

GOCE DELCEV UNIVERSITY OF STIP FACULTY OF TOURISM AND BUSINESS LOGISTICS

PROCEEDINGS

THE 2ND INTERNATIONAL SCIENTIFIC

CHALLENGES OF TOURISM AND BUSINESS LOGISTICS IN THE 21ST CENTURY

Stip, September 13th, 2019 North Macedonia



GOCE DELCEV UNIVERSITY OF STIP FACULTY OF TOURISM AND BUSINESS LOGISTICS



THE 2ND INTERNATIONAL SCIENTIFIC CONFERENCE

CHALLENGES OF TOURISM AND BUSINESS LOGISTICS IN THE 21ST CENTURY

Stip, September 13th, 2019

North Macedonia

Co-organizers:

St. Clement of Ohrid University of Bitola, Faculty of Tourism and Hospitality, Ohrid, North Macedonia

University of Kragujevac, Faculty of Hotel Management and Tourism in Vrnjačka Banja, Serbia

St. Cyril and Methodius University of Skopje, Institute of Geography, Faculty of Natural Sciences and Mathematics, Skopje, North Macedonia

Konstantin Preslavsky University of Shumen, Faculty of Natural Sciences, Department of Geography, regional development and tourism, Shumen, Bulgaria

University Haxhi Zeka, Faculty of Management in Tourism, Hotels and the Environment, Peć, Kosovo

Singidunum University, Faculty of Applied Ecology Futura, Belgrade, Serbia Aristotle University of Thessaloniki, Thessaloniki, Greece

Publisher:

Faculty of Tourism and Business logistics

Goce Delcev University of Stip

"Krste Misirkov" no.10-A P.O. Box 201 Stip 2000, North Macedonia

Tel: +389 32 550 350 www.ftbl.ugd.edu.mk www.ugd.edu.mk

For the Publisher:

Nikola V. Dimitrov, Ph.D. – Dean

Technical Support

Cvetanka Ristova, M.Sc., University Teaching Assistant, Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Conference organizer

Goce Delcev University of Stip, Faculty of Tourism and Business logistics

Co-organizers:

- St. Clement of Ohrid University of Bitola, Faculty of Tourism and Hospitality, Ohrid, North Macedonia
- University of Kragujevac, Faculty of Hotel Management and Tourism in Vrnjačka Banja, Serbia
- St. Cyril and Methodius University of Skopje, Institute of Geography, Faculty of Natural Sciences and Mathematics, Skopje, North Macedonia
- Konstantin Preslavsky University of Shumen, Faculty of Natural Sciences, Department of Geography, regional development and tourism, Shumen, Bulgaria
- University Haxhi Zeka, Faculty of Management in Tourism, Hotels and the Environment, Peć, Kosovo
- Singidunum University, Faculty of Applied Ecology Futura, Belgrade, Serbia
- Aristotle University of Thessaloniki, Thessaloniki, Greece

CIP - Каталогизација во публикација

Национална и универзитетска библиотека Св. "Климент Охридски", Скопје

338.48(062)

INTERNATIONAL scientific conference "Challenges of tourism and business logistics in the 21st century, ISCTBL (2; 2019; Stip)

Proceedings / Second international scientific conference "Challenges of tourism and business logistics in 21st century, ISCTBL, Stip, September 13th, 2019. – Shtip: University "Goce Delcev" - Shtip, Faculty of tourism and business logistics - Gevgelija, 2019. - 358 илустр.; 25 см

Фусноти кон текстот. - Библиографија кон трудовите

ISBN 978-608-244-693-6

a) Туризам - Собири COBISS.MK-ID 111863818

Program committee:

Prof. Nikola V. Dimitrov, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia (President)

Assist. Prof. Tatjana Boshkov, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia (Vice-President)

Assist. Prof. Dusko Joseski, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia (Vice-President)

Prof. Nako Taskov, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia (Vice-President)

Assist. Prof. Zoran Temelkov, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Prof. Dejan Metodijeski, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Prof. Zlatko Jakovlev, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Prof. Drasko Atanasoski, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Members:

Prof. Gligor Bishev, Ph.D., St. Clement of Ohrid University of Bitola, Faculty of Economics, Prilep, North Macedonia

Assist. Prof. Zarko Radjenovic, Ph.D., University of Nis, Innovation Center, Nis, Serbia

