

ANALYSIS TOURIST TRENDS OF THE REPUBLIC OF BULGARIA IN THE REPUBLIC OF MACEDONIA

Abstract: The paper covers decades of analysis of tourist movements from Bulgaria in Macedonia. The objective is through statistics on the number of tourist nights to determine the dynamics of attendance, reason and places of residence.

The manuscript will identify the stages of the life cycle in the country as an important tourist destination for tourists from Bulgaria.

Presented through text and graphical results are recommendations to overcome the problems facing the current tourist visit of R. Bulgaria R. Macedonia.

Keywords: Analysis, tourists, overnight stays, lifecycle, Bulgaria, Macedonia.

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Introduction

The tourist movements of Bulgaria - Macedonia, but also Macedonia - Bulgaria have more annual tradition. The beginnings of the tourist movements date back about a hundred years ago. However, our research goes deeper and therefore we share it in several phases: the phase of proto tourism (from the end of the XIX century to the First World War), and the phase of tourism, which covers three periods (the first period of 1919 to 1944, when Macedonia was part of the Kingdom of Yugoslavia and the Second World War, the second period when Macedonia was a part of SFR Yugoslavia, and the third period of an independent Macedonian state since 1991).

Namely, the research we are carrying out covers a proto tourist and tourist movement, and only on the relation Bulgaria - Macedonia, and on the basis of published books and other papers in Macedonia and Bulgaria, and of course, statistics published by the State Statistical Office of the Republic of Macedonia . Macedonia, from 1961 to 2015.

We are investigating the relationship between Macedonia and Bulgaria, that is, the analysis of the tourist movements, we are going to be a joint work of scientists from both countries.

As an occasion for joint research, we will list the following facts: first (as a proto tourist stage), hundreds of Macedonian migrant workers - bakers, food and beverage salons, etc., which in Sofia, Plovdiv, Pleven, Varna and other cities have built their own bakeries, pastry shops, and then restaurants and hotels.

Secondly, a much more intensive tourist phase is the period from the mid-eighties of the twentieth century, when mass tourists from Macedonia go to Bulgaria, on holidays, wintering, shopping, etc. Third, the tourism movements of Macedonia - Bulgaria from 1991 to the present, of course, are more massive and with new contents.

Phase proto tourism

The beginnings of proto-tourist movements from Bulgaria to Macedonia difficult to determined, since both peoples throughout history have lived together and constitute a whole and were also separated.

The first data on the stay of merchants, passengers and other persons from Bulgaria to Macedonia, who were placed in anons, caravansarays and hotels, the cities of Skopje, Bitola, Ohrid, Stip, Prilep, Strumica, Veles and others come across from the end of the XIX century. At that time Macedonia was part of the Ottoman Empire.

In 1897 in Bitola (Manastir) was opened a prince's Bulgarian trade agency which initiated a visit to merchants and other persons from Bulgaria to Macedonia. Also, visitors from Bulgaria came to Skopje and of course, mostly in Ohrid, because of the lake and the monastery St. Naum.

In 1900 the first guidebooks "About Ohrid and Ohrid Lake", from Kosta Gruppe, were published in Constantinople. The guidebook was in Bulgarian, and contained 178 pages. Then follow books on other cities in Macedonia, written by Petar Zavoev, Vasil Knchev and other authors.

Phase of tourism

The tourist phase consists of three periods: the first tourist period from 1919 to 1944, the second from 1945 to 1990, and the third tourist period in 1991.

First tourist period (1919-1944)

The first tourist period begins in 1919 and lasts until 1945. It is a period when the space of R. Macedonia is part of the Kingdom of SCS - Kingdom of Yugoslavia (1919-1941), and ends with the Second World War (1941-1944).

In that period, the number of tourists from Bulgarians in Macedonia was insignificant. The small number of Bulgarians who attended Macedonia were obliged to visit the major cities of Skopje, Bitola, Prilep, and especially Ohrid and the monastery of St. Naum.

