



# PROCEEDINGS BOOK

of the International scientific and  
practical conference

CURRENT TRENDS AND PROSPECTS  
OF INTERNATIONAL TOURISM

03.09.2021

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**of the International scientific and practical conference**  
**CURRENT TRENDS AND PROSPECTS OF**  
**INTERNATIONAL TOURISM**



**Organizers:** Civil association for researching and creating policies in tourism, hospitality and sustainable development TURISTIKA Skopje

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## PREFACE

Dear participants,

We proudly present the Proceedings Book of the International Scientific and Practical Conference “CURRENT TRENDS AND PROSPECTS OF INTERNATIONAL TOURISM” that was held online on 3th of September 2021.

The aim of the Conference was to bring together leading academic scientists, researchers, scholars and practitioners in the field of tourism from different countries (universities, companies, government bodies and NGO's). Participants of the Conference have the opportunities to present their latest research results, exchange and share their experiences, discuss ideas, current issues and future development in all areas of tourism.

We would like to THANKS all the participants in the Conference and the Organizational Board for successfully held conference. Topics connected to different aspects of tourism, consider his multidisciplinary nature are presented in this Proceedings Book (15 papers, 31 different authors from five countries). Across the different contributions the Conference Proceeding Book covers a wide range of topics related to tourism and divided in three Chapters.

The first Chapter - **Accessibility, environmental and security aspects of tourism**, contains topics connected to: Influence of the COVID-19 Pandemic on traffic of tourists in Skopje; Accessible tourism: examples and good practices in selected countries from Europe; Accessible museums, Energy efficiency in hotels – case study hotel “Manastir Berovo”; Review and need for risk management in tourism.

Second Chapter - **Gastronomy and tourism**, is based on following topics: Gastronomic Animation in tourism: the case of Macedonian national evening; Applicable guidelines for the existing rules for labeling food products; Promotion of restaurants by branding the chef and the impact on the tourist offer of the city of Tetovo; Demand as a factor for the development of gastronomic supply in hospitality facilities; and Potentials for the development of gastronomic tourism in Vojvodina from the view of the ethnic minority groups.

Third Chapter - **Cultural, social and economic aspects of tourism**, focuses on topics connected to: Tourism as a factor for economic development in Kosovo: the case of Pec Municipality; Motivations for tourists to choose a tourist destination; Cultural tourism: opportunities for regional tourism product development the case of roman Militum Castra "Dimum"; The fortresses in North Macedonia as a cultural tourist offer; and Cultural and historical heritage on Skopska Crna Gora mountain as a base for tourism development.

We would like to thank everyone who contributed to the various processes involved in the making of this Conference Proceedings book.

Editorial Board

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## CULTURAL, SOCIAL AND ECONOMIC ASPECTS OF TOURISM

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## WHAT MOTIVATES TOURISTS WHEN CHOOSING A CERTAIN TOURIST DESTINATION

### Abstract

*The subject of this paper is tourist motivation, i.e. the reasons that encourage people to travel. The motive is always aimed at achieving a certain goal. In tourism, when making a travel decision, the internal stimuli of the person for tourist movement play an important role, but also the motives created under the influence of the society in which he lives. According to the data from the State Statistical Office (SSO), the most frequently visited tourist destinations in the Republic of North Macedonia (RNM) are the lakes, followed by the city of Skopje, the mountain ranges, spas, and other destinations with the lowest percentage. An electronically conducted survey of five questions by a group of 54 respondents confirmed that the lakes are the most frequently chosen destination (42.5%), most often the tourist destination needs to offer recreation and clean air (37%) but still, the prices are crucial for the choice of destination (40.6%). According to the results of the survey, it can be concluded that there is a discrepancy between theory and practice, i.e. one is the desires and the other is the possibilities.*

**Keywords:** *Motives, tourist destination, tourist*

### INTRODUCTION

Tourism is often seen as a planned and motivated behavior with a specific purpose. The most important role in making a travel decision is played by the expectations of the person traveling. Therefore, the needs, attitudes, and motives of the tourists are crucial for making a travel decision. Tourism activity is part of the subconscious and desire of each individual through which it seeks to reduce dissatisfaction, fatigue, exhaustion, and anxiety caused by the monotonous everyday life. [2]. The purpose of the trip is to meet diverse needs. Human needs are numerous, diverse, and dependent on numerous factors and situations in which man finds himself. In real life, all human needs and thus tourism is always present in real or

