

THE IMPACT OF TOURISM ON THE BALANCE OF PAYMENTS IN RNM

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Abstract

The balance of payments enables economic transactions with residents and non-residents and strengthens the economic relations between states. With the revenues collected from tourism, countries pay off their obligations to the outside world and improve their relationship in international relations. In all countries in the world, the income from tourism as well as the expenses made in tourism are very important. The income collected from tourism is very special in the total values of non-cash payments and has a significant weight in the balance of payments of many countries of the world. Tourism appears as an important factor in the balance of payments as a trade and payment balance of the country. It can be said that tourism has a great impact on the balance of tariffs of the country and this affects the stimulation of currency flow based on tourism and based on foreign exchange. Using the statistical and analysis method, the collected data related to the income from tourism will be presented graphically, in order to observe the importance of tourism in the balance of payments.

Keywords: transactions, revenue, expenses, balancing, participation.

1. Tourism as a special from of export

Lake Ohrid is the most developed lake with many tourists superstructural and infrastructural facilities, followed by Lake Dojran. Lake Prespa is the least developed. Demand is mainly generated during the rainy months - currently Lake Ohrid is the only one that generates significant international demand.

Ohrid is one of the most impressive tourists cites in North Macedonia and is protected by UNESCO.

Lake Dojran also attracts a significant number of tourists during the summer months and lately it has improved its attractiveness. Lake Prespa is the only limited attraction for visitors now.

The sources of hot water in North Macedonia are currently used mainly for medical treatments. Several sources of hot mineral water are being used for health purposes - the majority are in the northeaster and southeaster regions.

In most cases, several accommodation units for medical treatments have been built around the sources of mineral water.

Like many other European spa destinations in the 1980s, the focus of North Macedonian spa destinations is exclusively on medical treatment for people with certain diseases.

There is a limited number of products and products that fall into most of these destinations (including Banjishte).

Now, the destinations around the mineral water basically consist of accommodation facilities of the hospital type with facilities for performing medical treatments.

The visitors of these centres are mainly Macedonians, or Macedonians who live abroad, with a

certain illness who want to improve their health condition.

Most deserts have a limited appeal to tourists. Although the growing market is dormant and active in many European countries, due to the megatrend "health", there are hardly any satisfaction tourist products that are currently available in North Macedonia.

Table 1. Catering in RNM, regions, areas - turnover in thousands of denars

Year	Catering in the southwest planning region	Index base 2015	Turnover in thousands of denars in the Republic of Northern Macedonia	Index base 2015	Percentage share of the total turnover from the southwest planning region of RNM
2015	1987161	100%	10338132	100%	19,22%
2016	2108418	106.10%	10836359	104.82%	19,45%
2017	2538205	127.73%	12190404	118%	20,82%
2018	2964239	149.17%	15167429	146.71%	19.54%
2019	3200022	161%	16654742	161.10%	19.21%

Source: State Statistical Office

This table presents the catering in the southwest planning region in values shown in thousands of denars comparing the years from 2015 to 2019. From the table we can see that the amount of turnover in catering in the southwest planning region has increased from 2015 to 2019. Comparing 2019 with 2015, as a base year we have an increase of 61%.

The turnover in thousands of denars in the Republic of North Macedonia has increased from year to year and comparing 2019 with the base year, 2015 we have an increase of 61.10%.

Analysing the share and turnover in thousands of denars in the catering in the southwest planning region in the total turnover in thousands of denars in the Republic of North Macedonia, the share is 19.22% in 2015, and in 2019 there is a very small difference of 0.01%.

