

ANALYSIS OF TOURIST TRENDS OF THE BALKAN COUNTRIES IN THE REPUBLIC OF MACEDONIA¹

Nikola V. Dimitrov

Faculty of tourism and business logistics, University Goce Delcev, Stip,
nikola.dimitrov@ugd.edu.mk

ABSTRACT

The article deals with the tourist movements realized by tourists from the Balkan countries and addressed to the Republic of Macedonia.

The movements of Balkan tourists to Macedonia from 1961 onward have been analyzed.

The states are divided into two zones, a zone of neighboring countries with Macedonia, and a zone of other Balkan states.

The analysis covers two periods, the first from 1961 to 1990, and the second from 1991 to 2017.

In both periods, certain fluctuations in the tourist movements by countries were determined, by volume, dynamics, period of stay and the like.

For better visibility and pragmatic conclusions, the textual part is supported by tables and graphs.

KEY WORDS:. tourists, Balkan states, fluctuations, zones, Macedonia

INTRODUCTION

The analysis of the tourist movements from the Balkan countries towards Macedonia refers to all 11 countries: Albania, Bosnia and Herzegovina, Bulgaria, Greece, Kosovo, Romania, Slovenia, Serbia, Turkey, Croatia and Montenegro. In the analysis we use statistical data from the archives of the State

¹ Review paper

Statistical Office of the Republic of Macedonia for a long time period of 56 years, from 1961 to 2017 (RZS, 4,5,6,7,8,9) and data from published papers (Dimitrov,1,2,3)

For a more detailed trajectory of the tourist movements from the Balkan countries towards the Republic of Macedonia, we divide the states into two zones, first and foremost countries directly or indirectly adjacent to the Republic of Macedonia (Serbia, Bulgaria, Greece, Albania and Kosovo) and countries from the second zone - other distant Balkan countries (Montenegro, Bosnia and Herzegovina, Croatia, Slovenia, all former republics of SFRY, and other two Balkan states, Romania and Turkey).

The analysis of the tourist movements is divided into two periods. The largest period of the analysis is dedicated to the so-called. Yugoslav period from 1961 to 1990, (30 years) when the Republic of Macedonia is part of the SFR Yugoslavia. The second period from 1991 to 2017, (26 years) is a period of independent Republic of Macedonia.

In both periods, certain fluctuations in the tourist movements by countries were determined, by volume, dynamics, period of stay and the like.

Methodological framework of the research

During the research, a quantitative and qualitative method was used through the use of extensive statistical material and consulted literature. The aim of the research is to see a more annual trajectory of tourist movements of tourists from all Balkan countries towards the Republic of Macedonia.

For better visibility and pragmatism, the textual part is supported by an illustrative graphic method (geographic map, tables and graphs), which generates generalized conclusions.

Presentation of research findings

Analysis of tourist movements in the period 1961-1990

The analysis of the tourist movements in the period 1961-1990 covers the former republics of the SFR Yugoslavia. Table 1 shows that almost the entire period is

dominated by tourists from the Republic of Serbia, with the lowest visit of 55380 tourists in 1963 to the highest visit (but with participation in SFRY tourists from 66.09%) to 278858 tourists in 1987 (with participation in the total number of tourists from the SFRY of 61.88%), or a number difference in the increase of 223478 tourists, ie 403%). The participation of tourists from the Republic of Macedonia. Serbia in the total number of foreign tourists from 689,016 in 1987 (foreign and SFRY together) participated with 40.47%. Then follow tourists from Croatia, Slovenia, Bosnia and Herzegovina and Montenegro. We register small concessions in the number of tourists between Slovenia and Bosnia and Herzegovina, in favor of Bosnia in 1975,77,80,85,86,89 and in 1990. (See Table 1).

Table 1. Numerous movements of the tourist visit by types of tourists and republics from the former SFR Yugoslavia for characteristic years from 1961 to 1990

Yeap	Total	Domestic from SRM	Foreign	SFRY	Of that				
					<i>Serbia</i>	<i>Croatia</i>	<i>Slovenia</i>	<i>Bosna and Herzegovina</i>	<i>Montenegro</i>
1961	327024	182336	34126	110562	71499	17169	9184	8044	4666
1963	253792	131828	38167	83797	55380	12598	6570	6343	2906
1965	330392	133438	76889	120065	79843	17487	10380	8106	4249
1970	465450	194688	106941	163821	106770	23061	14422	13186	6382
1975	685314	254306	189161	241847	166541	29226	18191	20091	7798
1980	970387	392060	210622	367705	234940	47833	32653	36850	15429
1985	1141599	482955	233670	424974	267873	48870	37674	43600	26957
1987	1183160	494144	238355	450661	278858	54115	45799	45629	26260
1990	974537	412126	257968	304443	197087	33872	23177	34722	15585

Source: State Statistical Office, Statistical Yearbook of SRM (1962-1991). Calculated by the author.

