

THE SEASONAL COMPONENT OF TOURISM DEVELOPMENT IN THE CITY OF SKOPJE

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Abstract

Tourism means people traveling for fun and adventure. It includes activities such as sightseeing and camping. People who travel for fun are called "tourists". Places where many tourists stay are sometimes called "resorts". Places that people go to for tourism are called tourist destinations.

The analysis of the environmental sensitivity, in the context of receptive capacity, is a criterion, which determines the efficiency of the application and long-term evaluation of tourist destinations, particularly regarding environmental issues. The performance management of tourist destinations means achieving a sustainable level of spending on natural resources while retaining underlying competitiveness.

In the design and development, the project Stone Lights, this is an evaluation of the tourist value of Adriatic lighthouses. The authors of the project, and this study, aim to determine the exact approach to the sustainable capacity within a controlled expenditure of natural resources in the selected locations.

The contemporary tourist practices often define the receptive capacity and access to the destination, primarily from the aspect of established competitive advantages. Such an approach is shown in tourist practices which are contrary to the effective long-term tourist valuation of the destinations. Format models with the aspect of destination management and allowable receptive capacity, means the purpose of customized marketing information systems, and known development opportunities of the specific tourist destinations.

Keywords: tourism, destination, tourists, accommodation.

Introduction

Tourism accommodation plays a crucial role in the success of the global tourism industry. Tourists will always need a place to stay, and hoteliers are happy to provide the accommodation. Hoteliers across different tourism destinations have different types of accommodations that meet customers' demands in terms of price, style, size, and service.

Tourist accommodation is a facility or building that contains all the amenities for someone to live comfortably. It contains essential items such as bedding and toiletries. Some accommodations have luxuries such as gaming parlours, spas, and smart rooms.

A serviced accommodation is one where the hotel staff caters to the guests' needs for the duration of their stay. In this type of accommodation, guests expect housekeeping and catering services.

Arguably, hotels are the most popular type of accommodation for tourists. As a hotelier, you can run your hotel independently, which gives it a unique setting, or join a corporation, making your hotel a part of a global

chain. The size, type of amenities, location, and price of your hotel determine its rating, which ranges between 1-5 stars. The higher the rating, the more likely the hotel is to attract tourists. Modern hoteliers are installing smart hotel technology to attract the current customer base with high technology expectations for their accommodation and entertainment requirements.

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Receptive capacities

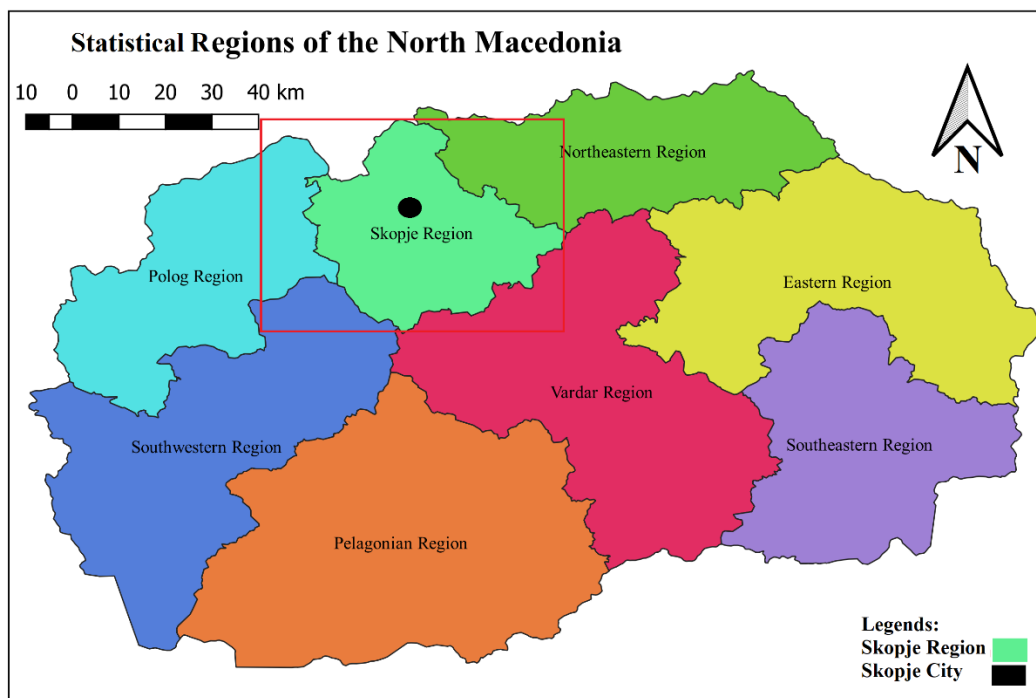
The City of Skopje is the most urbanized center in North Macedonia, the possibility of development is based on its location in a space that has excellent natural features and an environment with pronounced stability and protection of ecological attractions. It is located between the process of endangering air, water, and land and environments in which natural values and its protection and promotion have a high level. Therefore, they are presented as an attractive development factor.

Development trends are a significant determinant of the external type, which affects the development of tourism. Trends by nature can be positive and negative. The tourism organization must respond adequately to such trends, i.e. to be regulated to create the most favorable conditions for the development of tourism.

