**ORGANIZING AND SIGNALIZATION OF TOURISM SPACE IN THE FUNCTION OF SELECTIVE DEVELOPMENT**

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**Abstract**

Selectivity in tourism represents a modern approach that defines phenomena and relationships as separate values in the use of the attractive opportunities. In this function it is necessary to establish viable organizing at different levels. This organizing assumes the use of relevant opportunities related to the impact that state institutions, local governments, professional sector, NGOs and scientific components have, which monitor the selectivity of tourism. Organizing represents a fundamental category in determining the differentiation and development of each tourism form separately and their interconnection. In order to realize these developmental characteristics of tourism space based on the inventory and valorization that correspondents the organizational factors it is required to provide signalization of tourism space. Signalization includes using the resource basis related to specific opportunities for using the space. Furthermore, signalization enables the promotion and operational use of each segment of the tourist offer that are organizationally related into a thematic and programmatic unity in the geographic space.

*Keywords: selectivity, tourism, signalization, organization.*

INTRODUCTION

Selectivity in tourism development is closely related to the organization of space. This derives from the fact that the elements of the space determine the substantive components that can be in function of tourism. The number and quality of such elements is proportional to the tourism types. In that way tourists’ opportunities for the choices are created that attract their attention and the level of their satisfaction is increased. The types of tourism activity as a basic component of eligibility have dual character:

- Their functional approach is contained in the development of space and its affirmation as a tourist destination. Therefore, organization of space involves separating the values ​​that can be used without exploiting, or maximum consideration of the importance of the environment. This development involves spatial arranging in accordance to the physiognomic and functional characteristics, compliance with the standards for use of space and analytical scientific approach in realizing future processes that follow this dynamics. Thus selectivity in development allows overcoming mass tourism. It is evident that mass tourism can not be fully controlled. But it is also certain that the increased selectivity has positive effects on dispersion of tourist clientele in the organized space.

- The second value that organization of space has in the context of selectivity is the market value. The market mechanism involves improving the competitiveness via comprehensive, qualitative improved, affordable and innovative tourism offer. This can only be achieved through constantly exploring the values ​​and the directed interest of the producers of tourism products as well as their inventiveness for inclusion of such contents as part of the offer. The organization of space in this sense allows the inclusion of the relevant players in the creation of tourism policy. In that way during the entering in the tourism market, the place and the role of the organizational factors is fundamental

Signalization and visualization of tourist values ​​is closely related to the organization of space. It should be noted that it is an integral part of the organization of the environmental elements in the function of tourism or its consequence. It has multidimensional character. The signalization allows detailed acquaintance with the purpose that every element particularly has, encouraging freedom of movement, safety in using the space, facilitating tourism guiding, and revival through illumination and visual effects as well as promotion of the values. Signalization determines the movement through the organized space and marking and tracing of trails, showing sites and facilities. Visualization of the contents allows for flexible access to the tourism values.

In this sense it is very important to consider the elements of the signalization systems and to use them in an optimal way. Therefore this research is focused on the organization of spatial units in the Republic of Macedonia in which signalization and visualization have advanced character.

METHODOLOGY AND TIMEFRAME

The research relates to one of the most important issues that determine the manner of using the elements of space in the function of selective tourism development. In this context, the analysis includes the approaches that are necessary for proper and rational determining the values.

In order to reach critical attitude towards the circumstances and to provide a vision for development in this regard, the research will be directed towards determining the necessary stages in the organization of space.

The research should provide answers about the level of signalization and visualization of tourism contents and their connection with selective tourism development, i.e. the influence it has on market mechanisms.

The space of the Republic of Macedonia is full of tourism values ​​of heterogeneous nature. That is a solid base for its organization, signalization and visualization thus allowing giving viable recommendations in the sense of intensifying the selectivity of tourism. Therefore, the spatial coverage of the survey is clearly defined.

In the sense of determining the level of development of selective types of tourism that are related to the organization of space, the analysis will include the existing resources and will provide recommendations for the perspectives in this regard. As basic research and organizational documents we covered the following:

- Strategy for development of tourism in the Republic of Macedonia until 2013 that represents a basic document in this regard;

- Spatial Plan of the Republic of Macedonia;

- Spatial Plan of the Ohrid – Prespa Region;

- Programs for development of the planning regions of the Republic of Macedonia and

- Studies on development of tourism and selective development in municipalities and separate spatial units with specific resources.

The research will refer to the last 10 year period with creating a vision in this regard till the year 2020.

