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“INNOVATIVE TRENDS IN
INTERNATIONAL BUSINESS AND
SUSTAINABLE MANAGEMENT”

University of Tourism and Management in Skopje

INTERNATIONAL CONGRESS FOR BUSINESS,
ECONOMY, SPORT AND TOURISM, 2022

**INNOVATIVE TRENDS IN INTERNATIONAL
BUSINESS AND SUSTAINABLE MANAGEMENT**

Proceeding



Skopje, Macedonia

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ECONOMY, SPORT AND TOURISM, 2022

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BUSINESS AND SUSTAINABLE MANAGEMENT**

Proceeding

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VALORIZATION OF NATURAL AND ANTHROPOGENIC VALUES FOR THE DEVELOPMENT OF TOURISM IN SEPARATE AREAS OF THE PRESPA REGION

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Abstract

Tourism development is based on the fundamental principles and findings arising from the paradigm of sustainable development which implies mutual alignment of ecology and economic development in order to preserve natural resources for future generations.

Tourism is an opportunity for participation of stakeholders who have common interests and interactions. Tourism in the Prespa region is an activity of special interest. Such an approach implies that the general integration effort in the creation of tourism development and organization of tourist areas within the region based on the approved spatial solutions in the areas that are directly related to tourism development. The baseline concept for tourism development and organization of tourist areas is the importance of natural and anthropogenic heritage.

Tourism has an important role in the management and vitalization of natural resources. The position of the region opens up possibilities in terms of contactability transit and polyvalence.

The tourism sector in the Prespa region is characterized with excellent opportunities to develop many and various tourist activities attractive for both domestic and foreign tourist. But to reach a satisfactory level of quality and standard requires large investments for modernization and capital investment in infrastructure.

Keywords: natural factor, anthropogenic factor, tourism, Prespa, Prespa Lake

JEL classification: Q26; L83

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INTRODUCTION

The concept of tourism valorisation implies an assessment of all values and accordingly all possibilities for their inclusion in the development of tourism are considered (Jahić, 2016).

The separate areas of the Prespa region, the villages of Dolno Dupeni, Ljubojno and Brajchino, have natural and anthropogenic values. Tourism valorisation is only the beginning of the process of placement of tourist values in a certain area on both, the domestic and foreign markets, through which the tourist consumption can only be measured. By identifying and valorising tourism potential, its value will be assessed and a complete picture of current and future tourism development will be obtained.

The thesis investigates and analyses the natural and anthropogenic values in the Prespa area with special reference to the natural and anthropogenic values of the villages of Dolno Dupeni, Ljubojno and Brajchino. It shows the current state of tourism in the region, and aims to establish appropriate projection for tourism development.

This part of Prespa is barely theoretically processed in terms of modern trends in tourism management. Although there is tourist attendance, however, its potentials are not sufficiently utilized.

The main problem that this paper will deal with is the underutilization of natural and anthropogenic values for the development of tourism in certain areas of the Prespa region.

Through the research, it should be proven that the villages of Dolno Dupeni, Ljubojno and Brajchino have complex natural and created values, then they can represent tourist potentials for the development of more alternative forms of tourism. The research has the task of proving that the mentioned villages have extremely high potential, as natural, agricultural-food, craftsmanship, and cultural-historical monuments, and yet, they are difficult to transform and use as a tourist product through which to achieve overall development and economic benefit of the country. In fact, according to the National Development Plan, rural tourism is considered as one of the indicators of the degree of development of a certain area. Namely, the natural potentials for the development of tourism are explored in detail and exhaustively- the geological, climatic, hydrographic and

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biogeographic, as well as the ethno-social anthropogenic values, as well as an analysis of the material anthropogenic factors, i.e. the accommodation capacities, tourist traffic, and visitor attendance, as well as the various forms of tourism for which there is an opportunity for development, such as mountain, lake, adventure, health, rural, monastery, recreational sports and eco-tourism. Projections and forecasts for tourism development are also given.

