

**INTERNATIONAL CONFERENCE FOR BALANCED REGIONAL
DEVELOPMENT IN SOUTH-WEST REION**

Struga, 27-28 june

COLLECTION

FOR GOOD PRACTICES
FOR BALANCED REGIONAL DEVELOPMENT
IN THE SOUTH-WEST REGION

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**NEW ASPECTS FOR DEVELOPMENT OF TOURISM IN SOUTH-WEST
PLANNING REGION**



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Abstract

As a spatial entity with attractive multi-valued properties, the Southwest Planning Region has a dominant position in the regional distribution of tourist turnover. However, there is a need to enrich the tourist offer. Three examples are presented as ideas for developing a new tourism product in several municipalities in the Southwest Planning Region:

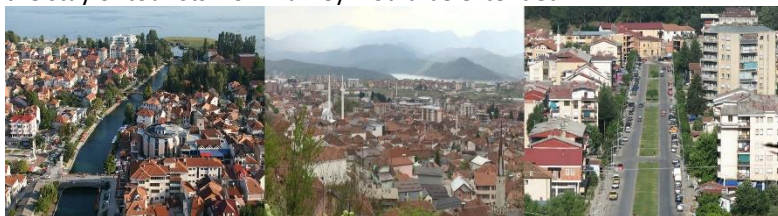
- Example 1: Opportunity to develop a new tourism product in Ohrid based on the Jewish cultural heritage. Research by Petrevska et al. (2018) for designing and developing tourist routes related to the Jewish Cultural Heritage in Macedonia, by analyzing Skopje (Holocaust Memorial Center of Jews of Macedonia), Stip (Monument to Deported Jews) and Bitola (Jewish Cemetery and Memorial Park), can be a good starting point for enlargement and inclusion of Ohrid. Namely, bibliographic records show the existence of abandoned Jewish cemeteries in Ohrid, but also a long history of active Jewish presence in Ohrid which was also the birthplace of prominent Jews as historical figures (1108 Leon Mung; 1328 Judah Ben Moshe Moskon; etc); . Through a well thought out story, a new product can be promoted that

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will enrich the existing offer within the cultural tourism that generally takes place before and after the main tourist season in Ohrid. Thus, besides the concentration of Israeli tourists in Ohrid only in the summer months, a new tourist product can be offered that can be used year-round.



○ Example 2: Opportunity to develop a new tourism product in Debar, Struga and Kicevo based on the Ottoman cultural heritage. Results of the analysis of tourist flows from travel agency arrangements offering an organized Ottoman route through Macedonia were briefly presented. In addition to the six main points identified: Skopje (14 attractions), Tetovo (2 attractions), Centar Zupa (1 attraction), Ohrid (5 attractions), Resen (1 attraction) and Bitola (6 attractions), an opportunity for expansion and inclusion is presented to some of the municipalities in the Southwest region in the already existing routes. Debar, Struga and Kicevo have a cultural heritage dating from the Ottoman period that can be valorized. Thus, existing routes would be expanded, the region would receive more balanced development, and the stay of tourists from Turkey would be extended.



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- Example 3: Opportunity to develop a new tourism product in Makedonski Brod, Debarca and Plasnica based on Schuman Resonance. Results of Petrevska & Popovski's (2019) research on the possibility of using the positive therapeutic effect of Schumann Resonance (Schumann, 1952) for tourism purposes were briefly presented, by analyzing the case of Banja Kezhovica (Stip). Highly scientifically proven examples of positive signals with an underlying extremely low frequency of 7.83 [Hz] along with harmonics of 14, 20, 26, 33, 39 and 45 [Hz] have been pointed out, particularly on the nervous system, memory, brain and heart activity, generating a positive feeling, soothing, relaxing, healing and positive attitude. The idea is to use the natural attractors that municipalities in the Southwest Planning Region have to create and offer a new tourism product with zero seasonality. It was suggested the possibility to initiate measurements in Makedonski Brod (Jasen, Karadzica, Kozjak, Treska and Peshna), Debarca (Jaorec) and Plasnica (Busevo Mountain), so that if such a signal was identified, it could be used to create a story and a new product for tourist consumption.



The new aspects offered for identifying, defining and designing new types of tourism products provide new opportunities for mitigating the seasonality in tourism and the perspective for balanced regional development of municipalities which belong to the Southwest planning region.

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