

TOURISM IN FUNCTION OF DEVELOPING MAVROVO AS MOST PROTECTED AREA IN MACEDONIA

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Abstract

Tourism development in Mavrovo is based on the optimal use of tourist resources for which tourism has particular importance because its developmental potentials are remarkable. It is a factor of socioeconomic progress by accelerating economic, social and cultural development.

Inclusive tourism planning enables evaluation and use of the resources in a sustainable way both in the natural and cultural spheres. Mavrovo is characterized by the presence of typical configuration and widespread natural values that enable it to acquire credentials of protection of the highest rank in the country.

In addition, there is a significant cultural, historical and ethnographic heritage. Such complexity suggests that the development of tourism should rely on the use of authentic values. They should be the basis of the tourist offer and the creation of recognizable tourist products which in the performance of the tourist market will have successful acceptability for tourist clients from the country and abroad.

Key Words: *tourism, development, protected areas, Mavrovo, planning*
JEL classification: Z32

Introduction

Tourism in Mavrovo has been identified as one of the main activities in the adopted documents related to its socio-economic development. Considering that it can activate the potentials in a sustainable manner and accelerate overall development, it is a major concern of the involved stakeholders from tourism policy, tourism industry, cultural events and

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institutions, protection of the environment, as well as local population. The interest is seen in the benefits of municipality and local communities, and particular sites and objects.

Therefore, the approach in this research is to present the level of tourism development through the prism of the realization of projects and planning forecasts, the normative regulations that enable the Municipality to achieve its developmental goals on different levels. The strategic approach allows determining activities that will contribute to income increase through improved tourist development. Municipality contribution in the process of inclusion of different sectors that constitute tourism as socioeconomic activity is identified as practical and innovative approach in the municipalities of Mavrovo and Rostuse. The Municipality is located in Polog Region which, along with Vardar, Southwestern, and Northeastern regions, is included in the developed Registers of potentials for rural tourism development, as result of UNDP-MLSRM Project for Innovative solutions for improved access to services at local level (UNDP-MLS, 2016). Based on cumulative results obtained by the best assessment of the areas that enabled prioritization and ranking of zones for rural tourism, zones for rural tourism development were identified and mapped, which makes the outcomes of the research in these regions (Nestoroska et al. 2016).

The perception of strategic goals and the possibilities for realization are based on the current trends and the conditions for development. Attractive and receptive resources in this area are starting point for improved tourism development, as well as the Status of Mavrovo as Protected Area: Category II (National Park), since the proclamation in 1949. (National Park Mavrovo, 2018). Therefore, the potentials with an attractive and receptive character and the need for destination management that will encourage and synchronize the stakeholders relations that occur in this spatial area should be established as developmental goals for Mavrovo. Developmental opportunities are again the basis for the forecasts, their classification and adoption of an action plan that should be implemented within the next period.

Starting point for strategic approach to tourism development

The starting point for tourism development in Mavrovo is the need for a strategic approach to development. Namely, such approach enables to determine the developmental priorities of the Municipality in the field of

tourism. It will contribute to new findings which will be the starting point in planning and establishing sustainable development projections. The preparation and implementation of the research were approached by determining the necessary components for its realization.

The assessment of current situation encompasses the characteristics and relations that are relevant for tourism development and had influence to development of the Municipalities of Mavrovo and Rostuše as part of the Polog Region. It encompasses the perception of the development through the parameters used as values. According to Nestoroska, (2012), with the presence of different natural and cultural values, tourism development should be base for the creation of competitive tourist offer of the Municipality.

The strategic planning of the Municipality's tourism development is the starting point of the analysis of the local self-government management (Municipality of Mavrovo and Rostuše, 2018). The development of tourism in the Municipalities of Mavrovo and Rostuše should be oriented on a long-term basis with planned activities for optimal use of resources. On the territory of this Municipality, tourism is a recognizable activity, not only in the period from its formation to date, but it should be said that it has roots in the historical context.

