

# Basic socioeconomic parameters for promoting tourism in the municipality of Dojran in the Republic of Macedonia

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## *Abstract*

The Municipality of Dojran has been labeled as a tourism destination for decades. The socioeconomic parameters are one of the essential prerequisites for promoting tourism. However, in the last years, some of these parameters have continuously been accompanied by adverse processes that have affected the development of tourism negatively.

We will discuss, as far as we can, some of the socioeconomic parameters that are worth dwelling on regarding the promotion of tourism in the Municipality of Dojran.

**Keywords:** The Municipality of Dojran, socioeconomic parameters, tourism, population, economic growth, development.

JEL classification: J100, J190, O150

## *Introduction*

The Municipality of Dojran, as a lake tourism destination, mostly attracts tourists' attention to stay and visit during the summer season. However, this approach is partially conditioned upon the limited socioeconomic opportunities for accepting and accommodating a greater number of tourists throughout the whole year. A few tables on the basic socioeconomic parameters of eight more cities-municipalities, where the tourism has a great influence on their economic growth, will follow regarding this. Thus, the cities mentioned in the analytical sample are as follows: **Skopje** – the capital, and an important tourist destination in the Republic of Macedonia, **Tetovo** – the second municipality based on the

number of catering venues, followed by **Bitola** and **Gevgelija**, cities and tourist border municipalities, then come **Struga** and **Ohrid** – tourist cities and municipalities at the coast of the Ohrid Lake, **Resen** – a city settlement and municipality centre in the tourist zone of the Prespa Lake, and **Krushevo** – a city and municipality, as well as a winter and summer tourist center.

### *1. Basic population indicators*

According to the last population census, households and apartments of 2002, the Municipality of Dojran had 3426 citizens, 1021 households and 2116 apartments, with an average number of 3,36 members per household. The population number in 2010 in comparison to the 2002 census has decreased by a total of 88 individuals (or by 2,5%) and it was estimated at 3338 citizens. Both population data show that the Municipality of Dojran is only some insignificant 0,16% of the total population in Macedonia.

According to the ethnic structure in the municipality, Macedonians dominate with 77,1% (2641 individuals), followed by the Turkish with 11,7% (402 individuals), Serbians 8,1% (277 individuals), the Roma people 1,7% (59 individuals) etc. In the Municipality of Dojran there are 80 illiterate individuals or 2,3%, then 715 individuals with uncompleted primary education or 20,8%, then 907 individuals with a completed primary education (26,5%), 928 (27,1%) individuals with a completed secondary education, and 146 individuals or 4,2% with a completed associate or high education of the total population number.

It is estimated that in the Municipality of Dojran out of the total population number of 3338 citizens (as of 2010), the middle aged group was the dominant one (aged 20 to 64) with 2128 individuals or 63,7%, followed by the young aged group (aged 0 to 19) with 748 individuals or 22,4%, and the third senior group (aged 65 or above) with 462 individuals (13,8%).

According to the census of 2002, the Municipality of Dojran had 2765 individuals (80,7%) aged 15 or above, out of which 1434 individuals were economically active (51,8%), and 1331 individuals were economically inactive. There were 1008 employed and 426 unemployed individuals out of the total number of economically active individuals.

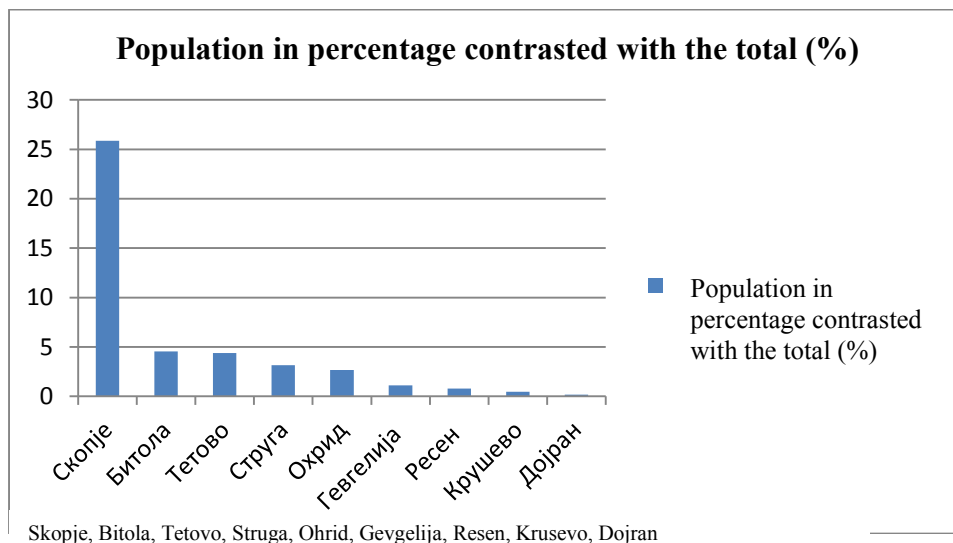
In the review below, comparing population data is shown for the Municipality of Dojran (as the smallest populated municipality) with the eight selected and above mentioned municipalities.