Aleksandra Terzić, Ph.D., Geographical Institute "Jovan Cvijić" Serbian Academy of Sciences and Arts, Belgrade, Serbia

Prof. Angela Vasileska, Ph.D., St. Clement of Ohrid University of Bitola, Faculty of Tourism and Hospitality, Ohrid, North Macedonia

Prof. Biljana Petrevska, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Prof. Blagoja Markoski, Ph.D., St. Cyril and Methodius University of Skopje, Institute of Geography, Faculty of Natural Sciences and Mathematics, Skopje, North Macedonia

Prof. Slagjana Stojanovska, Ph.D., Integrated Business Faculty, Skopje, North Macedonia

Prof. Dimitar Kovacevski, Ph.D., University American College, School of Business Economics and Management, Skopje, North Macedonia

Prof. Branko Nikoloski, Ph.D., St. Clement of Ohrid University of Bitola, Faculty of Tourism and Hospitality, Ohrid, North Macedonia

Prof. Cane Koteski, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Prof. Cvetko Andreeski, Ph.D., St. Clement of Ohrid University of Bitola, Faculty of Tourism and Hospitality, Ohrid, North Macedonia

Prof. Drago Cvijanović, Ph.D., University of Kragujevac, Faculty of Hotel Management and Tourism in Vrnjačka Banja, Serbia

Prof. Elizabeta Mitreva, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Prof. Fotis Kilipiris, Ph.D, Alexander Technological Educational Institute of Thessaloniki, Greece

Prof. Georgi Michev, Ph.D, Enoteque Nature, Dolna Banya, Bulgaria

Prof. Halit Shabani, Ph.D, University Haxhi Zeka, Faculty of Management in Tourism, Hotels and the Environment, Peć, Kosovo

Prof. Husnija Bibuljica, Ph.D, University Haxhi Zeka, Faculty of Management in Tourism, Hotels and the Environment, Peć, Kosovo

Prof. Ibish Mazreku, Ph.D, University Haxhi Zeka, Faculty of Management in Tourism, Hotels and the Environment, Peć, Kosovo

Prof. Ivanka Nestorovska, Ph.D., St. Clement of Ohrid University of Bitola, Faculty of Tourism and Hospitality, Ohrid, North Macedonia

Prof. Kiril Postolov, Ph.D., St. Cyril and Methodius University of Skopje, Faculty of Economics, Skopje, North Macedonia

Prof. Lidija Simončeska, Ph.D., St. Clement of Ohrid University of Bitola, Faculty of Tourism and Hospitality, Ohrid, North Macedonia

Prof. Liljana Batkovska, Ph.D., St. Clement of Ohrid University of Bitola, Faculty of Tourism and Hospitality, Ohrid, North Macedonia

Prof. Marija Magdinceva - Sopova, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Prof. Marija Takovska, Ph.D., St. Cyril and Methodius University of Skopje, Economic Institute, Skopje, North Macedonia

Prof. Mico Apostolov, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Prof. Milen Penerliev, PhD., Konstantin Preslavsky University of Shumen, Faculty of Natural Sciences, Department of Geography, regional development and tourism, Shumen, Bulgaria

Prof. Mimoza Serafimova, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Prof. Mitre Avramoski, Ph.D., St. Clement of Ohrid University of Bitola, Faculty of Tourism and Hospitality, Ohrid, North Macedonia

Prof. Naume Marinoski, Ph.D., St. Clement of Ohrid University of Bitola, Faculty of Tourism and Hospitality, Ohrid, North Macedonia

Prof. Neda Petroska Angeloska, Ph.D., St. Cyril and Methodius University of Skopje, Economic Institute, Skopje, North Macedonia

Prof. Nikola Panov, Ph.D., St. Cyril and Methodius University of Skopje, Institute of Geography, Faculty of Natural Sciences and Mathematics, Skopje, North Macedonia

Prof. Olgica Dimitrovska, Ph.D., St. Cyril and Methodius University of Skopje, Institute of Geography, Faculty of Natural Sciences and Mathematics, Skopje, North Macedonia

Prof. Risto Mijalov, Ph.D., St. Cyril and Methodius University of Skopje, Institute of Geography, Faculty of Natural Sciences and Mathematics, Skopje, North Macedonia