This municipality belongs to the group of municipalities or tourist destinations which are designated as the most attractive in the Republic of Macedonia. The tradition, attractiveness and emphasized diversity represent the basis of tourism in both qualitative and quantitative sense, and it is constantly upgraded. Hence, the intention is to make the research innovative, and the measures and implementation activities operational and rational.

Municipality orientation for increased level of tourism development results from the need for strategic approach to this issue and adoption of strategy for tourism. Such strategic approach is due to the attractive characteristics that are of particular value in this region where natural and cultural attractions have the highest level of protection (Marinoski, 2012).

Good communication connections, supply of accommodation facilities, catering services, communal infrastructure and infrastructure facilities are also in the function of tourism development. The need for strategic

orientation is also based on the positive development policy that is lead with regard to the positive treatment of tourism by the local autonomy.

The fact that encourages is that the Municipality and the Local Economic Development Department are highly dedicated to the realization of the efforts for tourism to be one of the priority activities (Municipality of Mavrovo and Rostuše, 2018). In fact, their ambition and enthusiasm are confirmed by the pronounced need for adopting a development strategy in the field of tourism as the most important factor of the Municipality activities. The optimal use of tourism resources emphasizes this need.

The research on the tourism development of the Municipality of Mavrovo and Rostuše for the next ten-year period provides, on a long-term basis, planned forecasts that enable perception of the potentials and projection of optimal use of resources in the function of tourism development. On the territory of this Municipality, tourism is a recognizable activity, not only in the period from its formation to date, but it should be said that it has roots in the historical context. In the past period, tourism was taken as one of the priority activities (Programme for support of local economic development of Municipality Mavrovo and Rostuše, 2014), but since it is a complex and heterogeneous developmental opportunity, perspectives that were not realized have remained. In this regard, the research should enable the promotion of tourist valorization of new contents, promotion of promotional activities, accessibility of the tourist offer to the tourist demand and development of human potentials.

Methodology of tourist resources research in function of strategic development planning

The choice of methods within the methodology of elaboration and implementation of the research encompasses several approaches that should enable a well-resolved solution to the tasks being set. It should provide a qualitative and quantitative realization of the tasks set out in their description. This enables identification of problems and an optimal way of resolving them. Problem solving is based on the design of guidelines that lead to sustained results. The application of different methods stems from the complexity of tourism. It should not be treated as a commercial branch, but as an activity in which catering branches, traffic, trade and service crafts have a basic development role. The research results are obtained within the framework of the primary research methodology through evaluation of the attitudes and opinions of

involved stakeholders. In a methodological sense, research on the development of tourism relies on secondary research. In doing so, relevant indicators are published by the State Statistical Office, the Ministry of Economy as a line ministry, the Employment Agency and the National Bank of the Republic of Macedonia. Also, the main source relevant indicators is the Local Autonomy which has data in the field of this activity. They can be published in the form of newsletters, reports and other publications.

The description of the task in the preparation of this research on the development of tourism is actually a requirement of an appropriate methodology. Although it has only an indicative character, the descriptions aim to reflect the frameworks in which this strategic document can be applied. Hence, the method of description is used in the context of the activities that need to be undertaken to achieve a level that allows the research to be respectable and conducive. Recognizing the problems and anticipating the possibilities for their resolution are of imperative nature. The resolution of the problems is based on the design of the guidelines leading to the contemporary results, which the Municipality of Mavrovo and Rostuše strives for in the development of tourism.

Good practices serve as models to which the development of tourism in this environment should strive. Designing the ways of their application in this tourist destination is related to the understanding of the conditions in which it is realized and their comparison with the potentials that are present in this area. It involves the application of a comparative methodology that allows determining the positive circumstances that will contribute to the sustainable development of tourism. Through the application of this approach, the experiential effect that exists in the creation of policies in this activity will be realized, whereas the research will be the basic document for realization.