The Prespa Valley is located in the south-western part of North Republic of Macedonia and occupies most of the territory of the municipality of Resen. The southern side of the valley is known as Lower Prespa and is composed of Little Prespa and Great Prespa. In the basin are located the villages: Dolno Dupeni, Nakolec, Brajchino, Ljubjno, Shtbovo, Krani, Slivnica, Pretor, Kurbinovo, Asamati, Rajca, Grnchari, and the city of Resen.

The Prespa valley is part of the tourist complex of several spatial units and although there are previously mentioned disadvantages in relation to the distance from the main tourist flows that pass through the Balkan Peninsula, with its central position, it has a significant advantage in terms of tourism. The Prespa Valley, located on the territory of our southern neighbour, which abounds with many old and preserved cultural and historical monuments. The cultural level and cultural heritage represent notable factors of tourism development, while tourism on the other hand, allows cultural heritage to be affirmed, to emerge from anonymity and to be valorised (Marinovski, 2000).

Prespa's villages have a number of advantages and also represent an opportunity for faster economic development as the territory is located on the border with member countries or candidates for membership of the European Union. The territory that Prespa covers has good congregational connections, especially the city of Resen with the surrounding villages, but also with the neighbouring cities of Bitola and Ohrid as significant centres and tourist destinations. It also represents a good opportunity for the development of the local economy and tourism in this area, especially with the announcement of the opening of the 'Markova Noga' border crossing. Rural tourism enables the creation of an alternative source of income in rural areas and contributes to the revival of lost folk art and handicrafts (Marinosk, Naume, Ivanka Nestoroska and Cvetko Andreeski.

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2021). Prespa is rich with great resources and natural treasures of which the following can be highlighted:

- Pelister and Galichica, as national parks,
- Lake Prespa, as natural monument,
- The island 'Golem Grad',
- 'Ézerani' as a nature park
- Cultural-historical heritage such as churches, monasteries, mosques, etc.
- Endemic biodiversity (endemic species of fish, pelican, foia, special forest reserves, etc.)
- A wealth of numerous traditional and unique dishes such as: quince, milkweed, jam, ashlam, gjomleze, kukumishte- pie with spinach and cheese, dried peppers, etc.
- Traditional and specific architecture and villages as Brajchino, Ljubijno, Dolno Dupeni, Slivnica, Pretor and Stenje, which are very characteristic for its stone houses, ovens and wicker fences, where the development of rural, alternative and mountain tourism began.

The richness and diversity of the natural and created values of this region provide a high potential for the development of different types of tourism (lake, mountain, religious, adventure, rural, etc.). For these reasons, tourism is an important factor for the overall economic development of the entire region, thus enabling the creation of a tourist destination competitive in the tourism market and meeting the demands and expectations of the modern tourist. To realize this need, all attention should be directed to the arrangement, protection and promotion of Prespa's original attractiveness as an attractive tourist destination.

1. TOURIST VALORISATION

The methodology used during the valorization is especially important to get as much as possible objectivity in evaluating the resources (Milenkovski, Gjorgievski, and Nakovski, 2016). The main goal of the valorization method is to enable a quantitative assessment of the available resources and other elements of the touristic potential, according to all the foreseen criteria. However,

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the problem lies in the fact that all potential elements and resources will not be equally suitable for quantification.

On the basis of the results of the evaluation carried out, which enabled the ranking of the resources and identified potential elements, in a hierarchical order, before assessing their value, which is a new precedent for the implementation of the next step in the process of developing a comprehensive tourism strategy. The value of the resources and the essential constituent elements, of the overall tourism potential, are assessed by those sectors which have a comparative advantage in tourism development. The real estate units with the highest determined value can be expected to be the most attractive for tourists and because of that, they will be given priority in the development phases of the plan. The stated aim of the analysis is to assist in the correction of established valuation criteria, which assess the capabilities of individual business entities, for tourism development, but also to qualify them in the order of the size of a given corridor.

The value of the user is the result of the unification of the values of the individual criteria. It is not an economic indicator, but a relevant index for classification based on the use of the evaluation system. For example: the method of estimating the value of the use of the space for recreational activities. On the basis of the forms, the World Tourist Organization for consumption and assessment will score the resources (on the ground) according to all the criteria. All criteria and factors will be classified into two large groups:

- internal factors for the evaluation and
- external factors for the evaluation.