Prof. Snežana Miličević, Ph.D., University of Kragujevac, Faculty of Hotel Management and Tourism in Vrnjačka Banja, Serbia

Prof. Snežana Štetić, Ph.D., University of Novi Sad, Faculty of Sciences, Department of Geography, Tourism and Hotel Management, Novi Sad, Serbia

Prof. Suzana Djordjević - Milošević, Ph.D., Singidunum University, Faculty of Applied Ecology Futura, Belgrade, Serbia

Prof. Zoran Tuntev, Ph.D., St. Clement of Ohrid University of Bitola, Faculty of Tourism and Hospitality, Ohrid, North Macedonia

Organizational committee:

Assist. Prof. Tatjana Boshkov, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia (President)

Prof. Nikola V. Dimitrov, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia (Vice-President)

Prof. Nako Taskov, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia (Vice-President)

Assist. Prof. Dusko Joseski, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Cvetanka Ristova, M.Sc., University Teaching Assistant, Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Members:

Prof. Dejan Metodijeski, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Prof. Zlatko Jakovlev, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Prof. Drasko Atanasoski, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Prof. Cane Koteski, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Prof. Biljana Petrevska, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Prof. Elizabeta Mitreva, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Prof. Mico Apostolov, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Prof. Aleksandra Zezova, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Prof. Marija Magdinceva – Sopova, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Prof. Tanja Angelkova - Petkova, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Prof. Mimoza Serafimova, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Assist. Prof. Zoran Temelkov, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Assist. Prof. Oliver Filiposki, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Assist. Prof. Natasa Miteva, Ph.D., Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Aneta Stojanovska - Stefanova, M.Sc., Teaching Assistant, Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Dusica Saneva, M.Sc., Teaching Assistant, Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

Plenary session

Ljupco Janevski, Agency for Promotion and Support of Tourism, North Macedonia Drago Cvijanović, University of Kragujevac, Faculty of Hotel Management and Tourism, Vrnjačka Banja, Serbia

Snežana Štetić, The College of Tourism, Belgrade, Serbia

Host of opening the conference

Tatjana Boshkov, Goce Delcev University of Stip, Faculty of tourism and business logistics, Stip, North Macedonia

Moderators

I session

Tatjana Boshkov, Goce Delcev University of Stip, Faculty of tourism and business logistics, Stip, North Macedonia

Dushko Joseski, Goce Delcev University of Stip, Faculty of tourism and business logistics, Stip, North Macedonia

Zarko Radjenovic, University of Nis, Innovation Center, Nis, Serbia

II session

Cvetanka Ristova, Goce Delcev University of Stip, Faculty of tourism and business logistics, Stip, North Macedonia

Tatjana Boshkov, Goce Delcev University of Stip, Faculty of tourism and business logistics, Stip, North Macedonia

Dushko Joseski, Goce Delcev University of Stip, Faculty of tourism and business logistics, Stip, North Macedonia

Dora Kabakchieva, Konstantin Preslavsky University of Shumen, Faculty of Natural Sciences, Department of Geography, regional development and tourism, Shumen, Bulgaria



GOCE DELCEV UNIVERSITY OF STIP FACULTY OF TOURISM AND BUSINESS LOGISTICS

St. Clement of Ohrid University of Bitola, Faculty of Tourism and Hospitality, Ohrid, North Macedonia

University of Kragujevac, Faculty of Hotel Management and Tourism in Vrnjačka Banja, Serbia

St. Cyril and Methodius University of Skopje, Institute of Geography, Faculty of Natural Sciences and Mathematics, Skopje, North Macedonia

Konstantin Preslavsky University of Shumen, Faculty of Natural Sciences, Department of Geography, regional development and tourism, Shumen, Bulgaria

University Haxhi Zeka, Faculty of Management in Tourism, Hotels and the Environment, Peć, Kosovo

Singidunum University, Faculty of Applied Ecology Futura, Belgrade, Serbia Aristotle University of Thessaloniki, Thessaloniki, Greece

THE 2ND INTERNATIONAL SCIENTIFIC CONFERENCE

CHALLENGES OF TOURISM AND BUSINESS LOGISTICS

IN THE 21ST CENTURY

PROCEEDINGS

PREFACE

The Faculty of Tourism and Business Logistics in Gevgelia, at the Goce Delcev University of

Stip, hosted the Second International Scientific Conference, "Challenges of Tourism and

Business Logistics in the 21st Century".

