

## Marketing Promotion of Tourism for Natural Values in Mavrovo National Park

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### Abstract

*Protected reserving nature and values thanks to it remains one of the biggest challenges great for man in the future. With rare beauties, source values and natural aesthetics as well as diversity of plant and animal species, historical cultural heritage the territory of the Mavrovo National Park is one of the most special locally and beyond on the Balkan Peninsula. In addition to the territory there are numerous attractive tourist landscapes and ambiental values which together with the cultural and historical heritage enrich the tourist offer of the park. The tourist values of the National Park have been enriched and completed with the numerous accommodations and related tourism infrastructure that has been built in order to meet the traveler's needs. According to the Spatial Plan of the Republic of North Macedonia the National Park Mavrovo has a national and international tourist significance. Therefore, the authors consider it necessary to design a tourist development for the area which will improve the competitiveness of the demanding tourism market and to keep the importance of the region for the tourists. For this purpose, the authors made the projections by analysis which was made on the basis of the current*

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*situation in terms of sustainable tourism development. This approach should enable sustainable tourism management for the protected area and it will allow increased general economic development where tourism will be the main instigator.*

**Keywords:** National Park, landscapes, development, planning, values, sustainable tourism

## **INTRODUCTION**

The creation of protected areas is intended to ensure the preservation and preservation of the environment. However, due to self-financing constraints, many protected areas are turning to tourism as a source of income. Tourism is thus valued as the key to obtaining additional financial resources for the management of protected areas and finding alternative resources for local people living in or around those areas. Evidence from Mavrovo National Park. In this way tourism as an economic activity strengthens the links between local institutions and natural heritage. Tourism in the modern world as a profitable activity is largely attributed to the destination approach and successful management. Tourism marketing is a weak spot in this region despite the large number of tourism projects by the Municipality of Mavrovo and Mavrovo national park. There is a need to develop local tour operators to help make tourism more attractive and quality with the help of international operators, which will offer accommodation packages and offers to visit natural attractions in order to develop tourism in other tourist sites throughout the premises of the Mavrovo National Park.

## **THE ROLE OF MARKETING IN TOURISM**

Marketing in tourism is considered as an important tool for tourism management. There are no quick solutions in tourism marketing (\*Koteski, J. & Jakovlev, Z. 2014), so the first marketing step to be taken by the Municipality of Mavrovo and Rostuse, Mavrovo NP and Mavrovo Ski Center is to create awareness of the local population about the Mavrovo region's tourism capacity so that domestic and foreign tourists can stay throughout the year throughout the region, not just

seasonally, to increase the number of tourists and their sustainability. It involves carrying out a long-term campaign focusing on the natural beauty tourism and cultural-historical heritage of the region, and it should be planned and professionally implemented by all parties, both private and local. With the improvement of marketing, most tourism businesses can succeed with greater participation in this lucrative but fragmented industry. There is a small number of tour operators in the Mavrovo region that promote the region as an attractive tourist destination for tourists. It will be much more effective for the Mavrovo region to join in the relevant large overseas marketing campaigns and strive to maximize its tourism presentation through them, demanding large tourism marketing campaigns. It is therefore recommended to provide marketing funds, but spend them in partnership with organizations that already have tourism marketing capacity and as a result of the tourism sector this region will become an increasingly competitive tourist destination. A key factor in determining the international competitiveness of tourist destinations is their ability to develop appropriate marketing strategies (\* Koteski, J. & Jakovlev, 2014). Every segment of the industry depends on marketing to retain its share of tourists. Marketing in tourism has long been regarded as a branch of traditional marketing; in recent years, marketing in tourism has undergone fundamental changes: the pursuit of global strategies based on strategic alliances, the breakdown of commercial boundaries and advances in new technologies make it easier for everyone to trade. of tourist products. Competition within the travel and tourism industry continues to be fierce with airlines, tour operators and destinations employing new and innovative marketing techniques in an effort to grow the business. Tourism as an economic branch in this region is a key leader for economic development. Promoting the destination of Mavrovo by sending new articles to local and national newspapers and television stations is very important, and providing sponsors for tourist events and festivals to attract different tourist groups in and out of the country, to create tour operators, and transport companies in collaboration with local tour operators and work with them to promote tourism marketing throughout the Mavrovo region.