In this period 1941-1944, several hotels in Bitola, Skopje, Stip, Strumica, Ohrid, Prilep, Veles and other cities changed their names. Thus, the names of the hotels are most frequently mentioned: "Bulgaria", "Balkan", "Solun", "Macedonia" and others.

During the Second World War, in 1942, a tourist guide was printed in Bulgarian: "Bitola as a tourist and tourist and historical center" with a volume of 20 pages text and photos. Similar guides were issued for Ohrid, Skopje, Stip, Bitola, Prilep, Resen, Veles and Macedonia.

Second touristic period (1945-1990)

The second tourist season covers 45 years. Namely, this is a period when Macedonia is part of the Federal People's Republic of Yugoslavia, ie SFR Yugoslavia. We will analyze the analysis of the movement of Bulgarian tourists and overnight stays for the period from 1961 to 1990.

During this period, several phases of the life cycle of a tourist destination can be distinguished, both for the number of tourists and for the number of nights spent.

Thus, from Table 1 and Figure 1, 2, 3, and 4, all phases of the Butler Tank model are visible, such as: a research phase (1961-1964), a phase of inclusion (1965-1968), and a phase of decline (1969-1970), stage of development (1971-1977), stagnation phase (1978-1985) again a phase of decline (1986-1989), and a rejuvenation phase (1990).

From Table 1 we register the following specifics. Taken in general, with few exceptions, throughout the whole period, the numerous movement of tourists from Bulgaria to Macedonia has marked significant oscillations. Thus, in 1961, only 311 tourists from Bulgaria registered in Macedonia who had 634 overnight stays, with an average stay of 2.0 days.

The maximum values of the visit of tourists from Bulgaria during the period of SFR Yugoslavia or SR Macedonia was 1967 with 21021 tourists and realized 29493 nights, but still with a low average of only 1.4 days stay in Macedonia.

The next 1968 due to the political situation in eastern European countries, the number of tourists from Bulgaria who stayed in Macedonia is rapidly decreasing to only 4003 tourists with 10283, but with an average of 2.5 days stay. This situation lasts briefly, for the following years the number of

tourists is increasing again, and in 1973 it was 19250 tourists with 26879 overnights, with a low average of 1.4 days.

Under the influence of economic and political conditions, the number of tourists from Bulgaria to Macedonia again decreases continuously and reaches the minimum in 1987, with only 1479 tourists with 2754 overnights, an average of 1.8 days.

Again under the influence of political turmoil, that is, the political and economic transition in Bulgaria, the number of tourists visiting Macedonia has increased substantially, and in 1990 it reached a maximum of 47071 tourists, which made 68417 overnight stays with a low average stay of only 1, 4 days. This year, most of the visitors from Bulgaria were of an economic nature, that is, they came for trade - selling and buying various products.

Thus, based on the number of tourists, for this period we can conclude that it is characterized by significant oscillations resulting from economic and political conditions.

Table 1. Development of tourist trade in the Republic Macedonia and tourists from the Republic of Bulgaria in the period 1961 - 2015 year (for 55 years)

