



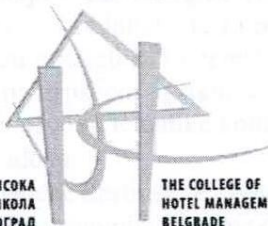
7TH INTERNATIONAL CONGRESS

HOTELPLAN 2018

**HOSPITALITY AS A QUALITY FACTOR OF TOURIST
DESTINATION OFFER AND COMPETITIVENESS**

2nd – 3rd November 2018
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BOOK OF PROCEEDINGS



ВИСОКА
ХОТЕЛИЈЕРСКА ШКОЛА
БЕОГРАД

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HOTEL MANAGEMENT
BELGRADE

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The College of Hotel Management, Belgrade, Serbia
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HOTELPLAN 2018

**GOSTOPRIMSTVO KAO FAKTOR KVALITETA PONUDE I
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DEVELOPMENT OF RURAL TOURIST DESTINATIONS THROUGH THE ENTREPRENEURSHIP IN THE REPUBLIC OF MACEDONIA

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Abstract

The villages in our societies exist today more as geographical concepts, to indicate the territory, for a small number of people. The village "survives" tectonic changes in economic, social, psychological and political sense, and "villagers", i.e. farmers (agricultural producers-entrepreneurs) are mainly left to their intelligence and ability to navigate in unknown situations.

The future of the village depends on entrepreneurship and industrial societies. Rural destinations can also be decisive for the future of industrial societies. The process of accelerated industrialization in our country has led to changes in traditional agricultural production. Enables massive employment of villagers outside of agricultural property. Additional revenues were a very strong motive for the emergence of mixed households, given the low and disadvantageous income coming from agriculture. On the other hand, the needs and consumption of the rural population have become larger.

In this paper we will give an overview of some rural destinations in the function of tourism, which are tourist products and agricultural resources, the social need of villagers, as well as the significance of agricultural entrepreneurship in Macedonia.

Key words: Touristic destination, rural tourism, entrepreneurship, sustainability

INTRODUCTION

Disclaimer of organic wisdom and beauty of work in agricultural farming is just one of the unreasonable things that today's man pays at a high price. So, unfortunately, more and more, in our country. Organic farming, environmental-human access and sustainable development are no longer just fashion, intellectual shine, protest. These are the ingenious needs of the modern man in industrialized countries.

In the rural environment, agriculture is the core business for the economy. The village is the oldest and most typical local, rural community. Some of the first hypotheses are: Villagers are people who live in the countryside and are engaged in farming. But the underlying shortcoming of this hypothesis is a logical misconception to help a complete notion that can define the principal. The other hypothesis reads: Villagers are people who live in the countryside and work in agriculture, which is their main activity and basis for their income. We think that this hypothesis, however, although it is incomplete, is less severe and more accurate than the previous one. For now, it functions as a working hypothesis¹.

METHODOLOGY

The PLA method is used which enables impartial and transparent treatment of the problems and needs of the village, as well as an overview of the natural resources and potentials of the village for the development of traditional activities whose re-activation is justified from the point of view of sustainable development of the village. The PLA method records testimonies about the previous way

¹ Malešević K.: "Where does our village go?" "Views from rural sociology" Institute of Agricultural Economics, Belgrade, 2004

of living, old crafts and traditional way of using the land, etc., giving the basis for analyzing the possibilities of rural economics in light traditional knowledge and the world trends for modern economic development in conditions of free market and for economic development of tourism. The goal of the PLA method is not to analyze the situation itself but to initiate a sustainable development process in the village.

The analysis of the situation as an active assessment of the village is aimed at the villagers themselves to present and analyze their situations in order to start changes and improve their living conditions. The results of the analysis of the situation, which is carried out in productive cooperation between helpers and members of the community, should serve to identify the problems of the community, with simultaneous identification of the potentials, their limitations, and the scope and type of necessary support for overcoming the identified limits.

