**REPRESENTATIONS OF WRITTEN COMMUNICATIVE STRATEGIES IN THE MACEDONIAN TOURIST GUIDEBOOKS**

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**ABSTRACT**

The implementation of the principle of sustainability and creative dialogue among participants in search of different forms of tourism genre can be achieved by analyzing tourist guidebooks, which constitute a classic component in the system of texts embraced by tourism communication. It is a genre to which a very large number of tourists turn both before, during and after a visit to a foreign country or city. Considered as a genre, tourist guidebooks are first of all characterized by their textual complexity: they combine words and images, description and narration, information and persuasion, etc. Tourist guidebooks also occupy a specific place within Macedonian responsible tourism marketing in so far as they represent critical reflection on the economic, social and environmental responsibility of tourism in North Macedonia today. The purpose of this research paper is to examine a number of written communicative strategies in the most popular widespread series of tourist guidebooks, that are produced by community-based tourism organizations in the Republic of North Macedonia.

**KEY WORDS**: tourist guidebooks, genre, tourism communication.