Table 2. Numerous movements of the tourist nights by types of tourists and republics from the former SFR Yugoslavia for characteristic years from 1961-1990

Yeap	Total	Domestic from SRM	Foreign	SFRY	Of that				
					<i>Serbia</i>	<i>Croatia</i>	<i>Slovenia</i>	<i>Bosna and Herzegovina</i>	<i>Montenegro</i>
1961	1005891	646449	52593	306849	210222	45454	23178	18024	9971
1963	762743	487572	60548	214623	146879	31214	15520	14621	6389
1965	967677	519960	125722	321995	223224	44066	24819	19072	9814
1970	1281891	716065	206061	359765	239991	51155	30465	27405	10749
1975	2033038	1105471	372912	554655	393240	68067	41564	38535	13249
1980	3081372	1879367	397075	804930	544934	93605	71664	70186	24541
1985	3707354	2258635	468510	980209	678197	102226	71224	81096	47466
1987	3978028	2426108	511915	1040005	694666	118899	94677	92078	39685
1990	3099508	1928992	474234	696282	500913	62515	39454	69194	24206

Source: State Statistical Office, Statistical Yearbook of SRM (1962-1991). Calculated by the author.

Similar is the situation for overnight stays with the domination of tourists from Serbia, followed by overnight stays of tourists from Croatia, Slovenia, Bosnia and Herzegovina and Montenegro (see Table 2)

Analysis of tourist movements in the period 1991 - 2017

Since 1991, the disintegration of the former SFR Yugoslavia was followed, first of five separate states - Macedonia, Bosnia and Herzegovina, Slovenia, Croatia and the FR Yugoslavia (1992-2003), then Yugoslavia was renamed to Serbia and Montenegro (2003- 2006), in 2007 Montenegro was independent, and in 2008 the Republic of Serbia separates the Republic of Kosovo.

The analysis of the tourist movements in the period 1991 - 2017 realized by the states on the Balkan Peninsula in the Republic of Macedonia was made for all 11 countries (see Table 3 and 4), but also grouping the states into two zones. The first zone covers the neighboring countries of the Republic of Macedonia, namely Albania, Bulgaria, Greece, Kosovo and Serbia. The second zone covers

the other Balkan countries: Bosnia and Herzegovina, Romania, Slovenia, Turkey, Montenegro and Croatia. (See Tables 5 and 6)

For the illustrative presentation, a geographical map of the Balkan Peninsula has been placed, where the states are divided into two zones, and each country has the maximum number of tourists who visited the Republic of Macedonia. (See Map 1)

Table 3. Development of tourist movements - tourists in the Republic of Macedonia from the Balkan countries, divided into two zones, for the period 1961-2017, observed in characteristic years

YEAR	Tourists - Visitors						
	Are total	Total domestic	Total foreign	Of that			
				Zone 1	Zone 2	Total zone 1 and zone 2	Other foreign countries
1961	327024	182336	144688	75802	39618	115420	29268
1963	253792	131828	121964	61033	29598	90631	31333
1965	330392	133438	196954	100160	41935	142095	54859
1970	465450	194688	270762	122067	60436	182503	88259
1975	685314	254306	431008	199799	81878	281677	149331
1980	970387	392060	578327	278966	126123	405089	173238
1985	1141599	482955	658644	311704	161574	473278	185366
1987	1183160	494144	689016	309802	176618	486420	202596
1990	974537	412126	562411	269067	112329	381396	181015
1991	710278	415955	294323	164324	67991	232315	62008
1995	503837	356830	147007	81827	23659	105486	41521
1997	451871	330534	121337	65249	18496	83745	37592
2000	632523	408507	224016	109196	20239	129435	94581
2001	333308	234362	98946	41969	10846	52815	46131
2005	509706	312490	197216	105537	28314	133851	63365
2010	586241	324545	261696	104776	58594	163370	98326
2015	816076	330537	485530	144199	135973	280172	205367
2017	998841	368247	630594	182698	186607	369305	261289

Source: State Statistical Office. Statistical Yearbook of SRM (1962-1991) and RM (1992-2017). Calculated by the author.