RESEARCH ON AND FOR THE VILLA - SOCIAL NEED

The most visible and long-term most dangerous sign of the "dying" of the village is its demographic discharge, especially when it comes to those villages that are remote from the urban centers, that is, they are poorly connected with these centers. In most of these villages, only the elderly population remains, those who are not interested in innovation and modernization, and those who are incapable of securing the future. More villages are without youth, without weddings, where schools do not work, where the average age of elderly is over 65, where many houses are healed with grass and are virtually locked.

The supposed changes in the village should be systematically and comprehensively investigated. One village definitely disappears, another course vegetates, and the third increases and it looks more like a city, urban center. Research is necessary, both because of the scientific, theoretical, and practical, social needs. Even for these and such research sustainable rural development, it would be possible to answer competently the questions, along with those in which the village is located, what is happening to it, especially in the last few years, how much depth of change it has encompassed, where goes our village? Can our village still be spoken of as a village society in an authentic sense? What does "rural whole" mean in these circumstances and is it possible to talk about it today? What does rural entrepreneurship mean for rural development?

RURAL TOURISM IN MACEDONIA

Macedonia is a rural country, and therefore agriculture and forestry use most of the land and play a key role in the management of natural resources and rural areas and determining the rural landscape. Agriculture and forestry provide socio-economic development for rural areas and provide a basis for fully realizing their potentials as well as a platform for economic diversification. This is still dominated by traditional, monofunctional agriculture, whose main task is to provide a sufficient amount of food for the population.

Rural development is a socio-economic segment that includes a range of issues such as employment, industry, agriculture, health, traffic, environment, social services and education. Rural development that is based on such an economic unit is very complex and there is a need to prioritize finding alternative sources of income outside of agricultural work or in increasing agricultural holdings. Rural development is usually associated with the development of rural tourism. One of the basic characteristics of rural tourism is related to the use of the original opportunities for local economic development and employment of family members by taking advantage of the advantages offered by rural areas.

In Western European countries, the concentration of rural development in decades after World War II is changing and developing - from land consolidation and infrastructure development through national farmers support programs to the creation of a common EU agricultural policy, in which rural development became one of the two nosebleeds. The demand for new ways of revitalization of rural areas originates first of all from an emergent concept of integrated rural development, and then to multifunctional agriculture, whereby the support of the agricultural producers in the EU justifies the public interest in their non-market services. Despite the different interpretations of (evil) use in international forums, it is indisputable that the common characteristic of these two concepts is

diversification of economic activities in the countryside, preservation of rural landscapes, protection and improvement of the environment and re-affirmation of the traditional cultural values in the village.

The modern orientation of EU countries is to pay particular attention to structurally weak areas such as rural areas. They promote rural economy in order to achieve independence and to create better conditions for employment. Following the sustainable development, new trends for the needs of the tourists and the opportunities provided by the village, tourism can be considered as the most suitable activity that will contribute to increasing the diversity of economic activities in these areas.

The development of rural tourism is a particularly prominent component in supporting the diversification of the rural economy. But it is modest in the amounts available, this measure has allowed a fresh influx of funds in the rural areas and the mobilization of the own potentials of the beneficiaries due to the development of the local markets for agricultural products and increasing the opportunities for employment.

Considering the diversity in R. Macedonia and the quality of cultural / historical treasures and archaeological sites (over 4,200 archaeological sites, over 1,000 churches and monasteries and over 700 cultural monuments), natural beauties (richness of mountains, rivers and lakes, spacious uninhabited areas, unique / indigenous plant and animal life) and various landscapes / attractions (authentic old villages, traditional houses, winter sports centers, mineral and thermo-mineral springs, hunting grounds, etc.), and rich traditions (traditional cuisine, wines, crafts, events, etc.) to be provided integrated development of sustainable rural tourism in Macedonia, to be executed in cooperation with all relevant ministries and institutions / stakeholders (private sector, associations, etc.).

Activities in eco-tourism and rural tourism are also available in many locations outside the National Parks where creative small businesses are established in mutual co-operation in accommodation, food / beverage, handicraft, guided tours and sports activities, as is the case with eco tourism in the village of Brajcino. The development of wine tourism and food tourism and spiritual / monastic thematic routes that combine these special interests with accommodation, meals, and guided tours additionally contribute to the development of a tourism product in the country.