However in order to do the tourist valorization and emphasize and accept its importance for the space which is a subject of discussion in this paper, it is necessary to recognize what the term tourist valorization indicates and implies, so that according to Jovicic, tourism valorization implies qualitative and quantitative assessment of the value of tourist motives and presents the most significant stage in the planning of spatial development of tourism, because it is necessary to assess the value of tourist motivation in objective way. Hence the necessity of tourist valorization of the analyzed space (Milenkovski, Gjorgievski, and Nakovski. 2016).

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In order to get the total value of the research resource, first they will collect all the internal factors, then they will collect all the external factors and at the end the sum of the internal factors will be multiplied with the total. Indicators need to be capable of supplying information, while at the same time being methodologically and scientifically valid (Torres-Delgado and Saarinen 2014).

Table 1. The total touristic potential of a part of Prespa, the villages of Brajchino, Ljubojno and Dolno Dupeni

Internal factors					External factors						
Number	Attraction	A	B	C	D	E	F	G	H	index	
1.	Lake swimming area	5	4	5	4	5	5	5	5	38	
2	Lake - kayak	2	2	2	5	5	5	5	2	28	
3	Lake – sport activities	4	2	3	5	5	5	5	5	34	
4	Lake – electric boats	0	0	0	5	5	5	5	5	25	
5	Lake - fishing	3	3	3	5	5	5	5	3	32	
6	Air bath	4	5	4	5	5	5	5	5	38	
7.	Food	5	4	4	5	5	5	5	5	38	
8.	Hiking trails	3	5	3	5	4	5	5	4	34	
9.	Mountain bike trails	2	3	2	5	4	5	5	4	30	
10	Bird watching	5	5	4	5	5	5	5	5	39	
11.	Collecting forest fruits/herbs	4	4	5	5	5	5	5	5	38	
12	Black tracks for jeeps and quads	0	0	0	5	4	5	5	2	21	
13	Skiing	0	0	0	5	0	5	5	0	15	
14	Nordic skiing trails	0	0	0	5	0	5	5	0	15	
15.	Hunting	4	3	4	5	5	5	5	3	34	

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16.	Velo paths- asphalt	3	3	4	5	5	5	5	5	30
17.	Bacilla	1	0	0	5	5	5	5	0	21
18.	Fish ponds	0	0	0	5	5	5	5	0	20
19.	Crafts	3	3	3	5	5	5	5	3	32
20.	Riding horses, donkeys	3	3	3	5	5	5	5	5	34
21.	Agrarian activities	3	3	3	5	5	5	5	2	31
22.	Archaeologica l activities	3	3	3	5	4	5	5	0	28
23.	Churches and monasteries	4	3	4	4	5	3	5	3	31
24.	Cultural- Historical attractions	3	3	3	5	5	5	5	4	33
25.	Cultural manifestations	4	4	3	4	5	5	5	5	35
26.	Recreations in nature	3	5	4	5	5	5	5	5	37
		71	71	69	127	116	128	130	84	791

The total tourist potential of a part of Prespa, the villages of Brajchino, Ljubojno and Dolno Dupeni and its surroundings, from the aspect of tourist attractions, is 154,804 or 57.25% in relation to the maximum values. The percentage is far lower for internal factors, as well as for infrastructure, and that which is related to the taking over of activities by humans. The percentage of external factors is far greater than everything created by nature. This confirms that the natural and anthropogenic values of the villages of Dolno Dupeni, Brajchino and Ljubojno enable the development of alternative forms of tourism, they are not sufficiently used, if a proper valorization of the internal factors is done, it will enable a true assessment of the of the use and inherent characteristics of the touristic resources. This analysis shows us that it is the internal factors that are insufficient for the greater development of tourism in the Prespa region. The same is the case with the data related to the degree of urbanization and the construction of the infrastructure, where the lowest value was obtained, and this indicates that more needs to be invested in the plan. The local population recognizes the tourist potential of the villages

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of Dolno Dupeni, Brajchino and Ljubojno. The population is interested in being involved in the tourist traffic of the area.