Table 1. – Citizens number in the Municipality of Dojran and the remaining selected municipalities  
 (As of 30.06.2010)

Municipality	Total number of citizens	Percents (%)	Male	Female
Ohrid	54.759	2.66	26.962	27.797
Skopje	531.444	25.86	260.462	270.982
Resen	16.215	0.78	8.136	8.079
Dojran	3 338	0.16	1.665	1.673
Struga	64.453	3.14	32.076	32.377
Tetovo	89.730	4.37	45.069	44.661
Bitola	93.585	4.55	46.002	47.583
Krushevo	9.589	0.47	4.859	4.730
Gevgelija	22.951	1.12	11.384	11.567
<b>Total for all 9 municipalities</b>	<b>886.064</b>	<b>43,12%</b>	436.615	449.449
<b>Total - Republic of Macedonia</b>	<b>2.055.004</b>	<b>100.00</b>	<b>1.029.848</b>	<b>1.025.156</b>

Source:SSO: Statistical yearbook of the Republic of Macedonia, 2010, Skopje 2011.

Bar Chart 1. Participation in percentage of the selected municipalities in the total population number



Bar Chart 2. Participation of the selected municipalities in percentage according to sex

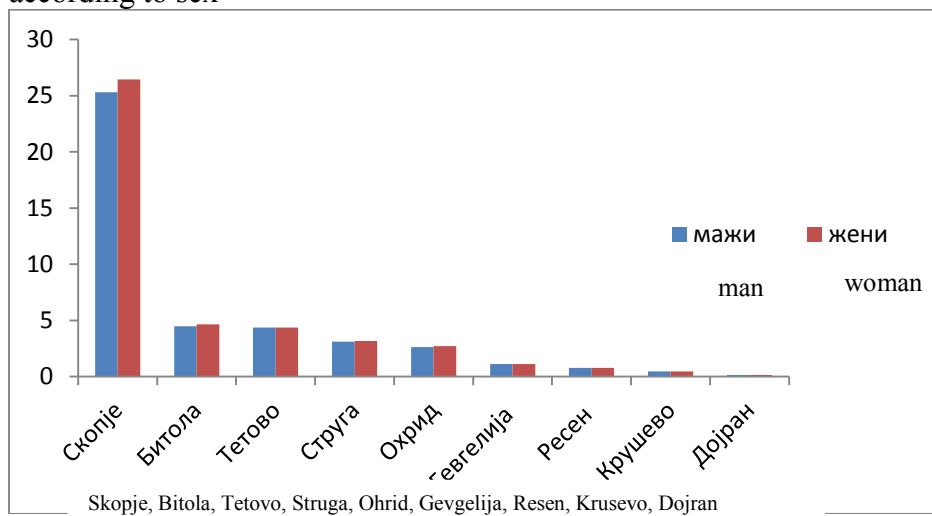
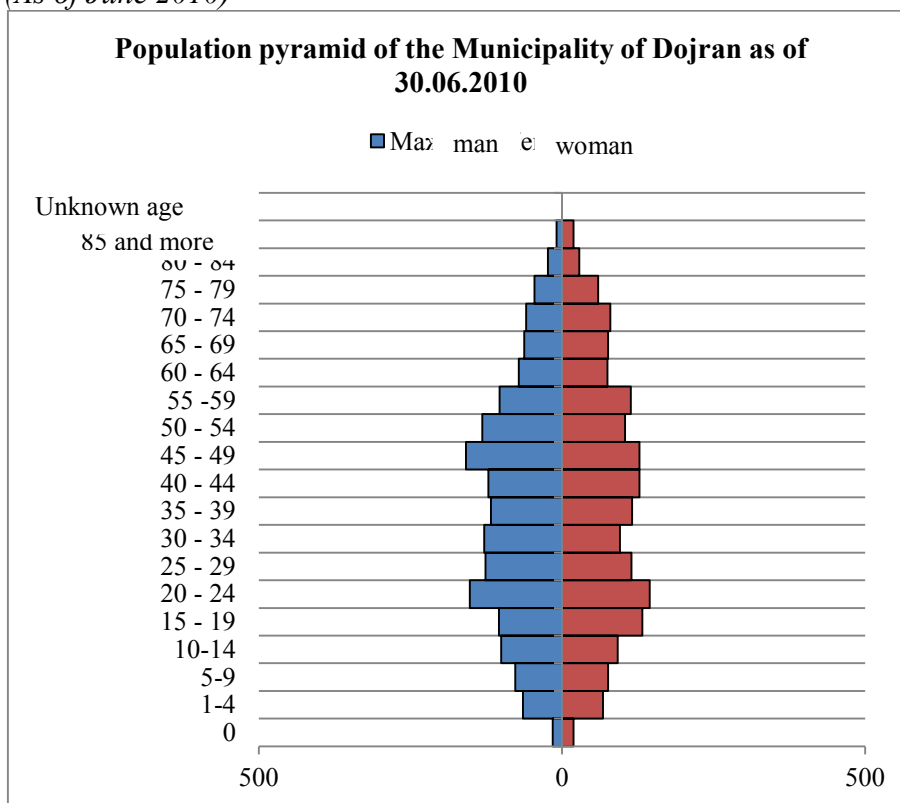