Folk folklore and traditional handicraft and crafts are highly valued in Macedonia and represent an important dimension of national culture, in which visitors can benefit from numerous festivals, concerts and exhibitions throughout the year. Macedonia also marks the memory of numerous historical and cultural figures, whose lives and works are celebrated in museums, public buildings and monuments, including the statue in Skopje of the world famous humanitarian born in Macedonia, Mother Teresa. Accordingly, Macedonia has a versatile tourist offer conditioned by the diversity of natural and cultural landscapes and cultural heritage.

Rural tourism is a new activity for Macedonia. Efforts are being made to advance it as part of the protection of nature and the environment. Table 1 gives an overview of some of the locations and types of rural tourism activities available in Macedonia.

Table 1: Existing locations of rural tourism

	Place	Accommodation	Catering	Paths	Consideration
1	Bracelet	√	√	√	√
2	Vevcani	√	√	√	√
3	Berovo	√	√	√	√
4	Pehchevo	√	√	-	-
5	Smolare	-	√	√	-
6	Bansko	√	√	-	√
7	Mokrino	-	√	√	√
8	Kolesino	-	√	√	√
9	Galichnik	√	√	√	√
10	Zrnovci	√	√	√	√

Rural tourism is specific because in its realization an interaction is realized between the consumer - the tourist and the supplier - the host, which implies a certain level of awareness in the meaning of the quality of the environment and the tourist content, which depends on the success of the stay.

Negative environmental impacts become apparent when the level of activity and spending of visitors becomes greater than the ability of the environment to absorb the changes that have occurred. Improperly planned tourism poses a potential threat to many destinations around the world. However, rural tourism can not bear the press only as a cause of the degraded environment, but it also marks an activity that achieves great results in the domain of its preservation, as it is emphasized for other economic activities in rural areas.

The Rural Development Strategy foresees active support for the development of the rural tourism as well as the additional activity of the agricultural economy, as part of the restoration of villages and the overall development of tourism. Moreover, rural tourism should include versatile forms of tourism, from agrotourism, hunting and fishing to adventurous or eco tourism. Tourism in rural households is especially pronounced, but there are also proposals that emphasize the differentiation of the basic forms of rural tourism (eg tourism in rural households, rural hotels, agroturizm, residential tourism, congress tourism ...) from additional activities (eg adventure and sports activities, educational tourism, "green tourism", religious tourism, etc.) that are offered to tourists.

THE ROLE OF RURAL ENTREPRENEURSHIP FOR THE DEVELOPMENT OF RURAL AREAS

Through the promotion and affirmation of rural entrepreneurship, it contributes to the development of rural tourism. Rural entrepreneurship in all forms in which it can arise has a huge impact in the rural development of the particular area.

This type of entrepreneurship has a huge impact on the development of the local economy and the socio-cultural aspects of rural areas, on the one hand, and opportunities for the local population. The new trends in demand for tourism services and new trends alter the needs of tourists and encourage the development of rural entrepreneurship in some way forces entrepreneurs to think about harnessing the opportunities of rural areas. Since modern tourists are increasingly returning to nature and tradition, the development of rural tourism is associated with the promotion of opportunities for development of rural forms of tourism by improving the quality of life in rural areas, infrastructure improvement, improving the work of enterprises and increasing care for the protection of the environment (Marija Magdinceva Sopova, Kiril Postolov, Risto Elenov :, 2017) Rural entrepreneurship creates conditions for using local resources, self-employment and creating The original tourist offer enables the promotion of the local environment.

TOURIST PRODUCTS AND AGRICULTURAL RESOURCES

The purchase of agricultural products, such as domestic jams, cheese, yellow cheese, teas and dried flowers, turshi, pindzur, lutenitsa, are just a few examples of how rural visitors can contribute to the income of local agricultural households.