Regarding the development of tourism in the City of Skopje, the compatibility of domestic and global trends is discussed below; trends in the adoption of forms of management of the city of Skopje as a tourist destination; analysis of the most significant trends in the hospitality sector; environmental protection as a development trend and analysis of modern tourist aspirations.

The management of tourist destinations requires the networking of several organizations with different interests that work together to achieve certain common goals. Global trends in this area indicate the need to create a separate destination management organization that will have the role of leading and coordinating activities as part of a common strategy.

Such an organization does not control the activities of partners but combines different knowledge and experiences in one place. Such an organization should be a leader in tourism destination management that provides a significant degree of independence and objectivity in operations.



Map 1. Statistical Regions of the North Macedonia

Table 1. Number of tourists and nights spent by types of tourist resorts and by types of accommodation facilities, November 2022

	Tourists		
	Total	Foreign	Internal
Total	56 886	20 596	36 290
Types of tourist resorts			
Skopje	25 987	3 418	22 569
Spa places	3 117	2 466	651
Mountain resorts	3483	2695	788
Lake resorts	15571	8462	7109
Other resorts	8728	3555	5173
Hotels - total	50541	14997	35554
Hotel*****	18237	4355	13882
Hotels****	23630	6775	16855
Hotels***	6651	2987	3664
Hotels**	1384	635	749
Hotels*	639	245	394
Motels	192	57	135
Tourist apartments	52	16	36

Accommodation for one night	584	356	228
Spa treatment centers	1062	1015	47
Mountain houses and cottages	49	25	24

Table 2. Nights spent by types of tourist resorts, November 2022

Nights spent			
	Total	Foreign	Internal
Total	124969	50796	74173
Types of tourist resorts			
Skopje	50653	6130	44523
Spa places	22553	18924	3629
Mountain resorts	6082	4758	1324
Lake resorts	26760	14867	111983
Other resorts	18921	6117	12804
Hotels - total	101263	31254	70009
Hotel*****	34380	7644	26736
Hotels****	47513	14751	32762
Hotels***	15492	7252	8240
Hotels**	2862	1118	1744
Hotels*	1016	489	527
Motels	1723	566	1157
Tourist apartments	1054	31	1023
Accommodation for one night	1719	850	869
Spa treatment centers	10246	9729	517
Mountain houses and cottages	87	59	28

According to the data of the State Statistics Agency, the number of tourists in November 2022 is 56,886. of which 36.2% are domestic tourists, and 63.8% are foreign tourists.

The number of overnight stays in November 2022 is 124,969, of which 40.6% are from domestic tourists and 59.4% from foreign tourists.

In the period January - November 2022, compared to the same period a year ago, the number of tourists has increased by 38.8%, respectively: among domestic tourists there is an increase of 6.2%, while among foreign tourists the increase is by 84.5%.

In the period January - November 2022, compared to the same period a year ago, the number of nights has increased by 23.3%, respectively: among domestic tourists there is an increase of 3.9%, while among foreign tourists the increase is by 72.2%.

The organization must have a high degree of skill in creating, developing, and managing new partnerships. One of the fundamental roles is the management of marketing activities in the destination. In the modern work of destination management organizations, the main motive is the promotion of tourism development. The process of managing a tourist destination is complex.

Therefore, one of the most important characteristics that should characterize the organization that will manage Skopje as a tourist destination should be its credibility, i.e. authority as a strategic leader in tourism marketing and destination development. Also, an important segment in success is the ability to develop and strengthen partnerships between different stakeholders in the destination, who will work together to achieve strategic goals.

Because the role of destination management is to direct and coordinate activities within a coherent strategy or plan, in the interest of interested parties, the destination management organization assumes coordinated management of all the elements that make up the destination (tourist -geographical location, Tourist Source Accessibility and Linking Communication, Marketing Activities). This implies a strategic approach to connecting the above elements that are often contradictory to each other to better manage them. Common management allows for avoiding duplication of work (duplication of activities) of individual actors, as well as running promotion, tourism services, training activities, and business support.⁴

The seasonal component and the distribution of overnight stays according to the months of the year is one of the most important aspects in the development of tourism. The equal distribution of 22 overnight stays is a goal set by all tourist destinations to optimally use tourist facilities. In addition, monthly data on the number of tourists arriving and staying overnight in the City of Skopje for the period 2015-2019 are presented. In addition to the seasonal component, the dynamics of the increase in the number of tourists and overnight stays for the same period will also be taken into consideration.

Table 3. Data on the number of tourists arriving on a monthly basis for the City of Skopje 2015-2019

Months	1	2	3	4	5	6
2015	8073	9038	12636	16232	21090	18344
%	4,2%	4,7%	6,6%	8,4%	11,0%	9,5%
2016	9112	11040	14065	17425	23223	17299
%	4,5%	5,5%	7,0%	8,6%	11,5%	8,6%
2017	12624	12730	16192	20857	28291	26932
%	4,5%	4,6%	5,8%	7,5%	10,2%	9,7%
2018	16216	15896	22824	30878	37955	33881
%	4,7%	4,6%	6,6%	8,9%	10,9%	9,7%
2019	14629	16957	20038	29131	29886	39347
%	4,2%	4,6%	5,8%	8,4%	8,6	11,4%

⁴ Risteski, M., Kocevski, J., Arnaudov, K. (2011), *Spatial Planning and Sustainable Tourism as a Basis for Developing Competitive Tourist Destinations*.