Year	Tourists			Nights		
	Total	Foreign	That that form Bulgaria	Total	Foreign	That that form Bulgaria
1961	327024	144688	311	1005891	359442	634
1962	340585	152111	717	1183384	400881	1252
1963	253792	121964	2843	762743	275171	4871
1964	295938	159466	3811	929600	376258	7673
1965	330392	196954	11401	967677	447717	19185
1966	378572	220853	15133	1141467	490861	21723
1967	380758	234104	21021	1040420	516364	29493
1968	389583	224556	18740	1089205	464476	26038
1969	432952	242214	4003	1342048	541747	10283
1970	465450	270762	7294	1281891	565826	10746
1971	507385	308558	10240	1426398	612850	13368
1972	549652	331800	10193	1579065	686976	17233
1973	612141	384785	19250	1663438	773327	26879
1974	600112	361986	16472	1828910	800586	26642
1975	685314	431008	11036	2033038	927567	23660
1976	715629	452534	11269	2006973	892492	20661
1977	820746	511723	13499	2307136	1016952	23262
1978	869571	536781	8322	2519690	1105737	17438
1979	885010	532282	9337	2912045	1210657	25154
1980	970387	578327	8522	3081372	1202005	13091
1981	973518	566425	7153	3122190	1114355	10668
1982	1006104	566469	6649	3305140	1066652	9513
1983	985224	519356	5076	3334031	998237	7340
1984	1059246	584207	8201	3300412	1077966	12111
1985	1141599	658644	9069	3707354	1448719	14423
1986	1180806	671903	6540	3907111	1461270	9821
1987	1183160	689016	1479	3978028	1551920	2754
1988	1111187	645097	2778	3734832	1416692	5660
1989	1032072	590230	7197	3522747	1348095	18794
1990	974537	562411	47071	3099508	1170516	68417
1991	710278	294323	25923	2740484	576338	39425
1992	585699	219062	29907	2139631	382376	56670
1993	647728	208191	41320	2706373	362663	77999
1994	613154	185414	33437	2476998	335530	68671
1995	503837	147007	21992	1804310	275749	47111
1996	476205	136137	24358	1696930	277265	47176
1997	451871	121337	20425	1587146	265524	44577
1998	575080	156670	37566	2426461	359538	81209
1999	549630	180788	18770	2313142	474394	43849
2000	632523	224016	27623	2434639	493867	59027
2001	333308	98946	8484	1254582	212751	17177
2002	441712	122861	11703	1850384	274720	24413
2003	483151	157692	14147	2006867	346200	28772
2004	465015	165306	12156	1865434	360589	25262
2005	509706	197216	17462	1970041	442988	32678

2006	499473	202357	17421	1917395	442845	34184
2007	536212	230080	18901	2019712	518088	37246
2008	605320	254957	21922	2235520	587447	42246
2009	587770	259204	23619	2101606	583796	46656
2010	586241	261696	15513	2020217	559032	29098
2011	647568	327471	18541	2173034	755166	35152
2012	663633	351359	19815	2151692	811746	38551
2013	701794	399680	20914	2157175	881375	40473
2014	735650	425314	26480	2195883	922513	48862
2015	816067	485530	29314	2394205	1036383	52748
Total	35817071	18263828	862340	119753605	38861197	1598019

Source: Statistical Yearbook of the SRM (1962-1991) and Macedonia (1992-2016). Calculated by the author.

Figure 1. Numerous movements of tourists from R. Bulgaria to the R. Macedonia, 1961-2015

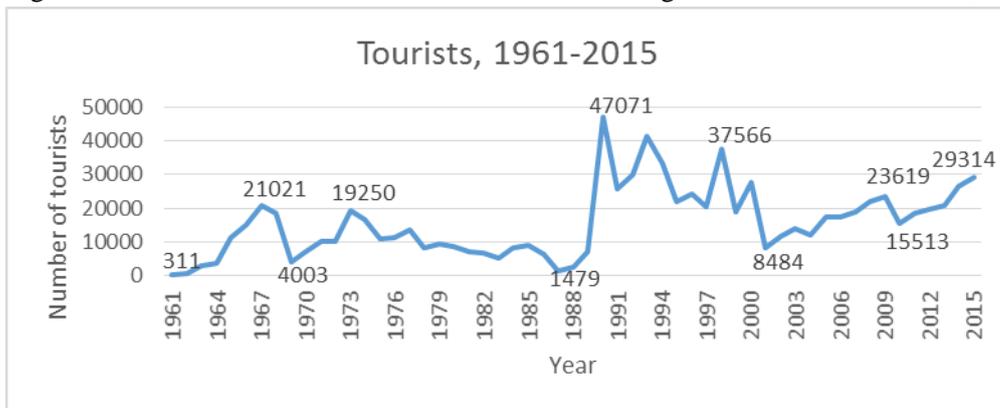
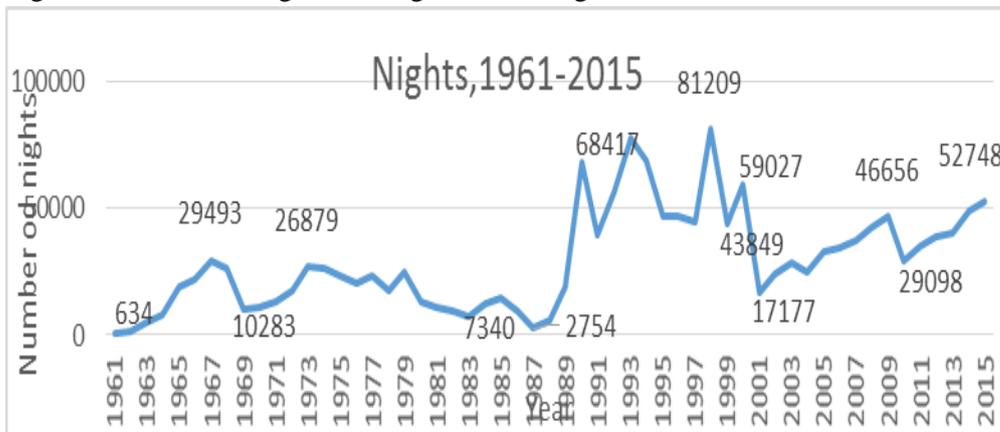