Table 2. Population according to age, in the Municipality of Dojran  
 (As of June 2010)

Age	All	Male	Female
<b>Total</b>	<b>3338</b>	1665	1673
<b>0</b>	<b>34</b>	15	19
<b>1-4</b>	<b>132</b>	64	68
<b>5-9</b>	<b>153</b>	77	76
<b>10-14</b>	<b>192</b>	100	92
<b>15 - 19</b>	<b>237</b>	104	133
<b>20 - 24</b>	<b>297</b>	152	145
<b>25 - 29</b>	<b>241</b>	126	115
<b>30 - 34</b>	<b>224</b>	128	96
<b>35 - 39</b>	<b>233</b>	117	116
<b>40 - 44</b>	<b>249</b>	121	128
<b>45 - 49</b>	<b>286</b>	158	128
<b>50 - 54</b>	<b>235</b>	131	104
<b>55 -59</b>	<b>217</b>	103	114
<b>60 - 64</b>	<b>146</b>	71	75
<b>65 - 69</b>	<b>138</b>	62	76
<b>70 - 74</b>	<b>139</b>	59	80
<b>75 - 79</b>	<b>105</b>	45	60
<b>80 - 84</b>	<b>52</b>	23	29
<b>85 and over</b>	<b>28</b>	9	19
<b>Age unknown</b>	<b>0</b>	0	0

Bar Chart 3. Age pyramid of the Municipality of Dojran  
 (As of June 2010)



The tables and bar charts clearly show that the Municipality of Dojran falls behind the eight municipalities, in terms of population, regarding the number and the remaining population structure. This domicile population image of the Municipality of Dojran also depicts a certain limitation in the tourism development.

Still, the temporary engaged population, on a fixed-term employment contract, contributes greatly to the promotion of tourism, especially during the summer tourist season, which is not the case throughout the rest of the year. However, attention should be paid, in particular, to the demographic structure when planning and developing tourism.

### 1.1 Basic catering and accommodation data

The development of catering is a prerequisite for the development of tourism. On the basis of the State Statistical Office data, the catering activity of the Municipality of Dojran will be compared to the total

activity of the catering in the named eight municipalities, and the total activity in the Republic of Macedonia. The analysis includes the number of catering venues, the capacity – the number of seats and the number of employees.

The included nine municipalities in the Republic of Macedonia together make up a significant portion of 45,8%, for catering venues, 42,3% for the total number of seats – the capacity of the venues, and 54,4% for the number of employees. Regarding the three elements, Skopje is the first ranked, and the Municipality of Dojran comes right before the last place (as shown in Table 3). More precisely, we take into account the following facts for the Municipality of Dojran. In Dojran the number of catering venues is 23 or 0,49%, the number of seats is 1260 or 0,71%, the number of employees is only 69 or 0,43%, i.e. according to the elaborated parameters the municipality is ranked eighth.