The villages of Dolno Dupeni, Brajchino and Ljubojno have receptive capacities that are not sufficiently used for the needs of tourist development. These villages have complex natural and created values and those values can represent tourist values as potentials for the development of rural tourism. Rural areas are no longer viewed only from the aspect of agricultural development, but as an area with potential for the development of new activities that often include tourism, recreational activities, production of indigenous products, as well as activities in the field of e-commerce (Saxena, 2007).

According to the user value index, we list the attractions in the following order:

Table 2. According to the index of the value of the user attractions

Number	Attraction	Utility value index
1	Bird watching	39
2	Food	38
3	Air-baths	38
4	Lake- Swimming areas	38
5	Collecting forest fruits/herbs	38
6	Recreation in nature	37
7	Cultural manifestations	35
8	Lake- Sport activities	34
9	Hunting	34
10	Riding horses, donkeys	34
11	Hiking trails	34
12	Cultural-historical attractions	33
13	Crafts	32
14	Lake- Fishing	32
15	Agrarian activities	31
16	Churches and monasteries	31
17	Mountain bike trails	30

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18	Velo paths- asphalt	30
19	Lake- kayak	28
20	Archaeological activities	28
21	Lake- Electric boats	25
22	Black tracks for jeeps and quads	21
23	Bacilla	21
24	Fishponds	20
25	Skiing	15
26	Nordic skiing trails	15

With the help of this analysis, as well as with the help of the correction of certain evaluation criteria, we evaluate the potential of individual entities- attractions, for tourism development, but we also classify them in order of the size of the correction. The value of the correction is calculated with a rating on the basis of the correction score for the assessment, provided that a relevant index is obtained. The goal that we've achieved is a valuation, a thorough evaluation of the value of the elements of tourism potential, individual and collective, and we've determined their roots, their absorption power and the commercial value.

Through this analysis, it will be confirmed that the natural and anthropogenic values of the villages of Dolno Dupeni, Brajchino and Ljubojno enable the development of alternative forms of tourism, they are not sufficiently utilized and a proper evaluation of the external factors that will enable them should be made. real assessment of the availability of the resources, the proximity of the emission centers, the specificity of the touristic resources and the importance of the resources, as well as larger marketing promotions.

It will also confirm that insufficient promotional activity for the promotion of the space is a big problem, as well as that the awareness of tourists is very low. Thus, through the evaluation of internal and external factors, we came to know which forms of tourism will be

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the most attractive in the area and which gives us a clue in which direction tourism will move in the future development of the region.

The findings of the research indicate that the villages of Brajchino, Ljubojno and Dolno Dupeni and the surrounding area already have a partially built touristic offer and that the interest and attraction of tourists and locals is similar to it.

CONCLUSION

The numerous, diverse attractive factors are suitable for the development of tourism in a part of the Prespa region. The quality climate, the interesting morphological forms, the hydrographic attractions, the representation of the diverse flora and fauna stand out with their specifics. In addition to the natural amenities, a significant contribution to the creation of a tourist profile in these areas is also the existence of a variety of autochthonous cultural and historical heritage.

People who want to come to the separate areas of the Prespa region, the villages of Dolno Dupeni, Ljubojno and Brajchino, will hardly be informed about accommodation in any of the existing capacities. In order for this area to be as popular and extensive in the future as it would be visited by a large number of domestic and foreign tourists, it will need to be equipped with well-equipped mobile homes, initial capacity, investment in storage capacities and the opening of a community and tourist office.

In conclusion, it is imperative that we strengthen the need for the development of alternative forms of tourism as a current reality, and ensure that they become a function of local coexistence, creating a mix of more selective forms, independent of the elements that characterize them.

This area has the potential for the development of tourism, due to the characteristic traditional architecture, the favorable living environment, the variety of places that could be visited, and the activities that could be done, as well as the hospitality of the people, but the lack of sufficient housing facilities and tourist product/service offerings, and in addition to this, an insufficiently well-built position as a tourist destination, in terms of transportation, meals and accommodation, it offers a high quality of life and a high standard of

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