Figure 2. Number of nights moving from R. Bulgaria to the R. Macedonia, 1961-2015



During this period, travel was mostly organized through travel agencies from both countries. The most frequent destinations for tourists from Bulgaria were: Ohrid, Struga, monastery St. Naum, Customs, Oteshevo, Pretor, Dojran, Skopje, Mavrovo, Popova Shapka, Krusevo, Pelister, Katlanovska Bath, Debar Baths, Bitola and others.

During the whole mentioned period, tourists from Bulgaria were far fewer than other foreign tourists (the Serbs were the most numerous tourists, followed by tourists from other regions Croatia, Greece, Slovenia, Bosnia and Herzegovina, the Federal Republic of Germany, the Netherlands, Montenegro, the United Kingdom, Italy, etc.).

Figure 3. Numerous movements of tourists from R. Bulgaria to the R. Macedonia, 1961-1990

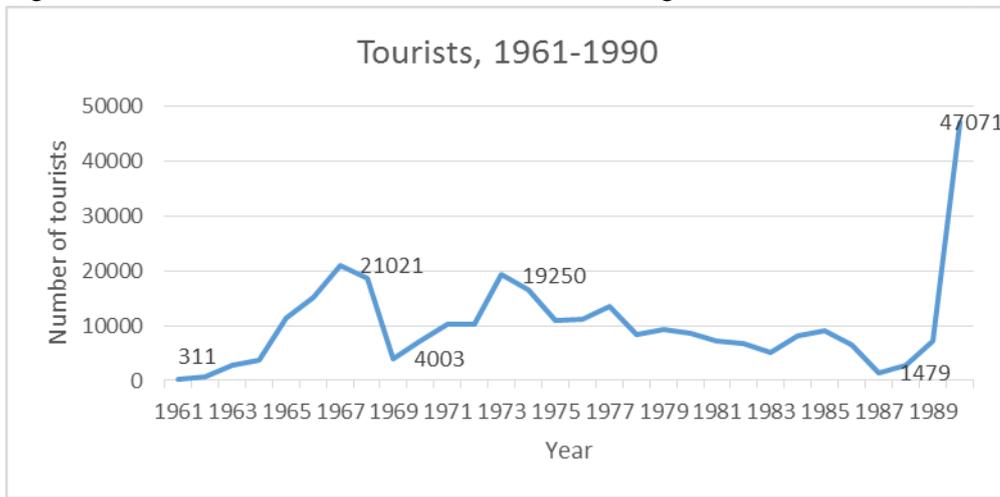
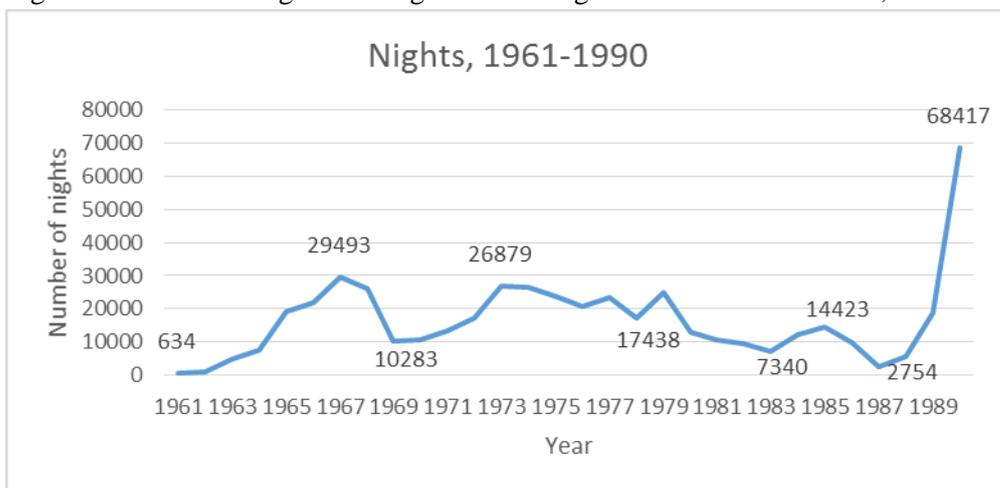