The appropriateness of the methodology implies the analytical identification of the developmental parameters and their systematization. On the basis of them, we come to the conceptualization of the tendencies and directions, i.e. the realization of the set goals. In this regard, indicators of the volume, dynamics and structure reflecting the movements in the past, the situation and the tendencies in the next ten-year period are an important place. The analysis refers to perceiving the needs for changes and improvements in terms of developmental parameters.

In order to structure the developmental base in the next ten-year period, it is necessary to conduct tourist valorization of the available values. It refers to the spatial values, organizational assumptions, the attractiveness of natural and anthropogenic resources, the receptivity of the capacities and the utilization of human potentials.

The analysis of the values of the spatial position allows to perceive the relations with the environment and to find its place in the spatial relations with the emitive spheres of tourism. The transitivity of the geographical position is also tourism value, and enables the travelers who are in transit to stay in this tourist destination. But also its geographical position is a value that allows accessibility of tourists from different spatial units. Particularly important is the attitude towards emitive spheres and competitive tourist destinations.

The institutional setting of tourism implies its organizational value at all levels. It refers to the structure of tourism and its location at local, regional and national levels. In this regard, it is especially important to perceive the management of the tourist destination and the responsibility in the creation of tourism policies. Marketing activities and promotion of tourism is a field of analysis through the prism of the responsibilities of the levels of its setup from local to national level, but also in the sectors that determine the activity in the business sector, the tourist organization in the governmental and non-governmental sector, i.e. association with and without tourist predecessor. The level of networking of all stakeholders is one of the important components of tourism development. Based on this methodological approach, the knowledge about staffing and the inclusion of appropriate personnel in the implementation of strategic measures and activities is obtained. It refers to human resources and employment and quality of services. The analysis of current situation leads to identification of the conditions that determine tourism development. It encompasses the phenomena and relationships through indicators of qualitative and quantitative character, perceiving the tourist potential in terms of interaction between different factors within the municipal framework and outside of them. Such analytical approach understands identification of the conditions of the accommodation capacities in the municipality as well, allowing the future needs defining in this sense, both from the perspective of types and quality of services.

In addition to the methods that enable the optimal activity realization, especially in the domain of the research approach, it is necessary to

adhere to certain principles in the preparation of the strategy. This implies the need to scope established activities that should necessarily apply the contribution of such a document.

Values assessment

Assessment of the values refers to the qualitative and quantitative developmental parameters in the Municipality of Mavrovo and Rostuše. The quality of the road network is one of the main factors in the development of tourism in the Municipality. In order to be able to perceive the characteristics of road connectivity, it is necessary to analyze it within wider frames of the Municipality, because the connection depends on the traffic environment. Road network conditions of the Polog region, where the Municipality of Mavrovo and Rostuše belong, are presented in the table, having in mind that this communication is dominant.

Table1: *Local road network in km*

Road network 2017										
Space	State and region									
	Total	Total in %	Asphalt and cube	Participation in %	Macadam	Participation in %	Ground	Participation in %	Unspecified	Participation in %
Macedonia	9733	100	5232	53.76	807	8.29	2558	26.28	1136	11.67
Polog region	1502	100	989	65.85	113	7.52	252	16.78	148	9.85
Municipality										
Mavrovo Rostuše	187	100	65	34.76	19	10.1%	52	27.81	51	27.27

Source: *Statistical Yearbook of the Republic of Macedonia 2018*

The overview (Table1) shows that the average share of asphalt roads and cubes in the Municipality is lagging behind these parameters beyond the average share registered in the Republic of Macedonia and the Polog planning region. This means that it is necessary to improve this plan. Namely, the participation of the asphalt in the Republic of Macedonia is 53.76%, in the Polog region 65.85%, and in the Municipality of Mavrovo-Rostuše only 34.76%. This means that the quality of the road network is not satisfactory if compared with the realization in the Republic of Macedonia and the Polog planning region. However, in view of the other roads there is a precondition because there is a greater participation of the earth and unspoiled roads that are marked as an opportunity for asphalt improvement. It is especially important that part of these roads can be used as cycling and hiking trails. This situation suggests that tourism has a good basis for development according to the quality of communications. The participation of the macadam road network is modest, which confirms the previous position regarding the quality of the local road network. However, the space for promoting such communication is primarily in the restructuring of the earth's roads (a share of 27.81%, compared to a share of 27.27 % for unspecified ones). It should enable them to be transformed either into asphalt roads or to be used for tourist recreational purposes. This will raise the quality of the road network to a higher level. The share of unplanned roads is relatively high, so that their use can be the basis for future development benefits.