Table 4. Data on the number of tourists arriving on a monthly for the City of Skopje 2015-2019

Months	7	8	9	10	11	12	Total
2015	18719	21595	22869	19284	13252	11069	192201
%	9,7%	11,2%	11,9%	10,0%	6,9%	5,8%	
2016	20125	19870	23563	20455	14202	11858	202147
%	10,0%	9,8%	11,7%	10,1%	7,0%	5,9%	
2017	30896	34099	33275	26324	19836	16395	278451
%	11,1%	12,2%	12,0%	9,5%	7,1%	5,9%	
2018	39722	38708	38337	31563	22070	20153	348203
%	11,4%	11,1%	11,0%	9,1%	6,3%	5,8%	
2019	36997	38801	41161	33958	24769	21756	346430
%	10,7%	11,2%	11,9%	9,8%	7,1%	6,3%	

The following conclusions can be drawn from the data given in the previous table: - Although a seasonal component can be observed in the data series for the number of tourists arriving every month, the seasonality is not great. The difference from low to high season is a little less than 8 percentage points. This shows a good distribution of the number of tourist arrivals. - The largest number of tourists who come are in July, August and September.

Table 5. Data on overnight stays on a monthly basis for the City of Skopje

	1	2	3	4	5	6
2015	15585	16170	24476	26588	31951	29587
	5%	5%	7%	8%	10%	9%
2016	18046	222198	25059	28183	36215	30143
	5%	6%	7%	8%	10%	9%
2017	21551	26169	32270	37264	45356	41717
	5%	6%	7%	8%	10%	9%
2018	32230	28083	39996	51606	61969	54009
	6%	5%	7%	9%	11%	9%
2019	27110	28752	38195	47904	51701	60964
	5%	5%	7%	8%	9%	10%

Table 6. Data on overnight stays on a monthly basis for the City of Skopje

	7	8	9	10	11	12	Gjithsej
2015	27916	33423	38724	38816	25265	19126	327627
	9%	10%	12%	12%	8%	6%	
2016	32119	32955	37886	35945	25445	21356	345550
	9%	10%	11%	10%	9%	7%	6%
2017	45999	53672	57484	43167	34499	28646	467794
	10%	11%	12%	9%	7%	6%	
2018	63579	59870	60755	54886	40167	36308	583458
	11%	10%	10%	9%	7%	6%	
2019	56193	63202	65972	57320	46303	37763	580663
	10%	11%	11%	10%	8%	7%	

From the data given in the previous table, it is clear that: - There is no significant seasonal component in the number of overnight stays for the City of Skopje. The biggest difference during a year is 6 percentage points between the least visited month and the most visited month. 24 - August, September, and October have the highest number of overnight stays, but this number does not deviate significantly compared to the previous months.

The fewest night stays are realized in the winter period, i.e. the months of November, December, January, and February. - Although the number of overnight stays is increasing (overnight stays increased by 77.2% in 2019 compared to 2015), there is no change in the degree of seasonality of the series (this can be seen from the percentage distribution of overnight stays per month). This indicates that there is a standard and well-distributed demand for stays throughout the year.

In the series of overnight stays, it can be concluded that there is no change in the seasonality of the series. The increase in the number of overnight stays does not change the seasonality, although the conclusion is that it is low in all the years considered.

In the last analyzed year, there was a decrease in the number of tourists arriving and staying overnight in the City of Skopje, even though at the national level these values have increased. Due to the structural change in the series for the number of tourist arrivals and overnight stays, it will not be possible to analyze whether the decrease will continue in the future.

Conclusions

The development of tourism in the city of Skopje relies on the values it possesses, which are certain bases or pillars. In essence, the very location of the city arises from the natural provisions for the functioning of life processes. Because tourism represents a "pleasant life" for tourists outside the country of permanent residence, it coincides with the basic assumptions of permanent origin and progress as a tourist destination.

Namely, its geographical location and position and environment with special natural conditions are the basis for the turbulent historical past with millennial characteristics. On that basis, the city gains piety at the center of civilizational change, a wealth of historical continuity, a cultural treasure, and a recognizable urban whole. These epithets translate into attractive and receptive tourist values. In that context are efforts to preserve and promote cultural heritage and to combine with the features of natural attractions and their protection as a special ecological environment. In these processes, the human potential that recognizes the benefits of combining cultural and natural attractions in the function of tourism development appears as a development foundation. Based on the treated basics of the origin and development of the city of Skopje and tourism as a modern benefit, the development of this activity should be based on the following pillars:

- connection and transit;
- Skopje - metropolis and capital, order and equipment;
- attractive cultural treasure;
- natural and ecological attractions and
- human resources, local community, organization, engagement and security.

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