Figure 4. Number of nights moving from R. Bulgaria to the R. Macedonia, 1961-1990



Third tourist period (from 1991 to present)

The third tourist period began in 1991 after the dissolution of SFR Yugoslavia and the proclamation of independence of the Republic of Macedonia on September 8, 1991.

In 1991, the number of tourists from Bulgaria who visited Macedonia was 25923 people who had 39425 overnight stays with an average stay of 1.5 days. From Table 1 and Charts 5 and 6 we can notice that from 1991 to 2001 we registered significant fluctuations in the downward trend in the tourist visit and stay of Bulgarian tourists in Macedonia, which is due to insufficient tourist organization, promotion and offer from both sides, but also of the internal military conflict in the Republic of Macedonia. Macedonia, which caused a decrease in tourists. Thus, in 2001 the number of tourists from Bulgaria dropped to 8484 who had 17177 overnight stays, with an average stay of 2.0 days.

Already since 2002, the tourist visit and stay of Bulgarian tourists in Macedonia has been more organized and has been growing continuously, with a small exception, and caused by a tourist tragedy. Namely, on September 5, 2009, the tourist boat "Ilinden" (an old German ship, which was adapted as a tourist and transported 74 passengers and was registered for 43) is flooded in Lake Ohrid. The ship suffered a major accident and drowned - 15 Bulgarian tourists were killed. In 2009, the number of tourists from Bulgaria was 23619 who made 46656 nights, with an average stay of about 2 days.

As the result of the tragedy next year, the number of tourists dropped to 15513, which also made 17,117 overnight stays with an average stay of 2.0 days. After 2010, the number of tourists from the Republic of Bulgaria who are staying in the Republic of Macedonia is constantly increasing. Thus in

2015 the number of Bulgarian tourists in Macedonia is 29314 with 52748 overnight stays with an average stay of 1.8 days.

The most frequent tourist destinations visited by tourists from Bulgaria are the cities, the villages, the lakes, the baths, the mountains, but there are also hunting, fishing, gastronomic, cultural and sporting events. Overall, Macedonia is an interesting tourist destination for tourists from Bulgaria.

This trend of growth of tourists from the Republic of Macedonia. Bulgaria towards R. Macedonia is a result of mutual promotion and support and tourism as a branch that brings together and economically promotes.