Biodiversity as a basis for designing the tourism development in Mavrovo

The flora in the Municipality of Mavrovo and Rostuše is characterized by very wide diversity and specific territorial distribution. According to Marinoski (2012), in this area, there are plant species that are characteristic for the Mediterranean and Euro-Siberian regions. One of the most important values of the Mavrovo National Park is the biogeographical elements of the geographical environment. The flora is very rich and diverse. In the Park there are 80 species of trees, which is 30% of all trees growing in the Republic of Macedonia (p.388).

The vegetation can be classified in the following height zones:

- height zone from 600 to 1,000 meters. It is the oak belt;
- height zone from 1,000 to 1,500 meters. Considering that this is a height zone with located settlements, there are agricultural areas and there is beech forest vegetation;

- a height zone of 1,500 to 2,000 m represents a zone in which the upper boundary of the forest belt extends;
- a height zone from 2,000 to 2,500 m is characterized by grassland which is represented as a mountain system and pastures and
- a height zone over 2,500 meters in which the snow cover is maintained throughout the year.

Within the Municipality of Mavrovo and Rostuše, especially Bistra, there are complexes of conifers. They are located mainly in its northwestern part, in the gorge of the Mavrovska River, above the village of Volkovia and Senečka planina. At Senečka planina there is one spacious unit in which the authentic nature is preserved. It is the conifer forest area named Ostrov. This forest is quite inaccessible, and hence it is an element in the geographical environment to which man has the least influence. That is why Ostrov has a great ecological and botanical significance, and, in this context, a great tourist and educational value.

The spruce forest near the village of Volkovia is characterized by a very pronounced beauty. Wolf's Spruce Forest is the oldest spruce forest on the territory of Macedonia (Marinoski, 2012). This means that besides the beauty and recreational features of this forest, it also possesses curiosity tourist properties as a singularity in this geographical area. It meets from the lowest to the uppermost boundary of its altitude.

On the part of the Belička River to Mavrovo Lake, an area of 12 km, there is a fir and beech forest. Due to the proximity to the lake and the availability, this forest has a particularly touristic significance. This significance applies to both the aesthetic and the recreational properties of the forest cover of this area. In the grassland zone there are numerous mountain flowers and fruits that provide herbal tourism activities and pleasant walks. This area also has some relicts and endemic species that are not represented on other mountains in the Republic of Macedonia. Such are the following:

- wild chestnut;
- Javier - semi-grimaceous plant;
- Istar caller - perennial green plant and
- Šarski quarry - a perennial green plant that grows in the crevices of limestone rocks and has very beautiful white flower.

The picturesque world is very rich, and it is represented as high game, as well as low and feathered game. Within the Municipality, a special hunting ground has been fenced and set up. This is the Brezovec Hunting Ground, which is considered to be best established one in the Republic of Macedonia. In this hunting ground, there are facilities that allow the reproduction of the game on the one side, as well as the real enjoyment of the hunting on the other. In most rivers, there are interesting fish specimens that allow fishing activities. There are three different fishing areas only in Bistra made for this purpose: Mavrovo Lake, the Radika Reka, the Mala Reka and the Garcka Reka.

Cultural values as tourist attractions in Mavrovo

Cultural tourist attractions have a significant place in this region and especially in the Municipality of Mavrovo and Rostuše. They are of a sacral and profane character.