What people remember most people on their journey are the people they meet. Typically, on nature-based tours, tourists stay in remembrance of other people from their group. However, if visitors spend time in a rural community, they will remember the smile of the people they met, the food they ate, and so on. It can be said that with good organization this experience can be provided in every rural community, but with the traditional ambience and the population living there, such an experience can be truly unforgettable and original.

It is also necessary to train local communities, in order to really use their internal potentials. In doing so, one should not destroy the spontaneity and natural talents, which in this area, the local population really possesses, because the tourist here could spontaneously experience the domestic village atmosphere, through the many interrelations, not just being a passive observer. The tourist in these areas slowly fits into the everyday life of the hosts, deliberately in the production procedures, as a family member. In the villages in Macedonia it is rare for tourists to come to terms with what is the relationship between the village host and its natural environment, including in agricultural activities, the regular village life, nutrition and household activities, as the local community does not accept them as foreigners. With the increase of tourists it will change. Adequate modeling of new situations

and making different scenarios in which tourists will be foreigners, such as those in which there are commercial interests, and which are not by default adapted to the conditions they expect, nor by default willing to become members of the local community. All this requires a pre-fitting separate treatment and further with a full experience of something locally and specifically.

Agriculture as part of the tourist offer is also attractive in its cultural and historical aspect. In the approaching and making such a tourist destination as attractive, the historical elements related to the livestock and agricultural tradition can be very helpful, which can include older members of the family in the conversation with tourists. The older members of the community in these areas have great potential for interpretation of the agricultural and livestock traditions, and the country can be active participants in the process of preparation and realization of the tourist offer. Naturally, such a program must be well connected and combined with a professional presentation of historical documents and recordings, museums and ethno collections, historical sites, monuments, churches and monasteries, which persons can also participate in the placement of this offer.

PURPOSE FOR THE HOUSE A UNIQUE FOR TOURISTS

People who live in the countryside and who have never been tourists themselves are hard to understand why someone outside their community would like to come and experience the life of a countryside. Everyday activities, views, smells and tastes are not something that the local community considers interesting. However, tourists are looking for new experiences that differ from their usual routine or daily lives. What is unusual for a tourist can be very common to the host.

Members of the community identify different people whose skills are related to rural life. In this way it is possible to identify glossy views in a given area, historical buildings or legendary places, old large trees or unusual flora, and even maps of old agricultural and shopping centers can be made.

Visitors could engage in the whole process of bread making, from collecting wood for ignition to delivery of freshly baked bread to rural families. They could also engage in the production of traditional Macedonian products that are characteristic of this region, for example, ajvar, making cheese and cheese, and so on.

The inclusion of tourists in the daily activities of the members of the community provides a special experience and thus the tourist begins to appreciate the way of life of that community. Forms of rural life become a tourist attraction.

Integrating the everyday life of the rural population allows tourists to stay interested, experience something and learn. Tourists will remember such activities because they are authentic and tried. They will pay an experience that is authentic and characteristic of the ordinary life of a countryside.

Tourists want to bring home something to remember their experience. Tourist stores need to provide authentic products that tell the "story" of the locals. Stores should have products that are from members of the local population or local craftsmen or these products to sell directly from their houses. Households in rural areas in Macedonia still do not know what would be attractive and what they could offer from their tradition, so except for special requirements, none of the products offer tourists, they sell it on green markets or for redemption.

BASIC AGRICULTURAL RESOURCES FOR TOURISM

The number of areas in Macedonia that develop or plan to develop rural tourism, as elsewhere in the world, is rising and it is necessary to find new and alternative tourism products. Regions that simply copy the already existing attractions will not offer anything new, so tourists will go where the tourist tradition is long and famous. It is therefore not enough to have a simple attraction. When they arrive, more choices must be offered to tourists, as well as classical tourist activities - swimming, cycling, hunting and fishing, but should be offered something new - to learn something about the products, do something on their own. Only this could lure them to stay longer in that rural destination.