The conference was held on 13 September 2019 in Stip, with 35 works of 62 authors from

Serbia, Croatian, Montenegro, Bulgaria, Kosovo and Macedonia that were presented at the

Conference.

The purpose of the Conference is exchange of ideas and experiences of the participants coming

from Macedonia and abroad, and establishment of cooperation for further development of

tourism and business logistics in Macedonia and beyond.

The results of the Conference are visible through publication in a collection of papers, which is

presented to a wider scientific audience and the public. In this way, we want to promote the

Faculty of Tourism and Business Logistics, promote Stip as the most visited settlement in the

eastern part of Macedonia.

Stip,

September, 13th, 2019

Editor Nikola V. Dimitrov, Ph.D. *Dean*

Contents

| PREFACE |
|--|
| PLENARY SESSION |
| RURAL TOURISM AS A PERSPECTIVE OF ECONOMIC DEVELOPMENT IN SERBIA |
| |
| Drago Cvijanović ; Tamara Gajić |
| SUSTAINABLE TOURISM DEVELOPMENT THROUGH SPECIFIC FORMS OF TOURISM IN THE EXAMPLE OF TOURISM EVENTS |
| Snezana Stetic ; Igor Trišić |
| SCIENTIFIC PAPERS41 |
| IMPORTANCE OF HEALTH INSURANCE FOR EMPLOYEES IN HOTEL MANAGEMENT AND TOURISM IN THE REPUBLIC OF SERBIA |
| Aleksandra Mitrović ; Marija Pešić |
| ROLE AND IMPORTANCE OF THE DEVELOPMENT OF CONTEMPORARY TOURISM IN THE PEJA51 |
| Anela Džogović ; Cane Koteski |
| SELF – DETERMINATION AS A FUNDAMENTAL PRINCIPLE AND HUMAN RIGHT |
| Aneta Stojanovska - Stefanova |
| COMPARATIVE ANALYSIS OF OCCUPATIONAL SAFETY AND HEALTH IN THE TOURISM AND CATERING SECTOR IN THE REPUBLIC OF CROATIA AND THE REPUBLIC OF NORTH MACEDONIA |
| Borče Stojčevski ; Ivana Krišto ; Cvetan Kovač |
| RURAL SETTLEMENTS IN THE BASIN OF THE BLACK RIVER AND THEIR KNOWLEDGE FOR TOURISM DEVELOPMENT IN THE REPUBLIC OF NORTH MACEDONIA |
| Cane Koteski |
| VIRTUAL TOURISM: NEW FRONTIER FOR THE HOTEL INDUSTRY 87 |
| Cvetanka Ristova ; Tanja Angelkova Petkova ; Mladen Micevski |
| UNESCO'S ROLE IN THE PROTECTION OF NATURAL AND CULTURAL HERITAGE: A CASE STUDY OF THE OHRID REGION95 |
| Darko Majhosev |
| CURRENT RISKY GEOMORPHOLOGICAL PROCESSES FOR TOURISTS IN THE AREA OF THE MADARA HISTORICAL - ARCHEOLOGICAL RESERVE 105 |
| Dimitar Vladev |