The Monastery of St. Jovan Bigorski is very attractive for tourists. Besides cultural and educational significance, this monastery has great historical and artistic significance, as well. It is famous as the monastery that was founded in 1020, on the one hand, (Marinoski, 2012) and for having the aesthetics with wonderful creations contained in the interior of this cultural and historical monument.

In the area of the Mavrovo National Park, almost every village has a church dating from the early Middle Ages. In addition, the Ellen Skok Bridge on the Mala Reka deserves attention. It represents a pedestrian connection between the main road from Lazaropole and the villages on the right side of the Mala Reka.

There are also numerous monuments and memorials from the recent history. The monument in Trnitsa and the monument in Lopusnik in honor of Kočo Racin are the most important monuments. The monuments in Mavrovo, Lazaropole and Galičnik also attract attention.

In the village of Bituse there is a museum of the First Illegal printing house of the National Liberation Army from the period of the 2nd World War. The first Macedonian newspapers, such as *Naroden vesnik*, *Mlad Borec* and *Nova Makedonija*, were printed here.

The architectural heritage of this area presents the typical Macedonian architecture. It is most plaited in the villages of Galičnik, Lazaropole and Janče.

The ethnographic tourist values of this area are emphasized as rarely on the territory of Macedonia. Here, not only houses are distinguished by their specific architecture, but the whole settlements represent a living history of the former life in an economic, social, political, and cultural sense. The houses, viewed individually, are valuable documents for the housing culture, the way and the organization of family life.

Hospitality in the Municipality of Mavrovo and Rostuše as a potential can be emphasized by the excellent specialties. They are recognizable by their quality and traditional ethnographic attractive properties. Based on these values, we can conclude that it is a special gastronomic offer. It should be a factor that will advance catering. The register contains the most important part of the dishes of traditional cuisine. The most common are the following: fresh cake, cake, simit, mixed bread, corn bread, pie, sour cherries, bakrdan, gomleze, Galički sir (type of cheese), stuffed peppers, stuffed cabbage, šekjer pare, baklava, and homemade sour milk.

A good practice of such type of offer is found in the village of Jancevo, where excellent specialties are served. A similar good practice in the traditional gastronomic offer in an authentic setting can be found within the complex of the Monastery of St. Jovan Bigorski. It can be obtained in a separate catering facility as a part of the complex. These gastronomic specialties are often prepared by the locals. This should be understood as the origin of a more active involvement of the local population in the tourism and hospitality of the Municipality of Mavrovo and Rostuše.

Traditional crafts are recognizable in carving and building. It is present in the interiors and exteriors. There is a special recognition of the Mansion House. Woodcarving is enshrined in the ornaments of the Aids, ceilings, and household equipment. The architectural heritage is recognizable by the décor and the roof, i.e. the arrangement of the rooms and the wide verandas. And in this respect, good practice is the restoration of old houses, and animation value is the obvious use of mud as a building material in the village of Janče.

The manifestation activities of the Municipality are closely related to the ethnographic qualities of this area. In this context, of great tourist

importance is the organization of the traditional and very attractive manifestation Gališnik Wedding, characteristic for keeping the tradition, customs and gorgeous national costume. Dolphin Wedding is of similar features. It is a rare combination of multicultural presentations in a tourist destination with mutual respect.

Main tourism characteristics

Tourists visit and stay is the most relevant indicator of the level of tourism development in the Municipality of Mavrovo and Rostuše. Tourism development in this Municipality as one of the rural regions of the country should be in relation to developmental goals or priorities where tourism is identified as important contributor to socio-economic growth of rural areas and villages (Nestoroska, 2017). These parameters refer to its structure related to domestic and foreign tourists. Therefore, tourist flows are analyzed for the period 2011-2017, in order to determine the main characteristics. The period of analysis covers the number of visitors, the number of overnight stays and their dynamics in the analyzed period. They are given both in a table and in a graph. These data are given as the scale and structure in Table 2.