From the analysis in Table 3 we emphasize the following characteristics. The tourist visit of the Balkan states in the Republic of Macedonia from 1961 to

1987 is on the rise, with a maximum visit in 1987 of 486420 tourists and with participation in the total number of foreign tourists of 70.59%. Since 1990, due to the political and military situation in the SFRY, the number of Balkan tourists visiting the Republic of Macedonia is decreasing, with a minimum of 52815 tourists in 2001, and with 53.38% participation in the total number of foreign tourists. The tourist visit of the countries from zone 1 dominates throughout the period, with the largest visit in 1985 of 311,704 tourists or 47.32%, the exception is 2017 when the primacy takes over the tourists from zone 2 with 186607 tourists and participation in the total number of Balkan tourists from 50.53%.

Table 4. Development of tourist movements - night stays in the Republic of Macedonia from the Balkan countries divided into two zones, in the period 1961-2017, viewed after five years

YEAR	Nights						
	Are total	Total domestic	Total foreign	Of that			
				Zone 1	Zone 2	Total zone 1 and zone 2	Other foreign countries
1961	1005891	646449	359442	217969	97825	315794	43648
1963	762743	487572	275171	155711	69257	224968	50203
1965	967677	519960	447717	243732	101065	344797	102920
1970	1281891	716065	565826	260761	125944	386705	179121
1975	2033038	1105471	927567	448712	173494	622206	305361
1980	3081372	1879367	1202005	608029	271757	879786	322219
1985	3707354	2258635	1448719	744653	309236	1053889	394830
1987	3978028	2426108	1551920	739816	354445	1094261	457659
1990	3099508	1928992	1170516	612966	205449	818415	352101
1991	2740484	2164146	576338	336623	123337	459960	116378
1995	1804310	1528561	275749	147308	43102	190410	85339
2000	2434639	1940772	493867	242484	46589	289073	204794
2001	1254582	1041831	212751	80500	21076	101576	111175
2005	1970041	1527053	442988	223415	55304	278719	164269
2010	2020217	1461185	559032	214885	118076	332961	226071
2015	2394205	1357822	1036383	269742	225930	495672	540711
2017	2775152	1480460	1294692	336119	294328	630447	664245

Source: State Statistical Office. Statistical Yearbook of SRM (1962-1991) and RM (1992-2017). Calculated by the author.

From the analysis in Table 4 we emphasize the following characteristics. The stay of tourists from the Balkan countries in the Republic of Macedonia from 1961 to 1987 is on the rise, with a maximum visit in 1987 of 1094261 overnights and with participation in the total number of nights spent by foreign tourists of 70.51%. Since 1990, due to the mentioned reasons, the number of nights spent by the Balkan tourists visiting the Republic of Macedonia. Macedonia is decreasing, and in 2001 it reached the minimum of 101576 overnight stays, with participation in the total number of nights spent by foreign tourists of 47.74%. Overnight stays of tourists from countries in zone 1 dominate throughout the period, with the highest number in 1985 of 755653 overnights or 51.00%. In 2017, the number of nights spent by tourists from zone 2 has the highest number of 294328 overnight stays with the participation in the total number of nights spent by the Balkan tourists of 46.68%.

The Map 1 shows all Balkan countries with the maximum number of tourists who have stayed in the Republic of Macedonia, and in Table 7 the maximum and minimum number of tourists from the Balkan countries that stayed in the Republic of Macedonia is shown.



Map 1. Balkan states, divided into two zones and their maximum number of tourists who visited Macedonia

The analysis of the data from Tables 5 and 6 on the visit of Balkan tourists and overnight stays in the Republic of Macedonia is as follows. Thus, from Table 5 we note, most of the Balkan tourists who visited the Republic of Macedonia was from Serbia 128136 in 1991, and in 2017 the number of tourists from Turkey was 129708, followed by tourists from Greece with 46184 (in 2013), so tourists from Bulgaria with 45958 (2017), Albania with 24747 (2000), Bosnia and Herzegovina with 22597 (1991), Kosovo with 17494 (2017), Croatia with 17390 (1991), Romania with 15044 (2017), Slovenia 13970 (2009) and Montenegro with 11741 (1991).