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<sup>1</sup> Faculty of Tourism and Business Logistics University Goce Delchev- Stip  
Ilija.zakoski@yahoo.com

covert form. The tourist needs are formed at the place of residence and are satisfied outside it by producing a tourist trip. [1]

The subject of this paper is tourist motivation, i.e. the reasons that encourage people to travel. The motive is always aimed at achieving a certain goal. In tourism, when deciding for travel, the internal stimuli of the person for tourist movement play an important role, but also the motives created under the influence of the society in which he lives.

Tourist motives are all objects and phenomena with certain properties and characteristics capable of attracting tourists to visit them as an external stimulus and which can solve some of their tourist needs. Therefore, a tourist motive is anything that attracts a tourist to a destination. [5]. Sometimes it can be just one motive (eg beach) and sometimes a group of motives (beach, cultural and historical monuments, etc.). Examples of tourist motives are the beaches, the sea, the lakes, the mountains, the rivers, the monuments, the events, etc. The tourist leaves the place of residence because he wants to satisfy some of his tourist needs (desire for skiing, swimming). On the other hand in the tourist destination, he comes certain motives can satisfy his need (arranged beach for swimming or mountain with ski trails).

Tourist motives are extremely numerous and diverse and some new ones are constantly being discovered because tourists want something new. [6]

However, according to the tourist traffic and the interest of the tourists, 4 basic tourist motives can be distinguished and according to them, 4 basic types of tourist destinations. These are lakes, mountains, baths, and cities.

Lake tourism is the most massive type of tourism for motivated tourist movements in RNM. The basic characteristics of lake destinations are:

- The most massive type of tourist movements
- Seasonal character (summer season)
- Extremely recreational trait (can be supplemented with cultural events, etc.)
- Linear or zonal spatial development

Mountain destinations are the most massive type of continental tourist movement. Other basic features are:

- Two completely different seasons (winter and summer)
- Long stays although weekend arrangements are also popular
- Short radius of movement of tourists as a result of the great spread of these motives in the continental areas (tourists from the Balkans very rarely go skiing in America). There is no need because there are similar conditions in one's own country or neighboring countries.
- Requires a high level of construction (accommodation, cable cars, trails, ski lifts, facilities, infrastructure, parking lots) which can negatively affect the preservation of the natural environment of the mountain and is a great challenge and responsibility for tourism managers and spatial planners.

Spa destinations have the greatest tradition in history. Even before modern tourism came into being much earlier in the ancient world. The Romans knew and used the benefits of thermo-mineral water and enjoyed their baths. On the foundations of Roman baths in the Middle Ages, the Turks built their Turkish baths. Today, SPA destinations are looking for their place in the extremely turbulent tourist market and the concept of SPA and wellness stands



out as the main modern trend in the development of spa destinations. The main features of the spa destinations are:

- Century tradition
- There is no special season for this business throughout the year. Thermo-mineral waters can be treated and enjoyed throughout the year, although they are more visited in the summer.
- Long stay up to 20 days
- Main motives: thermo-mineral water climate and relief. Some baths do not have thermo-mineral water at all but are characterized by a favorable climate. Such baths are known as air baths.
- Medical, therapeutic and recreational function

The city as a destination is characterized mainly by cultural motives and tourist attractions such as monuments, squares, museums, galleries, cultural events, concerts, and more. Basic features are:

- Great diversity of cities
- No season
- Short stay
- Primary activities of tourists; observation, consideration, acquaintance
- The most adequate distribution of tourist traffic by months
- Congress tourism as the main direction of future development

In addition to these basic motivating types of tourist destinations, other types can be distinguished such as manifestation, religious, rural, lake destination, etc.