## **PROMOTION IN TOURISM MARKETING**

Tourism promotion covers activities aimed at attracting buyers to a particular area and persuading them to purchase certain products and services in the place where the tourist resides, as well as on his travels (\*Panov, N,&Talevska, M.2013). The main promotional activities in tourism are tourism propaganda, product sales and services and public relations. Promotion is a way of communicating to attract tourists to a particular area such as Mavrovo. The policy of promotion of tourism organizations must be developed into a marketing oriented policy so that supply will be determined by demand. The first task of promotion in tourism is to bring buyers to the place where the tourist product is sold and to demonstrate products that can only be used there. When the tourist has already chosen the place of use of the service the other possibilities should be mentioned. It has a special role to play in tourism propaganda as an instrument to raise funds and to promote promotional tourism activities for the tourism offer of the natural and social values of the Mavrovo region, ie international leaflet guides for major tour operators containing travel programs to a specific tourist destination that is Mavrovo. Promotional tourism activities require significant investment by central and local government and the private sector due to competition from other tourist sites in the country and the region. The Mavrovo resort is already attractive throughout the Balkan region, with Zare Lazareski Ski Resort, Mavrovo Lake, Radika River and other natural and social resources, but to become popular it needs to understand a better way of tourism management and quality of tourist offer.

## **PROMOTION OF NATURAL TOURISM FEATURES**

Natural values are phenomena and objects in nature, which have the capacity to attract tourists. It depends on the quality of the space (wealth of tourist values) whether a particular area will be visited by tourists, to what extent it will be visited, at what time of year and what economic effects will be achieved. The natural values are a reflection of the geospatial area and, by origin, are divided into: geomorphological (relief), climatic, hydrographic, biogeographical and landscape (\*Marinoski, N, 1992). The total number of previously known vascular flora species in the territory of NP Mavrovo is rounded to 1,435 species,

out of which 404 species and subspecies are included in the category of medicinal plants (\*NP Mavrovo). The territory of the Mavrovo National Park, within the Republic of Macedonia, is a native area where numerous ore-tundra (arctic mountain) and northern (boreal) floristic elements are developed (\* Mavrovo Protected Area Revaluation Study Skopje, 2011). Natural values in the Mavrovo region are: Mavrovskoto Ezero, Radika River, Duf Waterfall, Sharkova Dupka Cave, Lake Small Boat, Bachilski Kamen, Lokuv, etc., Deep River Waterfall, and a number of groundwater springs and glaciers, (\* MoEPP, Biodiversity and Landscape Diversity Survey, Skopje, 2016). Mavrovo Lake is set up by artificial partitioning of the Mavrovo River at the exit of the Mavrovo plain (\* Geographical Views, Book 28-29,1991). Besides fishing on the lake there are camping opportunities, walks and so on. Mavrovo Lake or reservoir is an anthropogenic hydrological facility, which man built for his own needs. It was built in the valley of the same name, at the entrance of the Mavrovo River in the Mavrovo Valley, in the immediate vicinity of Mavrovi Anovi. It was built in 1948, and the use of reservoir water has been in operation since 1957. The maximum depth of the reservoir is 50 m, the surface of the lake mirror is 13.3 km<sup>2</sup>, and it contains 37 \* 10 m<sup>3</sup> of water. Lake Mavrovo is fed by water from the immediate catchment area of 92 km<sup>2</sup>, and river flows that flow directly into the lake, such as: Leunovska, Nikiforovska, Gornokraшkaka or Mavrovaska River, Kakachka River, then from the waters of Upper Radika, Shtirovica, Brodecka, Krakornicka, Bogdevska, Vrbenska and Adjina River), with a total catchment area of 321.5 km<sup>2</sup>, from the Shara waters (Novoselska, Ulivericka, Kamenjanska, Jelovska River, Mazdra), totaling 5 km<sup>2</sup> on Belichica River with total area of 19.6 km<sup>2</sup>. Mavrovo Lake waters are mainly used for electricity production, but also for irrigation, tourism and fishing. Radika River - as a source of Radika River is a smaller watercourse that forms northwest of Golema Vraca peak, at an altitude of 2,260 m. The actual or maximum length of the Radika river flow is 64.7 km, and the shortest or minimum length of the river flow, measured in a straight line, is 49.5 km (Vasileski.D, 2011). The river network in the Radika Watershed comprises all surface watercourses (continuous, periodic and intermittent), the total length of all the watercourses in the Radika Watershed is 763.4 km. The river network depends primarily on the geological structure, the hydrogeological characteristics and the basin tectonics, the morphology of the terrain,