RESULTS AND DISCUSSION

Organization of space in function of tourism development represents an activity that constantly needs to be upgraded. This especially applies to the improvement of selectivity in the development. The analyses that were performed show that in the last ten – year period tourism occupies a more and more significant position. The reasons for this are multiple. This activity is treated as an important development factor in spatial, economic and socio-psychological context. It represents an accelerator that through the integration of different values ​​conditions a growth in most of the spheres of social development.

The space of the Republic of Macedonia can be determined in the context of global use of tourism resources in the world. Through the organization of space selective developmental perspectives are being established. In the analyzed period strategic documents are adopted that provide expanding the attractive as well as the receptive predetermination of tourism development. Of course, in this context communication and the tourist mediation deserve particular attention because they have cohesive function, as in a developmental, so in a market meaning.

ESTABLISHED APPROACHES TO THE ORGANIZATION OF SPACE

Organization of space includes several stages that allow an optimal implementation of the procedures. They are given in the following chart:

Chart 1. Activities in stages and adopted documents

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Observation and review | Strategic objectives | Spatial plans | General and detailed urban plans inside and outside of populated places | Organization of bearers and executives | Applicable activities |

The approach towards the separation of spatial, regional entities, localities and buildings starts from the observation perception of development opportunities of tourism. This involves recording the resource basis that allows development in a general sense. Although it is a relatively superficial approach, with emphasized descriptive features, this however indicates towards determining assumptions for methods of using the space. In order to confirm the initial considerations on the possibilities for development, it is necessary to review the available literature and sources that treat this matter. That is a solid base for suggesting tourism to find its place in the developmental strategies.

The strategic objectives have different character. They refer to development as an integral category in which tourism takes place. In the Republic of Macedonia besides this document a strategy for tourism development is also adopted in which priorities and perspectives in the organization of space in function of selectivity are determined. In this stage the priorities have dominant place which are based and determined on the views and opinions of the experts of the circumstances as well as the experiences by the service users in organized and defined destinations within and outside the investigated area.

A very significant component in the organization of space is the determining of bearers of activities who will allow the realization of the priorities. Space management involves adoption of plans and programs that will enable financial constructions in this direction.

Spatial planning in the organization of the tourist space in the Republic of Macedonia has universal significance, and in this context, tourism is defining its place. This means that tourism should be correlated with other activities in the organization of space. The adopted Spatial Plan of the Republic of Macedonia is a document that from a critical point meets the prerequisites to nominate the total defining of its spatial units and its units for tourism use. The criticism in this regard should be directed towards suggestion the spatial plans at regional and municipal levels to comply with this basic document and generally in it the basic organizational forms of space for tourism development to be differentiated. Although in this document it doesn’t mean going more substantially into the selectivity of the development of this activity, however it provides the framework for selective opportunities. The Spatial Plan differentiates 172 localities for tourism purposes in the Republic of Macedonia which are covered by areas and tourist development zones. The dynamics of tourism development in selective sense implies compliance with the requirements of space and accordingly the differentiation of spatial units is based on this.

Based on the Spatial Plan on a general level, the adopted spatial plans at regional and municipal level more accurately determine the selectivity of the organization of space for tourist purposes. In this sense, given are the guidelines for implementation "from idea to realization." They include suggestions that are aimed at adopting a Law on the use of space, adopting detailed plans and determining responsibilities for the implementation of such activities.

The detailed urban plans for non-populated places very explicitly and specifically indicate organization of space with two important components. These include: selective types of tourism and immediate direct implementation of such activities. In this context, the differentiation of the example of the Republic of Macedonia can be observed in eco - tourism, rural tourism, mountaineering hiking, mountain biking, alpinism, paragliding, horse riding, bird watching, herbal tourism, speleological tourism, nordic skiing, painting landscapes and forest environments, trim movements, camping, lake and recreative tourism - mountain tourism. In order to realize this established procedure in the organization of space, it is necessary to involve the stakeholders such as the public administration, local self-government, tourism governmental and non-governmental organization, business associations and organizations and the sector of the business community related to tourism.