Table 2: *Scope and structure of the number of visitors in the Municipality of Mavrovo and Rostuše*

	2011	2012	2013	2014	2015	2016	2017
Domestic tourists	12128	12384	11488	11220	9861	10179	10015
Foreign tourists	9332	9604	10922	8558	9055	8204	10636
TOTAL	21460	21988	22410	19778	18916	18383	20651

Source: *State Statistical Office of RM, Makstat Base, 2018*

The table overview shows that the total number of tourists in the Municipality in 2017 was 20 651. The number of domestic tourists in this period, excluding the last analyzed year, is somewhat larger than the number of visitors from foreign countries. However, these deviations are relatively small. In the last year, there were 10 651 foreign tourists, and 10 015 domestic ones. This means that distribution is almost the same. The dynamics of development is presented through the base index. These indicators are given in Table 3.

Table 3: *Dynamics of tourist visits*

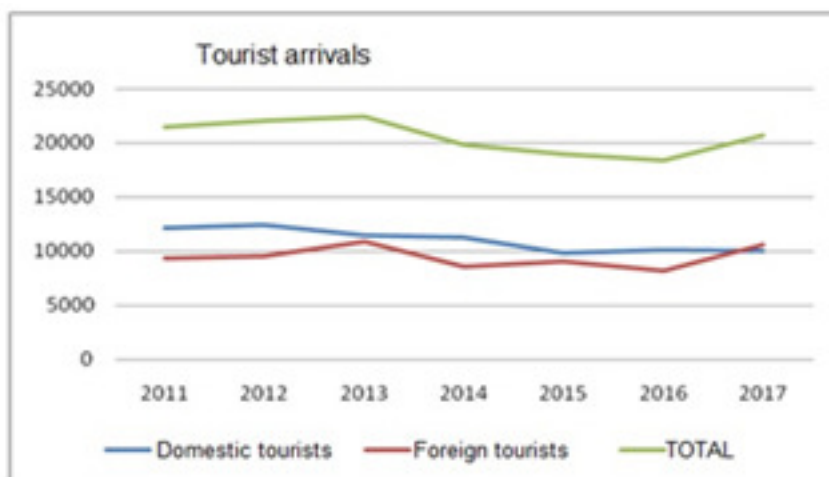
	2011	2012	2013	2014	2015	2016	2017
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Domestic tourists	100	102	95	93	81	84	83
Foreign tourists	100	103	117	92	97	88	114

Source: *State Statistical Office of RM, Makstat Base, 2018*

Table 3 shows that the index of increase in domestic tourists was recorded only in the first year, for only 102 index points. In the rest of the period, stagnation and evident decrease in the number of domestic visitors is evident. There are oscillations in foreign visitors. The growth period occurs in the first two years, which is followed by a decrease till 2017. The growth in the last analyzed year gives optimism that this trend could be set. But in this respect, it is evident that a strategic approach is needed to raise the quality of services at a higher level. Particularly optimistic should be the projection of increase of foreign arrivals as a driver to increased foreign exchange results. Given that foreign visits have a greater contribution to the economic effects, this trend will contribute to a more intensive development not only from tourism but also from other activities. These trends are also given in Figure 1. It shows domestic and foreign tourist arrivals by years.

Figure 1: *Tourist arrivals*



Source: *State Statistical Office of RM, Makstat Base, 2018*

Tourists stay is an indicator showing the level of interest of tourists in the Municipality as destination in a certain period. It is expressed through the realized overnight stays of both domestic and foreign tourists. These indicators are given in Table 4.