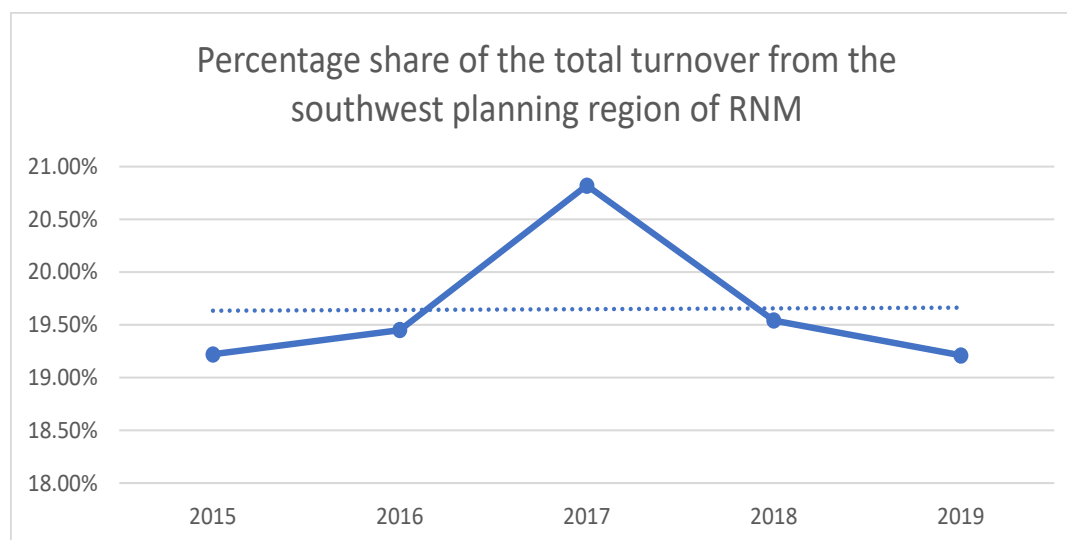


Table 2. Catering in RNM, regions, hits - business units

Year	Catering in the southwest planning region - business units	Index base 2015	Business units in the Republic of North Macedonia	Index base 2015	Percentage share of total business units from the southwest planning region of RNM
2015	294	100%	2084	100%	14,10%
2016	296	100,68%	2212	106,14%	13,38%
2017	292	99,32%	2260	108,44%	12,92%
2018	282	95,92%	2301	110,41%	12,25%
2019	293	99,66%	2340	112,28%	12.52%

Source: State Statistical Office

In this table, is made a comparison of the catering in RNM from 2015 to 2019. Comparing the presented data, the catering in your southwestern planning region from 2015 to 2016 has increased, and from 2016 to 2018 has decreased. In the last analysed year 2019, unlike the previous year 2018, we have a growth of business units by 11.

The share of the business units in the south-western planning region in the business units in RNM in 2015 is 14.10%, and the share of the basic percentage decreases in 2019 it reaches 12.52%, which is 1.58%.

2. Seasonal characteristics of tourism

Tourist demand is concentrated mainly in a relatively short period of time during the year, which is the summer months. In the southwestern planning region in North Macedonia, tourism is more developed during the summer months.

Tourism - Tourist trends appear in different regional developments, in different regional areas. Their determination is a necessity for redefining the development of tourism plans, programs and strategies in every area where tourism develops.

In the frames of the South-West planning region (which is the first territory of the Republic of North Macedonia with the tourist development and its recent parameters) the tourist trends can be determined by determining and analysing the volume, dynamics and structure of the tourists, as well as the past 5 years.

A particularly important category, which should also be investigated, is the determination of the participation of the number of naturists and the realized overnight stays in the total number of the state, as well as their dynamic characteristics in the five-year period, which is the subject of analysis (2009-2013). The tabular overviews containing these development parameters are shown below.