From Table 6 on overnight stays, we note the following, most nights spent by Balkan tourists who visited the Republic of Macedonia was from Serbia 281411 (in 1991), followed by tourist nights spent by tourists from Turkey 185628 (2017), and overnight stays of tourists from Bulgaria 79370 (2017), from Greece with 74272 (2017), from Albania 65141 (2000), Bosnia and Herzegovina 43633 (1991), Kosovo 36857 (2017), Croatia 32942 (1991), Slovenia 28048 (2009), Romania 27936 (2017) and Montenegro with 18668 (1991).

In Table 7 shows the maximum and minimum values of visitors who stayed in the Republic of Macedonia and were realized by tourists from the Balkan countries for the period from 1961 to 2017. The table shows that the countries of Serbia and Turkey have the highest values of tourists, followed by Bulgaria, Greece, Croatia, etc. Interesting is the data about the differences between minimum and maximum values of tourists and overnight stays. For example, tourists from Turkey increased to 369 to 129708, or 351 times, tourists from Romania from 78 to 15044 increased 192 times, tourists from Bulgaria rose from 311 to 47071, or 151 times, and so on.

Table 7 The maximum and minimum values of visitors from the Balkan countries who stayed in the Republic of Macedonia for the period from 1961 to 2017

State	Number of tourists									
	Year	maximum	%*	Year	Minimum	%*	Year	Tourist	%	
Albania	2017	21194	3.36	1997	5489	4.52	2017 <i>Република Македонија ја посети- ле вкупно 630594 странски туристи</i>	21194	3.36	
Bosnia and Herzegovina	1987	45629	6.62	1997	1210	1.00		7199	1.14	
Bulgaria	1990	47071	8.37	1961	311	0.21		45958	7.29	
Greece	2013	46184	11.55	1963	2810	2.30		44931	7.12	
Kosovo	2017	17494	2.77	2010	9480	3.62		17494	2.77	
Romania	2017	15044	2.38	1962	78	0.05		15044	2.38	
Slovenia	1987	45799	6.65	2001	2658	2.68		12815	2.03	
Serbia	1987	278858	40.47	2001	16429	16.60		53121	8.42	
Turkey	2017	129708	20.57	1961	369	0.25		129708	20.57	
Croatia	1982	54659	9.65	2001	2609	2.63		15860	2.15	
Montenegro	1985	26957	4.09	2009	2653	1.02		5981	0.95	
Total	/	728597	/	/	44096	/		630594	369305	58.56
Zone 1	/	410801	/	/	34519	/			182698	28.97
Zone 2	/	317796	/	/	9577	/			186607	29.59
Difference (Z1:Z2)	/	+93005	/	/	+2494 2	/		-3909	-0.62	

* Participation in the total number of foreign tourists in the Republic of Macedonia in the year to the maximum / minimum. Source: State Statistical Office. Statistical Yearbook of SRM (1962-1991) and RM (1992-2017). Calculated by the author.

The regional review of the tourism trends of the Balkan countries-Macedonia relates to the period 2010-2016. According to the statistical regional survey, the movements of tourists in the Republic of Macedonia are divided into eight statistical regions (Vardar, East, Southwest, Southeast, Pelagonia, Polog, Northeast and Skopje region).

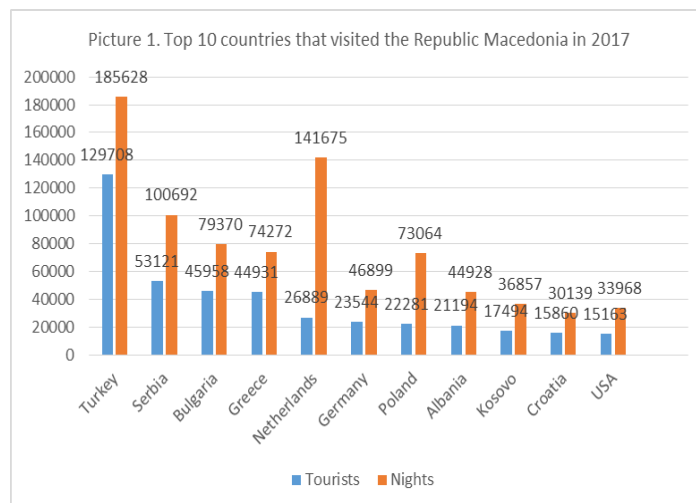
From Table 8 we distinguish the following characteristics. The total tourist visit is dominated by the visit to the southwest with 36.9% (368924) and the Skopje region with 32.5% (324146), followed by the southeast (14.3%), the Pelagonia (6.4%), the eastern 3.2%), Polog (3.0%), Vardar (2.6%) and Northeast region (1.1).