But despite the existence of motives, tourist trips are not always realized. Discouraging factors are lack of funds, lack of free time, physical limitations (illness, disability, etc.), various family reasons (young children, elderly parents, etc.) lack of interest when there is no desire to travel, psychological limitation (fear of the unknown, fear of travel, etc.) [4]. The most frequently visited tourist destinations according to the State Statistical Office (SSO) are shown in Chart 1.

**Chart 1.** Most frequently visited tourist places



Source: State Statistical Office

## MATERIAL AND METHOD OF RESEARCH

Through an anonymous survey questionnaire applied electronically, 54 respondents over the age of 18 were surveyed. The questionnaire contains 5 questions: gender, age, which is crucial for choosing a destination, most frequently visited tourist places, which are sought by tourists when they choose their tourist destination. The collected data are statistically processed to conclude and they are tabulated and graphically formatted using the computer program MS Office Excel.

## RESULTS

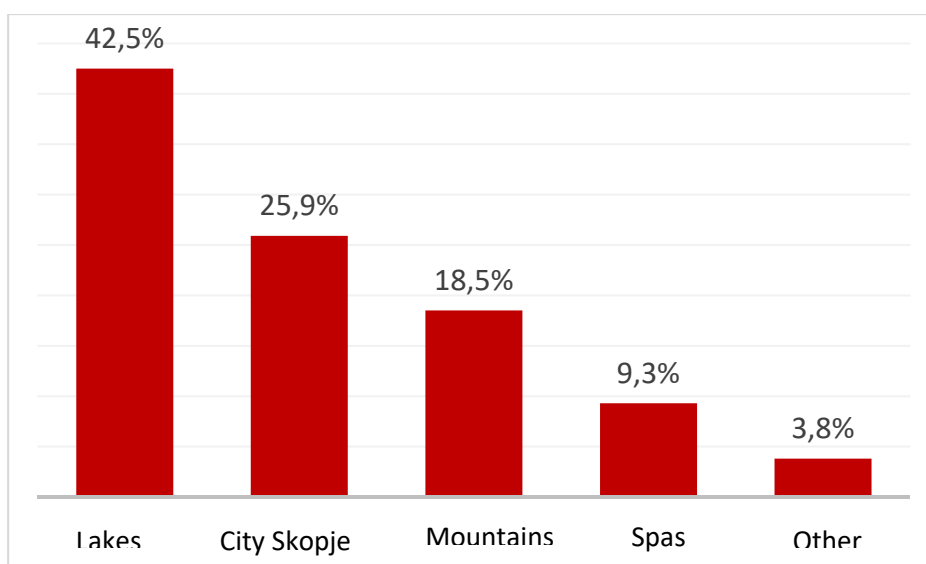
The surveyed group consists of 35 men and 19 women. The most common age group is 40-59 years, followed by the age group over 60 years and with the lowest age group 18-39 years, which is shown in Table 1.