Studies have shown that the organization of certain selective types of tourism in the Republic of Macedonia is necessary in order to realize the following components:

* *Basic objectives of possibilities and characteristics*. In this regard it is important to recognize the authentic values ​​that the tourism space has and in it to distinguish the important priority–protected and on that basis - valuable units. Authenticity is important in the direction of differentiation of recreational, cultural, educational and scientifically based characteristics of space.
* *Activities that should be undertaken in direction of selective tourism development*. In this sense it is necessary to establish and equip sites, buildings and routes of movement of tourists, to identify specific areas for rare phenomena and relations and their arranging and presentation, to educate the service providers (rangers, guides and presenters) and departments in the organized space in order to determine locations for leisure and friendship and to identify localities and facilities of catering - tourist activities that will preserve the authentic character of the area, but at the same time to ensure its development and prosperity.
* *Benefits of the local population in the development of selective types of tourism*. The organization of space for selective development of tourism means clearly and unequivocally establishing the benefits of the local population from this development through the deployment of facilities, own manufacturing for catering services, transportation benefits, incomes on various bases, increased production, reviving of specific processing, preserving traditional crafts and products as well as encouraging the production and sales of souvenirs.
* *Organization of space involves intervention that allows easier movement through the space through a process of signalization and visualization.*

CHARACTERISTICS OF THE PROCESS OF SIGNALIZATION AND VISUALIZATION

Organization of space would not be efficient unless ​​visualization and signalization is being made. According to our research in the Republic of Macedonia it should be noted that very little is done in terms of signalization. Positive examples can be seen across the transit route E - 75, on which the wine route in the Povardarie Region is marked. Also signalization has positive features in the National Park Galichica. Information boards contain a simple map view of the spreading of trails, tabular overview of the technical features of routes, tourist data for the contents such as biodiversity, cultural - historical sites, food and accommodation facilities, springs with drinkable water, data for the region, the mountains and mountain massif, places of tourist interest in the proximity of their movements as well as additional data. In the information panels given are the characteristics of difficulty of movement along the trails, the distance from one point to another, information about the dangers of landslides, avalanches and other possible surprises. It is especially important to note that signalization within the organization of space contains the signs which are differentiated into two categories, i.e. those containing mandatory prevalent data and those that provide additional information such as hiking routes, biking trails, horseback riding , etc.

Marking is a very important category in signalization and it mostly uses the natural possible facilities for this purpose. Such is the case with the trunks that are used for marking or rocks and stones in the allocated space. In circumstances where this is not possible and when the terrain is flat, in order to preserve the continuity the marking poles are placed in the open.

Visualization represents a modern approach in this direction and is closely related to the organization and signalization of tourism space. It is necessary to bear in mind the need to use visual information, use of the GIS system through input of data, displaying, managing and updating of these parameters. The thematic component implies that the GIS system is explicitly linked to the map and mapping and in that sense the data base; map and model represent an integral component in the functioning of this system. It is important to recognize the layers that have orientation character. They are directly related to the topographic features and encompass boundaries of the defined areas, the hydrographic network, elevation points, inclination, content input like asphalt, gravel and dirt roads, tourist facilities and facilities of fundamental nature - water fountains, springs, wells and signs for specific rarities that have appealing character for the tourism clientele. Management with the systems of visualization is crucial in the implementation of activities, and that contributes the overall content to be included into the system of recognition of values.

In order to implement a successful organization of space it is necessary to take into account the promotion of the organized space and to use modern distribution channels, media and resources.

CONCLUSION

Organization of space is an important component in the development of tourism from two aspects. One refers to the optimal use of the elements and contents with authentic and indigenous character and the other is in terms of market focusing of selective elements of the space that increase the competitiveness in the tourism market. Analyses showed that Republic of Macedonia has specific developmental characteristics and on that basis it could start preparing the development strategy for selective types of tourism. The development of selective types of tourism in the Republic of Macedonia is not possible without a credible organization of space. Implementation of the strategic objectives in a selective sense of tourism leads through adoption of research results in the organization of space through spatial planning at three levels: from state, over regional, to municipal. These documents are not properly aligned as in the Republic of Macedonia separate approaches are happening towards the understanding of the organization of space and the municipalities before the adoption of the Spatial Plan of the Republic of Macedonia should adopt their own detailed spatial plans. Accordingly, our findings show that is necessary to develop their synchronization and compliance. In the organization of space positive examples are implemented in protected areas and localities, and in this sense there is an open dimension of action. Because this is a matter of numbers of shared interests with the organization of space in the selective development, priorities and development efforts are being set for most of the environments that are designated for tourism development. This promises that also in the future the organization of space will get piety in scientific and practical terms as it deserves.

Signalization and visualization are not at the level at which the selective development of tourism points to. But the positive examples in the setting up of boards, panels, marking poles and especially in the use of electronic forms for orientation and information are starting to show change.

Promotion in this regard has cohesive effect because on one hand it opens up the possibilities of the receptive space, and on the other hand it provides information for developing a positive reputation in the organized space in this environment.

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