The visit is dominated by tourists from Turkey in the Skopje and Southwest region, so tourists from Serbia in Skopje, southeast and southwestern region, etc., In general, the tourist movements of seven Balkan countries are dominated by a visit to the Skopje region (Turkey, Serbia, Slovenia, Bosnia and Herzegovina, Croatia, Montenegro, Romania), visiting the southwest region is dominated by tourists from Bulgaria, Albania and Kosovo, and in the southeast the region is dominated by tourists from Greece.

Similar data are given for tourist nights by regions shown in Table 9.

The average stay of tourists from the Balkan countries ranges from 1.4 (for tourists from Turkey) to 2.1 days (for tourists from Albania and Kosovo), or the average stay of tourists from the Balkan countries is 1.8 days.

Of the top 10 countries that visited the Republic of Macedonia in 2017, seven are Balkans states: Turkey (129708), Serbia (53121), Bulgaria (45958), Greece (44931), Netherlands (26889), Germany (23544) , Poland (22281), Albania (21194), Kosovo (17494) and Croatia (15860). While, according to the overnights, the top 10 countries, six are Balkans states: Turkey (185628), the Netherlands (141675), Serbia (100692), Bulgaria (79370), Greece (74272), Poland (73064), Germany (46,899), Albania (44,928), Kosovo (36,857), and the United States (33,968). (See Picture 1)



The most visited cities and places from the Balkan tourists are the capital Skopje, the famous tourist city of Ohrid with Ohrid Lake, then Struga, Prespa Lake, Dojran Lake, Bitola, Krusevo, Gevgelija, Mavrovo and so on.

Table 5. Number of tourists from the Balkan countries who visited the Republic of Macedonia for the period 1991-2017, observed in characteristic years

YEAR	Total	Domestic	Foreign	Of that										
				Serbia	Bulgaria	Greece	Albania	Kosovo	Croatia	Slovenia	Bosnia and Herzegovina	Montenegro	Turkey	Romania
1991	710278	415955	294323	128316	25923	10085	/	/	17390	11729	22597	11741	4186	348

2013	2010	2009	2005	2001	2000	1997	1995
701794	586241	587770	509706	333308	632523	451871	503837
302114	324545	328566	312490	234362	408507	330534	356830
399680	261696	259204	197216	98946	224016	121337	147007
38127	35840	38744	38127	16429	35522	30079	48423
20914	15513	23619	17462	8484	27623	20425	21992
46184	26843	22253	33080	10637	21304	9256	3429
16982	17100	19757	16868	6419	24747	5489	7983
11887	9480	/	/	/	/	/	/
12722	12791	12519	7667	2609	4651	4194	6464
13404	12606	13970	7514	2658	5288	5383	7948
4540	5619	4672	4021	1377	1841	1210	1859
3498	4180	2653	/	/	/	/	/
68124	20047	16962	7379	3101	6700	5919	6130
6444	3351	2677	1733	1101	1759	1790	1258

2017	2015
998841	816076
368247	330537
630594	485530
53121	43613
45958	29314
44931	38829
21194	18493
17494	13950
15860	15135
12815	11463
7199	5686
5981	4762
129708	90857
15044	8070

Source: State Statistical Office. Statistical Yearbook of SRM (1962-1991) and RM (1992-2017). Calculated by the author.

Table 6. Number of nights spent by Balkan countries that visited the Republic of Macedonia for the period 1991-2017, observed in characteristic years

YEAR	Of that													
	Total	Domestic	Foreign	Serbia	Bulgaria	Greece	Albania	Kosovo	Croatia	Slovenia	Bosnia and Herzegovina	Montenegro	Turkey	Romania
1991	2740484	2164146	576338	281411	39425	15787	/	/	32942	19760	43633	18668	7655	679
1995	1804310	1528561	275749	82731	47111	5554	11912	/	11968	14639	3249	/	11058	2188
1997	1587146	1321622	265524	61033	44577	17230	10925	/	7910	10265	3101	/	12198	4066

2017	2015	2010	2009	2005	2001	2000
2775152	2394205	2020217	2101606	1970041	1254582	2434639
1480460	1357822	1461185	1517810	1527053	1041831	1940772
1294692	1036383	559032	583796	442988	212751	493867
100692	85042	74959	88882	87125	31946	79087
79370	52748	29098	46656	32678	17177	59027
74272	64176	43043	37478	68825	19867	39229
44928	39086	43269	47711	34787	11510	65141
36857	28690	24516	/	/	/	/
30139	30770	26111	26061	15605	5178	10218
24904	22873	26200	28048	16283	4804	10993
14184	11056	13985	10861	10754	2415	3781
11537	8863	7825	5412	/	/	/
185628	135255	36015	33213	7997	6103	17037
27936	17113	7940	6393	4665	2576	4560

Source: State Statistical Office. Statistical Yearbook of SRM (1962-1991) and RM (1992-2017). Calculated by the author.