Table 3. Volume, dynamics and structured tourist visit

Year	Number of domestic tourists	Index base 2015	Number of foreign tourists	Index base 2015	Total number of tourists in the region	Index base 2015	Total number of tourists in the Republic of North Macedonia	Percentage participation of the number of tourists from the region in the total number of tourists in the Republic of North Macedonia
2015	135152	100%	161135	100%	296287	100%	816067	36.30%
2016	149710	111%	170321	105.7%	320031	108%	856843	37.35%
2017	162713	120.3%	203647	126.4%	366360	123.6%	998841	36.68%
2018	179644	132.9%	237841	147.6%	417485	140.9%	1126935	37.04%
2019	192689	142.5%	251146	155.8%	443835	149.8%	1184963	37.45%

Source: State Statistical Office

According to the table for volume, dynamics and structured visit of tourists, the years of the data for the comparison are from 2015 to 2019, and not including 2020 because there is absence of data. The presented data are for the number of tourists in the country, the number of foreign tourists, the total number of tourists in the south-western planning region and the total number of tourists in RNM, and finally the participation is calculated as a percentage of the total number of tourists in the planning region in the southwest.

The number of local tourists in the compared years from 2015 to 2019 increased by 42.5%. This increase, according to what I have researched, comes from the improvement of the conditions of the tourist capacities and the quality of the service.

In terms of foreign tourists who contributed to the improvement of the country's economy, from 2015 to 2019 we also have an increase of 55.8% from the base year, and from all this we can say that the number of foreign tourists has an even greater increase of 13% compared to the previous year. The advantages that can be concluded are that the south-western planning region of RNM is attractive and it is one of the most attractive destinations not only for local tourists, but also for foreign ones. Infrastructure also plays important role, and, in this case, we can say that the horrid airport through which many tourists travel to our country which is located near the cities of Ohrid and Struga, is of special importance.

It can be said that the total number of tourists in the western planning region have increased by approximately 50% compared to 2019 and 2015 as base year. This increase also has an impact on the total number of tourists in RNM of 45.20%.

Comparing the share of total tourism in the southwest planning region in the total number of tourists in RNM, we have these results: in 2015 we have a share of 36.30%, in 2016 we have 37.35%, in 2017 we have 36.68%, in 2018 we have 37.04% and in 2019 we have 37.45%. Comparing the last year with the main year, we have an increase of the participation of 1.15%, all of which, can be seen graphically.

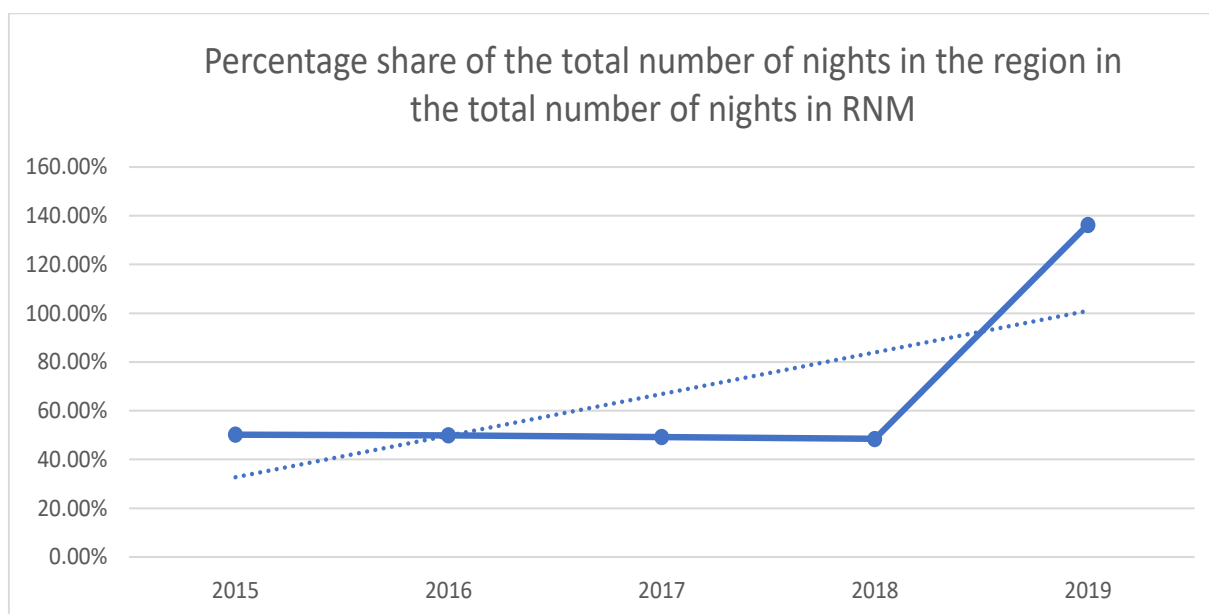
Table 4. Volume, dynamics, structure and percentage of realized overnight stays