the total fall of the river Radika from the source to the estuary is 1,773 meters and with this fall Radika has the largest total river flows in the Republic of Macedonia decline. Radika has clear, clear and cold water with a dark green color due to the calcium carbonate in it. The Radika River valley is one of the most attractive and most picturesque canyon valleys. The river canyon is several million years old and flows between the Bistra and Stogovo Mountains to the east and the Korab and Deshat Mountains to the west. The river Radika is the only river bifurcation in Macedonia that supplies water to the two Adriatic and Aegean basins. With canals some of Radika's water is carried to Lake Mavrovo and filled with water, and with underground tunnels in the Vardar River. The Duf-waterfall is located in the bosom of Rostuska Mountain, 20 minutes from the center of the village of Rostushe, at an altitude of about 1500 meters. From the village of Rostusa to the Duf waterfall there is a path that facilitates visitors' access to this natural rarity. Locals say the metro climate here and here, in the summer, the temperature does not change the 18 degree limit. Carkova Hole Cave - located in the village Mavrovo near the winter tourist center, the cave pearl is located in the immediate vicinity of the last houses of the village. There is a 10-minute walk to the entrance to the built path and staircase. Sharkova Dupka Cave, open to tourists, is protected by an iron door and lattice, decorated with semicircular metal stairs and fully illuminated with spotlights, about 18 meters wide and 25 meters long. In the lower part of it there is an opening which leads to two more cave halls but due to lack of funds needed for their adaptation, they are still inaccessible to tourists. The cave was discovered more than three decades ago by locals who were then afraid to enter it. The cave is open for visiting organized groups and is an ideal location for organizing educational excursions.

## **CURRENT STATE OF TOURIST CAPACITY**

Construction of accommodation began in the period between the two world wars, and the first tourist buildings were built in the Mavrovo valley (\* PINP Mavrovo-v. Mavrovo), more precisely in the village Mavrovi Anovi. In 1937 the first tourist home was built with 70 beds with means approved by the Badova, and in 1939 there were three private villas with a total of 25 beds, by the end of this first phase in Mavrovo there were 125 beds in total (\* Stojmilov, A., 1983 ). Galichnik

got its first hotel in 1935, with no accommodation rooms, but only with cafes, entertainment rooms, and in 1939. The first villa was built with 8 rooms and 32 beds. By the end of 1980 a total of 19 accommodation facilities were built, of which 2 hotels, 2 motels, 6 resorts, 1 ski resort, 1 children's resort, 1 overnight stay and 1 mountain home, with a total of 1331 beds. There are 4 resorts on the territory of the park today which compared to 1980 when there were 6 resorts the number of this type of accommodation has decreased. With other accommodation facilities hotels and motels have increased the number of hotels to 13 hotels with 3 to 5 stars and two motels. On the shore of Lake Mavrovo there is a camping site providing tourist accommodation services, but it needs to be equipped with an appropriate campsite infrastructure to European standards, therefore it is necessary to build professional camps in Mavrovo and Reka for recreational tourism by side of PINP Mavrovo. Other types of accommodation for tourists in the Mavrovo region include over 350 unregistered private facilities that provide accommodation services, mostly during the winter tourist season, and for other alternative types of tourism are also issued in summer. The Mavrovo Information Tourist Center cooperates with about 20 owners of private accommodation facilities that offers the info center for tourists arriving and seeking private accommodation. Besides accommodation facilities for tourists there are other spatial resources that they can use for new forms of accommodation with appropriate reconstruction and renovation of existing facilities. On the territory of the park there are a total of 49 catering establishments with 4425 chairs, among them are hotel restaurants, cafes, nightclubs, discos, inns, inns and more. Catering should focus on restaurants with traditional cuisine that characterizes this region as well, thus promoting rural tourism with locals' offerings as traditional cuisine with ready-made tourist products for tourists visiting the villages in the region.

