RZS: Statistical Yearbook of the Republic of Macedonia 1991, 1992, 1998, 2001, 2006, 2011, 2016, 2017; Tourism 2003-2007, 2004-2008, 2005 - 2009; Tourism in the Republic of Macedonia, Statistical

III. CONCLUSION

The article showed that tourism on the territory of the Republic of Macedonia occurs at the transition between the 19th and 20th centuries. Over the course of a century, the development of tourism on the territory of the Republic of Macedonia has been interrupted three times by military conflicts and has been rebuilt three times or more accurately transformed to new needs and demands.

Finally, in this article we see how tourism has overcome the problems through institutional regulation of laws, institutions, application of new forms and contents, and in the direction of improving the tourist visit and development of tourism in the Republic of Macedonia as an attractive destination.

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