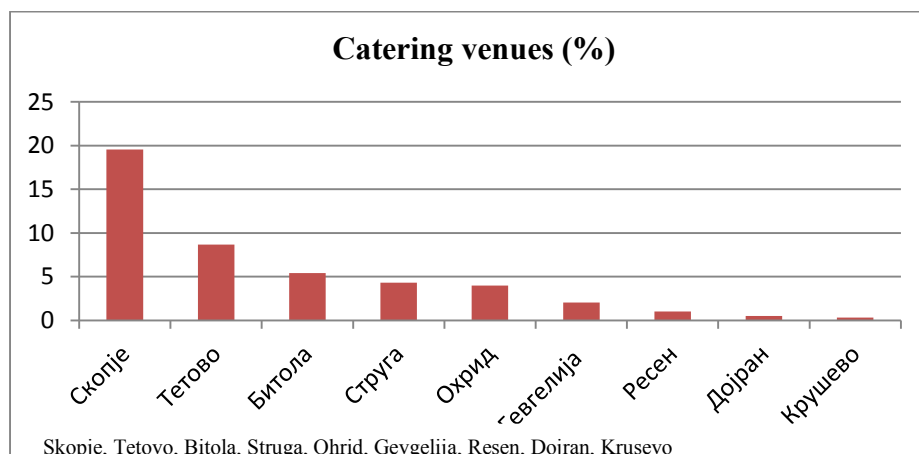
Moreover, the ratio employee/catering venue for the Municipality of Dojran is 3 employees per a catering venue, the correlation coefficient between the catering venues and the number of employees is positive and is 1,14 and the usage of catering venues per seat and guests is 37 guests per seat.

Table 3. Catering venues in the Municipality of Dojran and the selected municipalities  
 (As of 2010)

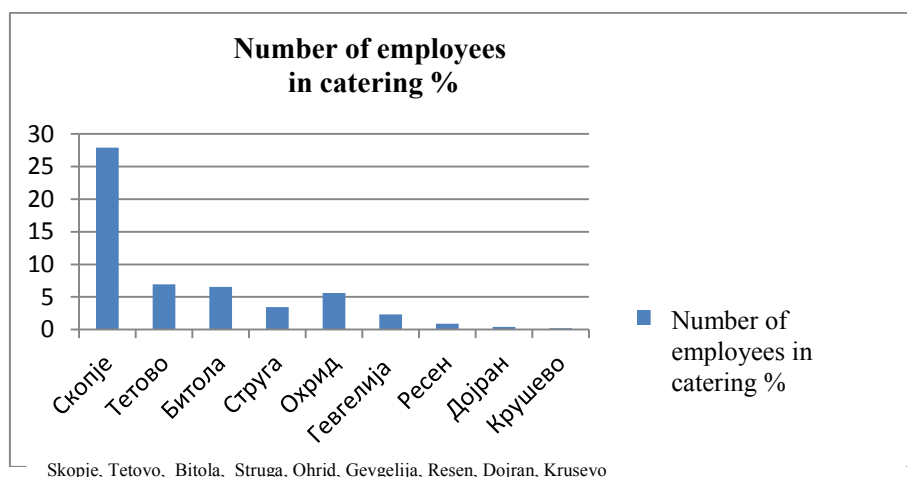
Municipality	Catering venues		Number of seats		Number of employees	
	Number	%	Number	%	Number	%
Skopje	927	19.56	34104	17.72	4526	27.91
Tetovo	412	8.69	12379	6.43	1109	6.94
Bitola	256	5.40	10153	5.28	1061	6.54
Struga	205	4.32	8207	4.26	591	3.46
Ohrid	188	3.97	7592	3.94	906	5.59
Gevgelija	96	2.03	3794	1.97	376	2.32
Resen	49	1.03	3326	1.73	149	0.92
Dojran	23	0.49	1360	0.71	69	0.43
Krushevo	15	0.32	605	0.31	33	0.20
<b>Total for the 9 municipalities</b>	<b>2171</b>	<b>45.80</b>	<b>81520</b>	<b>42.35</b>	<b>8820</b>	<b>54.39</b>
<b>Total R.Macedonia</b>	<b>4740</b>	<b>100.00</b>	<b>192461</b>	<b>100</b>	<b>16216</b>	<b>100.00</b>

Source: State Statistical Office: Census of the catering venues in the Republic of Macedonia, Skopje 2011

Bar Chart 4. –Percentage of the selected municipalities in catering venues



Bar Chart 5. –Percentage of the selected municipalities according to the number of employees in catering



The correlation coefficient between the percentage of catering venues in the municipalities and the number of employees in them is positive and is 0.978. Thus, the number of catering venues and the number of seats should increase in order to increase the employability in catering. Moreover, the correlation between the number of employees in the catering venues and the number of citizens is 2.07%, i.e. there is enough room for new employment opportunities in catering.