**Table 1.** Structure of the examined group by gender and age

Age	18-39	40-59	Above 60
Males	8	16	11
Females	4	10	5
Total	12	26	16

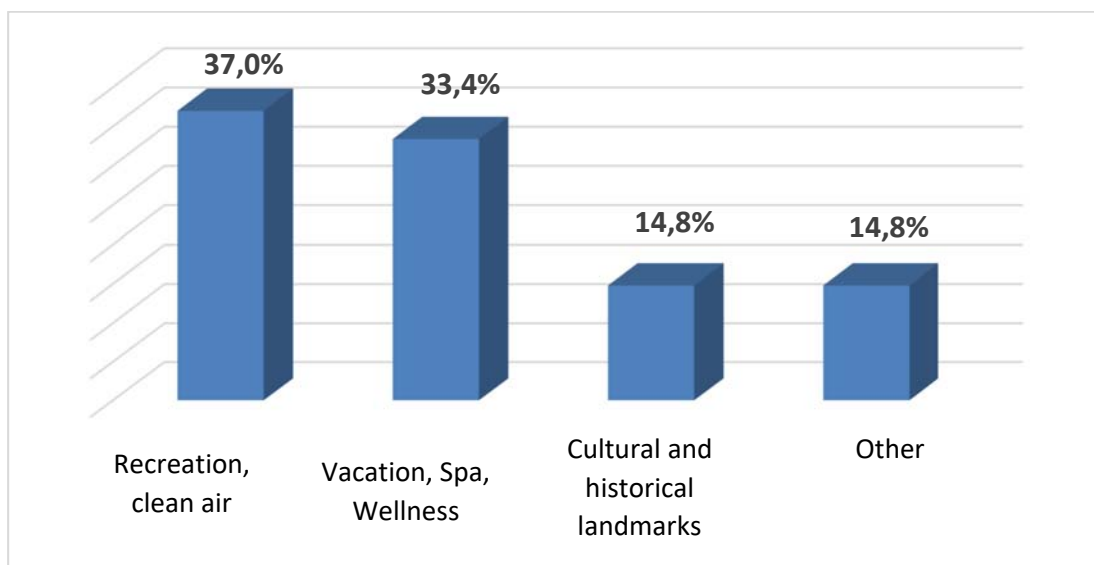
Source: Own research

**Graph 2.** Most frequently visited tourist places according to the answers of the respondents



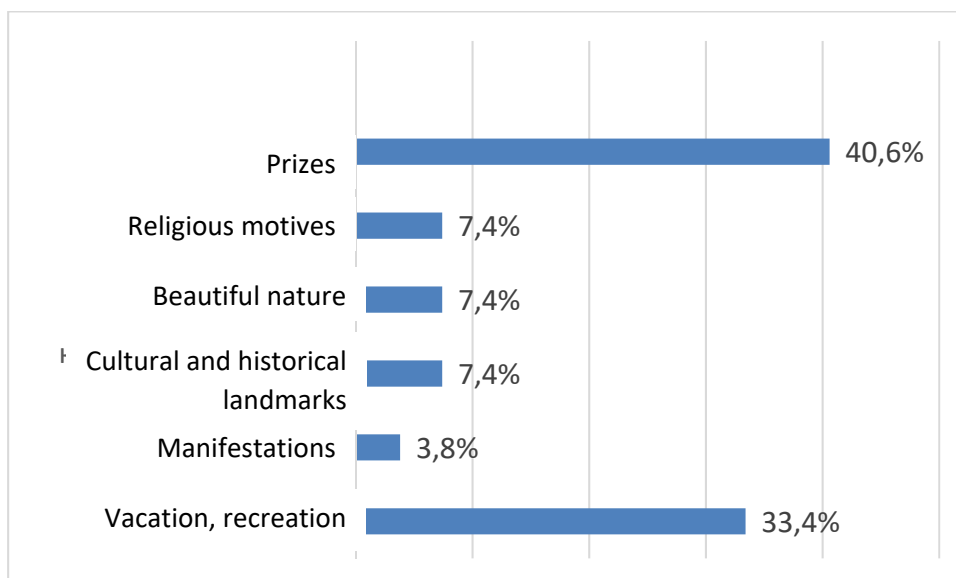
Source: Own research

According to the data from the research, the most frequently visited tourist places are the lakes and the city of Skopje, which corresponds to the data from the SSO, but this research follows the mountains, the baths, and other places unlike the data from the SSO where other places are in front of the mountains and baths.

**Chart 3.** What tourists are looking for in a tourist destination

Source: Own research

Recreation and stay in a clean unpolluted environment are what most tourists require (37%). A slightly lower percentage require rest and enjoyment in SPA and wellness and an equal percentage of respondents require cultural and historical sights of the destination or other.

**Chart 4.** What is crucial in choosing a destination

Source: Own research

According to the data from the research, the financial possibilities of the tourist are crucial in the choice of the destination. In that sense, it is necessary to choose between desires, motives, and the financial situation. Of course, prices played a crucial role in the selection. [4]

## CONCLUSION

The existence of needs and motives is not enough for the individual to start a tourist activity. The needs and motives in the consciousness of the individual must take a psychological form so that they will be transformed into appropriate feelings, desires and only then will create preconditions for action. So after recognizing the needs and motives that motivated the individual as well as the opportunities to meet other conditions (money, free time, etc.) the tourist takes action and begins to seek information about travel conditions. If the journey ends with meeting the needs there is a tendency for the experience to be repeated.

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