Figure 5. Numerous movements of tourists from R. Bulgaria to the R. Macedonia, 1991-2015

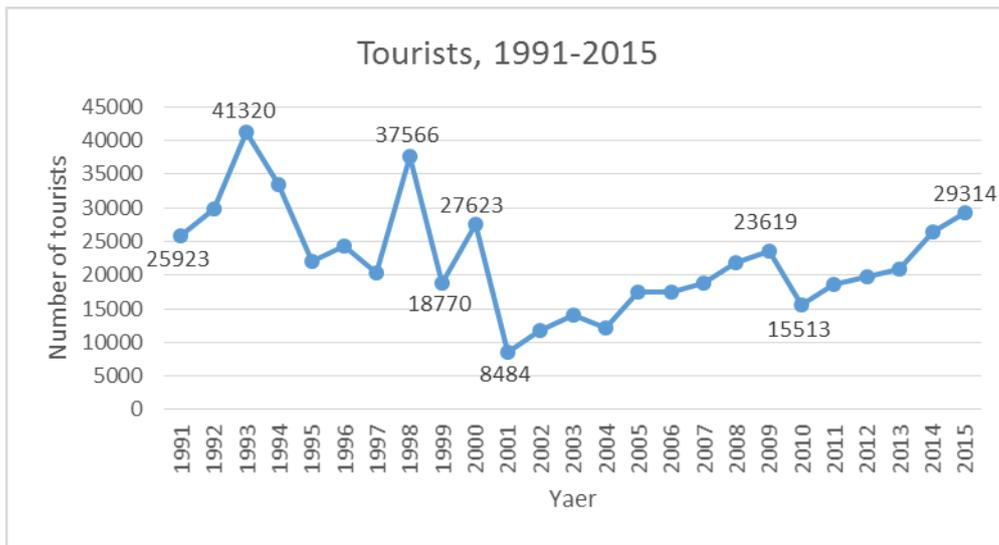
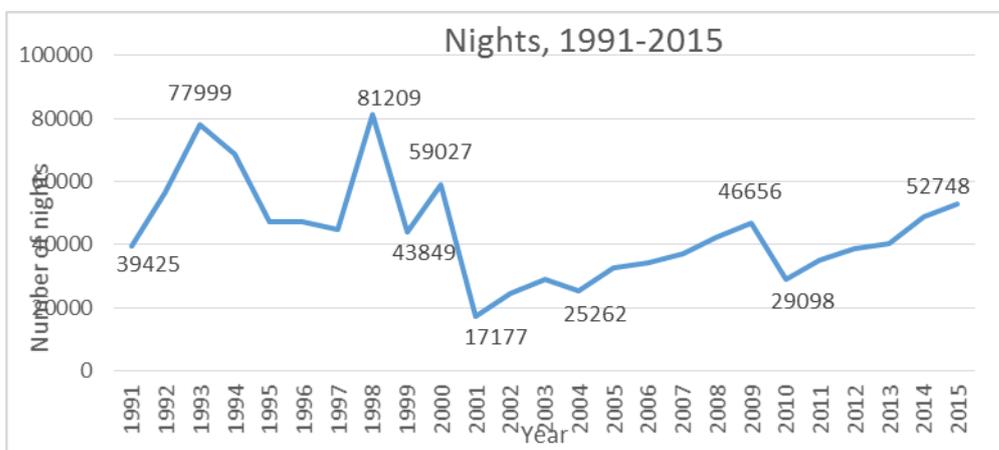


Figure 6. Number of nights moving from R. Bulgaria to the R. Macedonia, 1991-2015



Conclusion

Tourism as an economic activity can contribute in linking the two countries and peoples. Travel facts presented evidence of the mutual cooperation between the Republic Bulgaria and R. Macedonia, which has a long tradition. To extend and increase tourism cooperation requires well-designed tourist offer and promotion of the two countries. In addition to talking this work, but the idea of exploring the tourist movements in the Republic of Macedonia to the Republic of Bulgaria. Research that can reveal many unknown things that will initiate cooperation posodrzhajna firmer grounds.

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