*1.2 Accommodation capacities in Dojran an the other selected municipalities*

To confirm the above said, here is a review of the accommodation capacities in the Municipality of Dojran as follows. The development of tourism is directly connected to the accommodation capacities. Namely, we will compare the tourism accommodation capacities of Dojran with the total number of capacities in R. Macedonia, on the basis of the State Statistical Office data, especially for the above mentioned eight municipalities. The analysis includes the number of accommodation venues - capacities, the number of rooms, the number of beds and the number of employees.

The included nine municipalities in the accommodation capacities in R. Macedonia, make up a significant portion of 67,9%, for accommodation places, then 78,9%, for number of rooms, then the number of beds is as high as 80,0%, and the number of employees is 75,2%. For the greater part of the elements, the tourism centre of Ohrid is ranked first, then comes Skopje, Resen, and then Dojran, Struga etc. (As shown in Table 4). We have recorded the following data for the Municipality of Dojran in particular. In Dojran, the number of accommodation places is 49 or 10,1% the number of rooms is 1216 or 7,5%, the number of beds is 3891 or 8,6% and the number of employees is 142 or 2,6%. According to the elaborated parameters the Municipality of Dojran is ranked fourth based on the number of accommodation places, then ranked fifth based on the number of rooms and beds, while according to the number of employees it is ranked seventh.

Table 4. Accommodation capacities in the Municipality of Dojran and the selected municipalities  
 (As of 2010)

Municipality	Accommodation places		Number of rooms		Number of beds		Number of employees	
	Number	%	Number	%	Number	%	Number	%
Ohrid	72	14.81	4538	27.83	12422	27.52	929	17.06
Skopje	69	14.20	2240	13.74	5591	12.39	1054	19.36
Resen	61	12.55	1701	10.43	5390	11.94	162	2.98
Dojran	49	10.08	1216	7.46	3891	8.62	142	2.61
Struga	24	4.94	1731	10.62	4868	10.78	265	4.87
Tetovo	19	3.91	394	2.42	989	2.19	114	2.09
Bitola	16	3.29	481	2.95	1296	2.87	311	5.71
Krushevo	12	2.47	231	1.42	893	1.98	27	0.50

Gevgelija	8	1.65	339	2.08	777	1.72	1088	19.99
<b>Total for the nine municipal ities</b>	<b>330</b>	<b>67.90</b>	<b>12871</b>	<b>78.93</b>	<b>36117</b>	<b>80.00</b>	<b>4092</b>	<b>75.16</b>
<b>Total R.Macedonia</b>	<b>486</b>	<b>100.00</b>	<b>16306</b>	<b>100.00</b>	<b>45139</b>	<b>100.00</b>	<b>5444</b>	<b>100.00</b>

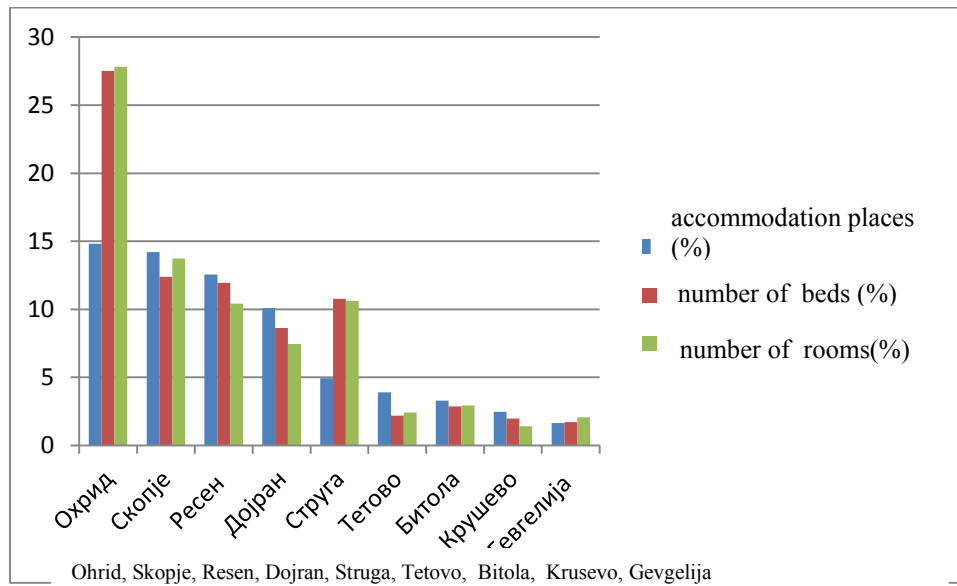
Source:Census of the catering venues in R. Macedonia, State Statistical Office, Skopje 2011