| HEALTH TOURISM IN THE FUNCTION OF DEVELOPING RURAL DESTINATIONS OF SERBIA |
|---|
| Drago Cvijanović ; Snežana Milićević ; Nataša Đorđević |
| CHARACTERISTICS OF CONTRACTS FROM INTERNATIONAL TRADE – KEY LEGAL INSTRUMENT FOR SUCCESSFUL FOREIGN AND TRADE OPERATION 123 |
| Drasko Atanasoski ; Aneta Stojanovska-Stefanova ; Marija Magdinceva-Sopova |
| ASYMMETRIC AUCTION MECHANISM VS BILATERAL TRADE INEFFICIENCY THEOREM |
| Dushko Josheski ; Mico Apostolov |
| HOW CAN STUDENTS MANAGE THEIR LIVES IN THE REPUBLIC OF NORTH MACEDONIA |
| Elizabeta Mitreva ; Mija Dablinska ; Viktorija Petkovska |
| MODERN AMONG CIVILIZATIONAL CONFLICTS AND THE TOURISM CONTRIBUTION FOR PRESERVING AND PROMOTING THE CULTURAL LEGACY AND STRENGTHENING THE WORLD PEACE |
| Ivaylo Vladev ; Rositsa Vladeva |
| WINE TOURISM AS FACTOR IN THE DEVELOPMENT OF RURAL AREAS 169 |
| Julijana Sazdova ; Goran Antonievski ; Aco Kuzelov |
| REGIONAL DEVELOPMENT AND ITS IMPACT ON TOURISM POLICY-MAKING 177 |
| Kamen Petrov |
| IMPLEMENTATION OF CONTEMPORARY TRENDS IN LOGISTICS IN THE TRANSPORT COMPANIES |
| Magdalena Miceva; Tanja Angelkova Petkova; Vladimir Kitanov |
| THE ROLE OF ECOTOURISM IN MANAGEMENT OF PROTECTED AREAS IN SERBIA AND NORTH MACEDONIA |
| Marija Belij ; Cvetanka Ristova |
| MODERN TRENDS IN LOGISTICS: ANALYSIS OF OMNI-CHANNEL LOGISTICS. 211 |
| Marija Magdinceva-Sopova ; Magdalena Miceva ; Vladimir Kitanov |
| GEOGRAPHY OF CONSUMPTION, CULTURAL GEOGRAPHY, CULINARY TOURISM - RELATIONSHIPS AND CORRELATIONS |
| Milen Penerliev ; Veselin Petkov |
| ANALYSIS AND EVALUATION OF RESOURCE POTENTIAL OF THE BLACK SEA SPA RIVIERA IN BULGARIA |
| Milena Stoyanova ; Stefka Hristova ; Svetla Stankova |
| THE IMPACTS OF CRUISE TOURISM IN THE EUROPEAN TOURIST REGION 235 |
| Milena Stoyanova |

| COMPARATIVE ANALYSIS OF EMPLOYMENT AND SELF-EMPLOYMENT IN NORTH MACEDONIA AND THE WESTERN BALKANS |
|--|
| Mimoza Serafimova ; Snezana Bardarova ; Drasko Atanasovski |
| INCENTIVE TRAVELS AND THEIR USE IN THE REPUBLIC OF NORTH MACEDONIA253 |
| Mladen Micevski ; Nikola Cuculeski |
| THE IMPACT OF WORLD HOTEL CHAINS IN MACEDONIA |
| Natasha Miteva ; Dushica Popova |
| RURAL TOURISM IN THE SPACE OF NP "PELISTER" CASE STUDY: "EIGHT PELISTER VILLAGES" |
| Nikola Dimitrov ; Biljana Petrevska ; Aleksandra Terzic |
| WINTER TOURISM SERVING AS BASIS FOR ECONOMIC DEVELOPMENT IN BROD- THE REGION OF PRIZREN |
| Naser Bresa ; Nikola Dimitrov |
| TOURISM POTENTIALS OF THE SOUTHWEST PLANNING REGION |
| Naume Marinoski ; Mihail Risteski |
| ECONOMIC ASPECTS OF GASTRONOMY AS A CREATIVE INDUSTRY 297 |
| Risto Gogoski ; Vasko Cuculeski |
| IMPLEMENTATION CHALLENGES AND PROSPECTIVES FOR THE DEVELOPMENT OF THE ACADEMIC STUDIES OF INTERNATIONAL HOSPITALITY SCHOOL IN MONTENEGRO |
| Sanida Sabotic ; Aleksandra Martinovic |
| ANALYSIS OF EMPLOYMENT IN TOURISM AND HOSPITALITY SME'S: THE CASE OF THE REPUBLIC OF NORTH MACEDONIA |
| Snezana Bardarova; Danijela Durkalic; Risto Elenov |
| MEDIATION-A WAY OF SOLVING CHALLENGES IN TOURISM |
| Svetlana Popova |
| ROMANIAN COVERGENCE AND MACROECONOMIC PERSPECTIVE FROM EUMEMBERSHIP |
| Tatjana Boshkov ; Dushko Joseski ; Zarko Radjenovic |
| ANALYSIS OF TRAVELS AND OPPORTUNITIES FOR CROSS-BORDER COOPERATION BETWEEN BULGARIA AND NORTH MACEDONIA |
| Vanya Vasileva ; Dora Kabakchieva |
| POSTER PRESENTATIONS |
| CONCLUDING REMARKS AND RECOMMENDATIONS 351 |