Table 4: *Scope and structure of realized overnight stays of tourists*

	2011	2012	2013	2014	2015	2016	2017
Domestic tourists	23002	22406	22107	20852	19952	17745	19060
Foreign tourists	16577	18855	21625	17114	16955	14808	19683
TOTAL	39579	41261	43732	37966	36907	32553	38743

Source: *State Statistical Office of RM, Makstat Base, 2018*

From the table, it can be seen that it is in relation with the visits of tourists in the Municipalities of Mavrovo and Rostuše. The total number of overnight stays in the Municipality in the last analyzed year is 38 743. If we look at the ratio of domestic and foreign overnight stays, we can conclude that it has a similar ratio. This means that there are no significant differences and that it is necessary to improve the quality of services and the performance of the tourism market both in the country and abroad in order to improve the situation. The average stay is about 2 days for both domestic and foreign tourists. The development of tourism is closely related to the movement of the overnight stays in this analyzed period. It applies both to domestic and foreign tourists. These indicators are given in Table 5.

Table 5: *Dynamics of the stay*

	2011	2012	2013	2014	2015	2016	2017
Domestic tourists	100	97	96	91	87	77	83
Foreign tourists	100	114	130	103	102	89	119

Source: *State Statistical Office of RM, Makstat Base, 2018*

The table shows that in the analyzed period the number of overnight stays decreased. Compared with 2011 as the base year, all observed years recorded a decrease. This means that it is necessary in this regard to undertake activities in this field.

In contrast, the number of nights spent by foreign tourists registered an increase. Thus, the growth in 2017 is within the index of 119 that means that the nights spent by foreign tourists have increased for approximately 20%. This is an optimistic indicator because such a dynamic has a positive tendency of the tourist stay increase. The realized revenues are an indicator, not only of the tourist but also of the economic development of the Municipality of Mavrovo and Rostuše. The data for the realized revenues in the last analyzed year is 3 009 440 (USD). The realized revenues from the consumption of domestic tourists and foreign tourists have almost the same values, i.e. participation with about 50%. This

means that it is necessary to enrich the tourist offer in order to realize greater results at home and abroad. The volume of revenues from tourist consumption is given in Table 6.

Table 6: *Tourist consumption in 000 USD*

	2011	2012	2013	2014	2015	2016	2017
Domestic tourists	1,840.2	1,792.5	1,768.6	1,668.1	1,596.2	1,419.6	1,524.8
Foreign tourists	1,326.2	1,508.4	1,730.0	1,369.1	1,356.4	1,184.6	1,574.6
TOTAL	3,166.3	3,300.9	3,498.6	3,037.2	2,952.6	2,604.2	3,099.4

Source: *State Statistical Office of RM, Makstat Base, 2018*

Conclusion and expected results

The expected results from the development of tourism in the Municipality of Mavrovo and Rostuše in the next ten-year period are in the direction of further commitment of the Local Government, as well as other stakeholders to be recognized for sustainability and fulfill the brand of the Municipality as "the shine of nature and culture". This implies the optimal and rational use of resources for which it is expected to achieve the defined vision and achieve the outlined assumptions. The results of the implementation of the Strategy have a general and specific character. The general is in accordance with the realization of the provision of ecological sustainability and cultural protection and their use. The expected result is the economic use of resources and the social acceptability of the tourism destination in a sustainable form. The result should be sustainable development as a priority of the Municipality which due to its extension in the Mavrovo National Park is under full environmental protection. The expectations are that the Municipality will experience the level of optimal organization according to modern standards, and in this way the commitment for increased contribution to the economic and social development and improvement of the quality of life in the Municipality will be realized.

Expected benefits are in the promotion of the institutional structure and the adoption of new legal documents regarding the sustainable development of tourism in the Municipality as a tourist destination. Improvement of infrastructure and communal equipment to provide improved attractiveness and competitiveness of services is expected to improve the quality of life of the population and tourists. The Municipality will have improved communication that is the basis for

integral functioning. It is expected that sustainable management of the tourist destination will be realized. Through tourist valorization, it is expected to expand the space and activate new sites and objects that will find a place in tourism products and their ranking at the tourist market.

Regarding the quality of services, significant improvement is expected in both the tourism sector and the provision of catering services. More participation of local people in tourist activities and the inclusion of services and products with authentic characteristics is expected. It is expected that the quality of life will be recognizable in the Municipality and that it would provide a good example for other environments.

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