These data confirm the statement that the Municipality of Dojran must valorize the natural and all other conditions for the development of tourism. Thus, the development of tourism has to be a continuous priority and interest not only of the local community, but of the whole country as well. Provided there are secure new employment opportunities, new investments in constructing capacities and the like, the value of tourism, as an economic, profitable branch in the Municipality of Dojran, will be confirmed.

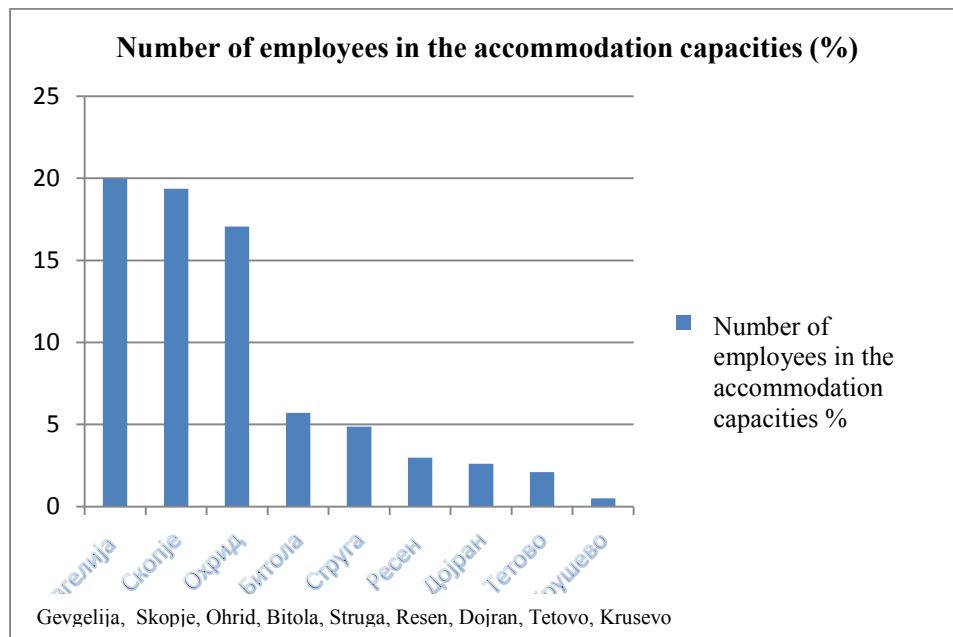
Moreover, the ratio employee/accommodation place in the Municipality of Dojran is 3 employees per accommodation place, the correlation coefficient between the accommodation place and the number of employees is positive and is 4,25, and the usage of the accommodation places on the basis of the number of guests, during the summer season, is estimated to be 11 guests daily, and 2 guests daily per annum.

These figures confirm the above said, that the conditions for tourism development in the Municipality of Dojran are not sufficiently used, in terms of new contents, capacities, employments, investments and the like.

Bar Chart 6. –Percentage of the selected municipalities based on accommodation places, number of beds and number of rooms



Bar Chart 7. –Percentage of the selected municipalities based on the number of employees in the accommodation capacities



### *Conclusion*

To sum up, regarding the basic socioeconomic parameters of the Municipality of Dojran, we can state that Dojran lacks workforce in the tourism and catering industry, especially during the summer season, and that the accommodation and catering capacities are insufficient, which means there is no competition, nor variety, which questions the quality of offers, services and the like. New investors, new tourism contents, and, thus, increasing the economic and tourist migration, which will result in increasing the number of immigration of new permanent residents, as well as guests-tourists throughout the year, are necessary to overcome the drawbacks in the Municipality of Dojran.

One part of the solution, for the development of tourism in the Municipality of Dojran, is the opening of a **free tourist zone** with an international sign, i.e. **DOJRAN – INTERNATIONAL TOURIST ZONE**, giving a greater part of the coast of the Dojran Lake under concession for a variety of purposes, which pertains to the remaining area of the municipality as well, for developing alternative tourist and catering contents, various agricultural production, which will dominate the economic growth in the municipality.

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