In developing these opportunities, care must be taken to ensure that they are compatible with the community's main attractions and cultural and natural resources. Tourists buy dreams, a dream for enjoying a cozy relaxed atmosphere. Tourists like to have fun, experience some adventure, expect to have fun that is not immediately available to him in his home atmosphere. Every tourist expects that

all his ideas and dreams for that destination will be realized and that all conditions will be enabled. Failure to provide them with what they expected and to provide them with services as planned leads to discontent and disappointment Hawkins².

Potential beneficiaries are lovers of untouched or well-preserved nature, extreme sports, healthy food and village tourism, cultural tourism, hunters and fishermen, expert population (geologists, architects, biologists) ... Tourists will be in love with attractive natural landmarks, large polluted centers, tourists who are striving for a healthy life and are interested in visiting various rural destinations. The most frequent visitors are the inhabitants of the big cities, for which the village is a tourist-cultural border, in which a real life, different from their everyday life in the noisy and overcrowded cities, takes place. Their main motive to reach the village is the ability to "flee" from the urban areas and provide themselves with a peaceful and healthy holiday.

In order to obtain a tourist function, the village must preserve agrarian production as a basic occupation, because only in this way can the tourist feel the village's way of living, which he is most interested in. The village way of life should be preserved through, its old customs, as well as the culture of nutrition, lifestyle, old crafts and so on. The tourist should also be able to engage in the daily activities of the hosts. In this way, the tourist becomes a peasant and his residence then gets a full sense, because the village and the village households must not be a tourist farce. Tourism should make the village come alive with all its specifics.

CONCLUSION

The loss of the identity of the village is mostly explained by the reason that it disappears or has already disappeared as a traditional sociological community. The key direction of change is in the direction of the loss of its rural character, that is, the collective way of living and working. The traditional village has largely disappeared, and an urban village, or urban village community, has not yet emerged. Our village is still in a very strong socio-cultural vacuum.

Rural communities in large part exist and will exist, regardless of the many different forms of their existence. Will they become more unified in the future - in which direction globalization could influence more in this respect - or so the need for diversity in social life and rural areas will grow, depends on numerous and various factors, of course and circumstances. In the field of agriculture and the activities related to it and in our country the technical and technological basis and social organization of agriculture are changing. It is realistic to assume that by the time the existing "swastika" economy will be transformed into a farmer, modern and market-oriented family economy. It equally refers to "full" or "partial" agriculture, (Full-time farm or "Part-time farm"), on which, on the basis of low-impurity technologies, organic production will be organized (high nutritive quality) but also convenient trade, as well as tourist and recreational services.

However, the direction of development will depend largely on the social care of the village as a social community, but also as a productive community. This also means the existence of efficient organizations that would help the village and the peasantry. Sustainable rural development, its redefinition, the theory and practice of rural development, requires a link between sociologists, economists, agronomists, historians, anthropologists, political scientists, lawyers, doctors, engineers and other researchers who implement or practice rural development in rural society with one word all that can be good interlocutors of the sociology of the village.

The individual rural society, in the context of Europeanization, will be less in the direction of the sociology of the village in the classical framework. It primarily means a change in the use of domestic methodological approaches and instruments. An individual rural society will change the European rural society. To this end, in the future, rural topics should be explored in the context of a later European modernization of agricultural production and rural evolution of society from particularizations to integration, and in particular new interrelations and understandings of relations: man, work, technology, society, nature. In this direction, the concept of rural entrepreneurship creates

² Hawkins E. D. and Lamoureux K. : "Development of products of competitive rural tourism for the Stara Planina destination" - Handbook for farmers, small businessmen, associations and tourist organizations, International Institute for Tourism Studies Business School "The George Washington University Washington", D.C.

conditions for utilization of local resources and creation of an original tourist offer, which contributes to the promotion of the local environment.

The development of rural tourism in the Republic of Macedonia is part of the implementation of the agricultural reforms, that is, part of the political and institutional attitude towards tourism as an important potential for the overall progress of the country. Rural entrepreneurship in all forms in which it can arise has a huge impact on the development of rural tourism. The Strategy for the Development of Tourism provides a particularly important contribution to the creation of conditions for the application of sustainable development in the field of tourism.

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