## **TOURIST TURNOVER AND ATTENDANCE**

As a result of the wealth of cultural and historical monuments, this region's natural values are an attractive tourist destination for various types of tourism. Visits are increased during the winter due to winter recreational activities (skiing), as well as during public holidays and traditional events held in the territory of Mavrovo. According to the

charts, the number of domestic tourists in the period 2000-2012 decreased from 19,471 in 2000 up to 12,384 tourists, and from foreign tourists increased from 3,642 in 2000 to 9,604 in 2012. In terms of the number of months visited, January and February are the months with the highest tourist turnover and the highest number of tourist arrivals, compared to April and May. This data indicates that international promotion of international marketing actions should be undertaken. Out of the total number of analyzed period, the share of foreign tourists is 32.1%, while the share of domestic tourists is 67.9%. We can conclude that the majority of foreign tourists are from the Republic of Albania (31%) and the tourists from the Republic of Kosovo (12%), and 57% are tourists from other Balkan countries and other European countries Netherlands, Germany , France, Italy, Turkey UK and others. The number of overnight stays of domestic and foreign tourists for the period 2000-2012 is 459,169 overnights, with 334,117 or 72.7% of the total number of nationals, while foreign tourists with 125,052 nights or 27.3% of the total number of tourists.

## **PROJECTIONS AND FORECASTS OF TOURISM DEVELOPMENT**

Using the forecasts and projections from the spatial plan and the rate of increase of the number of beds by 2020, ie 5000 beds in Mavrovo-Debar region, against the existing number of 1259 beds in NP Mavrovo, projected number of beds up to 2100 beds within the boundaries of the park by 2030, ie to increase the number of beds by a total of 841 beds, this is an increase in tourist supply capacity. With respect to the total projected number of 110,000 beds by 2020, in all types of accommodation facilities in the country, the projected number of beds in NP Mavrovo takes 19% share. Regarding the total projected number of 1,500,000 domestic tourists by 2020 in the country, the projected number of tourists in NP Mavrovo by 2030 will take part by 26.7%. Total projection for all categories of tourists for the period of 17 years (2013-2030) is 537557 tourists, or annual average of 31621 tourists. In order to achieve this kind of tourism development by 2030 it is necessary to continuously improve the strategies for tourism development in the Mavrovo region. In the following period, it is obligatory to upgrade the existing tourist facilities, localities and spaces, as well as to promote the tourism offer appropriately, in the



mandatory activities of the Mavrovo Park and the Municipality of Mavrovo and Postushe for the period until 2030.

## **TOURIST ZONING OF NP MAVROVO**

The systematization of tourist spatial units has been performed on the basis of grouping tourist sites with different potential values and significance into large spatial units-zones, which are needed for easier coordination of the tourist offer of the park. Eight tourist zones with 34 tourist sites have been defined, of national and international importance for tourism development. Based on the natural and created factors for tourism development in the park, Casco and the resources and degree of activation of these areas in the tourist zones and localities. The following types of tourism can be developed: mountainous, natural heritage, sports recreational, cultural-heritage, weekend picnic, rural, manifestation, speleological, congressional, monastery, fishing, transit etc. Mountain tourism in Mavrovo takes place both in winter and summer, through more tourist activities climbing, hiking, waterfalls, paragliding, cycling and more.

## **CONCLUSION**

Tourism as an industry is more dependent on a healthy and clean environment, since only a clean and unpolluted environment can be the basis for successful tourism. Tourism is a major user of the natural and anthropogenic resources in the Mavrovo region, as almost all tourism activities are based on the use of the environment and therefore adversely affect the natural beauty and social resources. So the concept of tourism sustainability should be a balance between the environment, the socio-cultural, the economic component and the satisfaction of tourists, and to help find the optimal form of tourism development without degrading natural resources, space saturation and threat to the environment, and then the future generations will have to provide the pleasure for the special experience of the tourists in Mavrovo as an attractive tourist destination in the country. The main objective of sustainable development is to improve the quality of the environment and meet the needs of the population in a way that does not endanger the environment and retains the right of future generations to live in protected areas such as Mavrovo. The tourism industry is developing

new green programs, and governments are creating new laws to encourage sustainable tourism practice. The capacity of the Mavrovo region, we can conclude from the above, can be considered as the third tourist region in the country. The structure of the Park offer today is based on two main tourist zones: Zare Lazareski Ski Center as the largest and strongest element of attraction and concentration of the hotel offer around Lake Mavrovo, and social tourism features. It enables it to use it as a tourist facility for the economic development of the entire Mavrovo region.

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