Year	Realized overnight stays of domestic tourists	Index base 2015	Realized overnight stays of foreign tourists	Index base 2015	Total number of realized overnight stays in the region	Index base 2015	Total number of realized nights in the RNM	Percentage of the total number of overnight stays in the region in the total number of overnight stays in the RNM
2015	745473	100%	456454	100%	1201927	100%	2394205	50.20%
2016	778189	104.39%	450428	98.68%	1228617	102.22%	2461160	49.9%
2017	826774	110.9%	538910	118.06%	1365684	113.62%	2775152	49.21%
2018	908457	121.86%	630762	138.18%	1539219	128.06%	3176808	48.45%
2019	946574	126.97%	671738	147.16%	1618312	134.64%	3262398	136.26%

Source: State Statistical Office

From the presented table for analysis of the volume, dynamics and structure of overnight stays the number of local tourists who realized overnights is higher than that of foreign tourists and it is increasing from year to year. From 2015 to 2019 we have an increase of 26.97%. Regarding the foreign tourists who spend the night in the southwest planning region, we can also conclude that the number is increasing from year to year, comparing 2019 with the base year, which is 2015, by 46.16%.

From this increasing trend we can conclude that from 2015 to 2019 the number of tourists, both domestic and foreign, who realized overnights in tourist places in the southwest planning region has increased and we have economic growth from the funds spent in this region. The whole analysis made in terms of volume, dynamics, structure and percentage of overnight stays can be seen from the graphs presented below.



Regarding the trend, percentage of the total number of overnight stays in the region in the total number of overnight stays in RNM, we can conclude that we have a linear trend in the four years from 2015 to 2018. In 2019, we have a marked increase of 86%.

3. Analysis of the country's revenue from tourism

Tourism has a significant impact on the income of our country. Tourism consumption affects the social product and the national income directly and indirectly.

Indirect impact - this consumption stimulates the development of areas of material production that provide the tourism economy. The immediate impact is in the overflow of income from other countries into the tourist country.

For the development of the economy of individual countries should be considered and the level of their economic development and the relative importance of the income from foreign tourists

In addition to the direct impact of tourism on the social product and the national income, its impact on the redistribution of the social product and the national income on a territorial basis should also be emphasized. It can be viewed bilaterally:

- From the aspect of international tourist traffic,
- From the aspect of domestic tourism.

Consumption of foreign tourists is an additional consumption because the national income from abroad flows into the specific tourist country without simultaneous outflow of income on this basis in the countries from which foreign tourists come.

This also shows the difference between the export of goods (visible export) and the income from foreign tourists (invisible export).

Table 5. Tourists and overnight stays of tourists, types of tourist places, guesses
(Lake places)

Year	Domestic tourists in lake places	Index base 2015	Foreign tourists in lake places	Index base 2015	Total number of tourists in lake places	Index base 2015	Total number of tourists in RNM	Percentage share of the total number of tourists in the lake masses in the total number of tourists in RNM
2015	188004	100%	167886	100%	355890	100%	816067	43,61%
2016	205683	109,40%	177300	105,60%	382983	107,61%	856843	44,69%
2017	218711	116,33%	214266	127,62%	432977	121,66%	998841	43,35%
2018	256255	136,30%	247918	147,67%	504173	141,66%	1126935	44,74%
2019	263878	140,35%	279977	166,76%	543855	152,81%	1184963	45,89%

Source: State Statistical Office

In the table are presented the data for the tourists and the overnights of the tourists in the types of tourist places. For the last 5 years in the lake places, we can notice that we have an increase in the number of domestic tourists. Comparing 2019 with the last and the basic year, we have an increase of 40.35% and this percentage can come from the improvement of the conditions and the quality of the services in the country such as Lake Ohrid and the cities of Ohrid and Struga.