Table 8. Number of tourists from the Balkan countries who visited the Republic of Macedonia for 2017, according to the regions

Polog	Pelagonia	Southeast	Southwest	East	Vardar	REGIONS	
						Total	Domestic
						Foreign	
						Of that	
						Serbia	Bulgaria
						Greece	Albania
						Kosovo	Croatia
						Slovenia	Bosnia and Herzegovina
						Montenegro	Turkey
						Romania	
30124	63549	142888	368924	31775	26145		
14150	38074	84260	164459	19947	8033		
15974	25475	58628	204465	11828	18112		
728	3283	9741	8157	1017	5873		
323	1819	5925	15373	4490	735		
84	2564	27317	7425	245	761		
3353	1104	826	8937	87	105		
3442	186	1439	6802	124	77		
194	598	508	3975	200	310		
311	809	453	2800	269	439		
219	203	510	2105	97	337		
99	90	216	2155	41	174		
1510	1296	2171	53339	662	497		
66	529	1223	2278	226	2016		

Вкупно	Skopje	Northeast
998841	324146	11290
368247	36937	2387
630594	287209	8903
53121	22463	1859
45958	14095	3198
44931	6407	128
21194	6651	131
17494	5280	144
15860	9977	98
12815	7615	119
7199	3586	142
5981	3074	132
129708	70090	143
15044	8234	472

Source: State Statistical Office. Statistical Yearbook of SRM (1962-1991) and RM (1992-2017). Calculated by the author.

Table 9. Number of nights spent by Balkan countries that visited the Republic of Macedonia for 2017, according to the regions

East	Vardar	REGIONS		Of that												
		Total	Domestic	Foreign	Serbia	Bulgaria	Greece	Albania	Kosovo	Croatia	Slovenia	Bosnia and Herzegovina	Montenegro	Turkey	Romania	
62957	47189															
38320	17473															
24637	29716															
2139	8308															
6598	1231															
517	1747															
118	132															
285	151															
380	499															
837	547															
192	489															
70	196															
1602	729															
1421	2868															

Total	Skopje	Northeast	Polog	Pelago- niski	Southeast	Southwest
2775152	602953	17207	60249	161751	457162	1365684
1480460	122595	3283	27457	93314	351244	826774
1294692	480358	13924	32792	68437	105918	538910
100692	35892	4923	2437	10293	14043	22657
79370	22638	3815	574	3409	10499	30606
74272	9992	139	190	4471	43149	14067
44928	8949	152	5830	1510	1218	27019
36857	7961	155	7764	397	2265	17879
30139	18000	151	441	1140	782	8746
24904	12648	149	524	2152	1213	6834
14184	7125	204	478	542	692	4462
11537	5438	306	172	194	364	4797
185628	97204	194	4126	2276	4317	75180
27936	13342	538	118	1414	2374	5861

Source: State Statistical Office. Statistical Yearbook of SRM (1962-1991) and RM (1992-2017). Calculated by the author.

CONCLUSION

From the above data it is concluded that tourists from Serbia were dominated by tourists from the Balkan countries in the Republic of Macedonia until 2011, and then the domination was taken from tourists from Turkey. Generally speaking, in the tourist visit until 2016, the countries from zone 1 are dominated, and from 2017, the primacy takes over zone 2, due to the increased visit of tourists from Turkey.

The tourist visit is dominated by two regions, namely the Skopje and Southwest region, the first as the seat of the capital Skopje and the second one as the most important Macedonian tourist region Ohrid - Ohrid Lake.

The tourist movements from the Balkan countries towards the Republic of Macedonia have a long tradition with real perspectives of new forms and contents of a tourist offer that guarantees greater tourist profit.

For a more numerous and richer tourist visit of tourists from the Balkan countries in the Republic of Macedonia it is necessary to continuously and more varied presentation of tourist fairs, establishment and preparation of joint documents, strategies, subsidizing the tourist visit, etc.

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