4. Negative effects of tourism

Apart from the positive sides and effects that it has on the economy of each country, tourism also has a negative side. Traveling to the most popular destinations and the experience of the people is not always pleasant for all tourists who visit this place. This results in a decrease in the satisfaction of having more tourists in the same place.

This effect is even more worrying for the cities. Even though tourists spend their money in the country, the large number of passengers burdens the infrastructure that is not designed for a larger crowd of people.

The most attractive cities and places tend to adapt to the increased influx of tourists by building new infrastructure, roads and various means of transport to please tourists and make the place more interesting and suitable for tourism, but all that for the rest of the year remains unused as it is used only for the tourist season.

Another negative effect of tourism is the price increase of products and services. Although certain businesses make more profit, it has a negative impact on the local population, whose basic foodstuffs become difficult to access as a result of the high price.

The negative effects of tourism are also reflected on the environment. Such are the depletion of the natural resources and the problems of environmental pollution, as well as the uncontrolled dumping of waste. Tourism puts constant pressure on natural resources through excessive consumerism and in countries where resources are scarce. One such problem is the problem of excessive water use. Therefore, in some countries in the world, residents are forced to limit the time for dripping, irrigation, washing, etc.

- Air and environmental pollution - The waste left behind by tourists is one of the most common problems faced by the tourist destination, but there is also polluted air. The more vehicles, the more polluted air.
- Tourism can also lead to soil erosion.
- Affects climate change
- Loss of cultural identity. Very often the local population starts copying the lifestyle of tourists. They dress like tourists, talk and behave like them which can lead to the loss of domestic customs and traditions.
- Employment is often seasonal.

5. Tax analysis in tourist businesses

Table 6. Guidelines and goals for increasing visibility through digital marketing¹

Tourism objective / in which direction we want tourism to move	Internet marketing and social media goal / goals that we want to achieve by advertising on internet portals and social media	Target group / potential tourists
Increasing the number of tourists and overnight stays from the target markets	Awareness (these metrics illuminate your current and potential audience)	Family trips 35-45 years

¹<http://tourismmacedonia.gov.mk/wp-content/uploads/2020/06/Godisen-izvestaj-za-realizacija-na-programa-mata-za-2009god.pdf> pg.28.

Recognizable brand / growth / expansion of the brand /greater competitiveness and recognition of the Republic of North Macedonia as a tourist destination	Engagement (these metrics show how audience are interacting with your content)	25+
Diversification (promotion of all tourist regions) tourism will be able to develop evenly, without being concentrated in the two largest tourist regions.	Consumer (these metrics reflect how active customers think and feel about your brands)	Backpackers/independent travellers
GDP growth / foreign exchange inflow by tourism/ long-term sustainable tourism development for inclusive economic growth in the Republic of North Macedonia	Conversions (these metrics demonstrate the effectiveness of our social engagement)	High-income tourists who have an impact on public opinion

Table 1 shows the directions and goals we want to achieve by advertising on internet portals and social media, as well as the target audience we are addressing.

6. Conclusion

From the export of goods – comes to overflow of income to the country economy, but at the same time a part of the country income outflows.

The money circulating in the country by foreign tourists are used for the development of economic and non-economic activities. From all this, the multiplicative impact of tourism on the economy is reflected.

When we consider the number of foreign tourists in these areas, we also have an increase and a higher percentage compared to the increased number of domestic tourists. This increase from the base year to the last year reached 66.76%. Even from this percentage we can conclude that the number of tourists has generally increased from year to year in this very western region and in this case in the lake places. In relation to the analysis of the number of tourists in the lake places and the comparison of the number of social tourists in our country, we have a share that varies from 43% to approximately 46%.

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