

**UDC 338.48-6>796|>334.72.012.63/.64(497.743)**

**Review paper**

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## **THE IMPACT OF SMALL AND MEDIUM SIZED ENTERPRISES (SMS) IN THE DEVELOPMENT OF SPORTS TOURISM IN THE MUNICIPALITY OF DOJRAN, REPUBLIC OF MACEDONIA**

### **Abstract**

Connection and similarities between tourism and sport are derived from the basic characteristic of the two activities which is “the need”. From the perspective of tourism needs, tourism is looking for satisfaction. Tourist need represent a longing to come to the phenomena and relationships that have attractive properties to see and experience, to be used, because for tourists they have a certain value.

Within the theoretical approach to the study of alternative forms of tourism, in this paper the object of study is the sports tourism as a form of alternative tourism and satisfying the tourist needs in Dojran. Separately, it is examining the connection between sport and tourism, two highly related socio – economic phenomena of modern society on the one hand and the impact on small and medium sized enterprises (SMS) in the satisfying the travel needs of the other hand.

Today with tourism are connected all the small sized enterprises, sports and health and many other alternative forms, especially active vacations with content recreational sports, entertainment, psychotherapeutic and etc. upon the basics of which the topic is detailed and fully processed,

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showing reliable data for the small sized enterprises, sports tourism and its development in general in the municipality of Dojran, Republic of Macedonia. Basics of the successful operation of enterprises are the constant introduction of new ways and forms of work and it is a recognized feature of small and medium sized enterprises (SMS).

The contribution of this paper consists in expanding the literature in this area and indicating the necessity of applying a synergistic approach in guiding the activities of small and medium sized enterprises (SMS) and contributing to the creation of the tourist offer and development of sports tourism.

**Key words:** enterprises, tourist destination, sports tourism

**JEL Classification:** L26,Z3, Z32

## **Introduction**

Tourism represents an area that boosts the economic development and has a major role in the creation of the labor market, the establishment of enterprises in the tourist industry and thus the creation of the tourist offer. The improvement of operations and increase of the efficiency of operations is a challenge for any enterprise.

Tourism is one of the promising branches of the new millennium and all types of tourist activities get an important place in the local and national economy.

Republic of Macedonia is a traditionally tourist-oriented country. The growth of the tourism market, followed in recent years confirms that Republic of Macedonia's tourism is an active generator of business development. To increase the economic benefits of tourism, it is necessary to adopt a strategy for tourism development geared to sustainable development with an orientation to new innovative forms of tourism that will generate profits of all active entities.

Thematic tourism becomes one of the most important catalysts of development. Mainly based on the 3-E principles: entertainment, excitement and education , the tourist offer also includes the contests which combine these three elements. Dojran municipality has great potential for development of sports tourism through the use and combination of differ-

ent ways to create a tourist offer that will attract tourists.

The modern way of providing an adequate supply is associated with the operation of small and medium sized enterprises (SMS). The introduction of new forms of work, encouraging teamwork, entrepreneurial concept of corporate behavior and highlighting the importance of human resources for the operation of the enterprises, are the connecting factors that are associating them with small and medium sized enterprises (SMS). They have the ability to recognize the opportunities and at the right time and to utilize the received information's.

Representation of small sized enterprises in the field of sports tourism provides the prerequisites for the development of this tourism and application of innovative ways of organizing work and providing appropriate tourist offer.

## **1. TOURISM NEEDS**

Knowing the tourist needs is a very important both from theoretical and practical aspect.

Psychologist Abraham Maslow<sup>1</sup> analyzes the human needs in hierarchical order, the needs from the lowest level to the needs of the highest level. Thus that he concludes that when a group needs is satisfied it stops being the main motivator of human behavior. That role took another set of needs that in a given moment are dominant.

Between the dependencies of tourism products is a direct consequence of the characteristics of tourist offer. The active participation of small and medium sized enterprises (SMS) in the field of sports tourism by constantly introducing of new forms of work and entrepreneurial concert of corporate behavior resulted in creating a competitive the tourism offer. The presence of small and medium sized enterprises (SMS) in the area of sports tourism expresses the orientation of entrepreneurs to innovative ways of organizing work and taking advantage of opportunities to create economic benefits.

Tourists need is a longing to come to the phenomena and relationships that have attractive properties to see and experience, to use them because they have a certain value for the tourists. Sports travel needs

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<sup>1</sup> <http://www.simplypsychology.org/maslow.html>

are a sense of the tourist lack of significant phenomena and relationships through his pursuit of temporary change of a place of permanent residence by means of managing space and consumption to come to them because they represent a tourist value for him. It's about the specific needs that already are constituted as significant social needs, because the society has recognized them as such, since by now they are the target of organized and oriented social activity that seeks to satisfy.

Satisfying the sports tourism needs is the final result of specific tourist activity. Tourist activity begins at the moment when tourism needs will encourage the tourist movement, and end with some degree of satisfaction.

At the satisfaction of the tourist activity which represents the ultimate goal of all participants in the tourist activity are affecting numerous factors: spatial, economic, social and psychological aspects. Satisfaction depends on the number and quality of items in the geographical environment in which it is exercised, the size of the consumer, the relationships with the elements of the offer, interpersonal relations and the willingness and personal characteristics of the participants that allow meeting the tourism needs.

Satisfying the sports tourism needs is an active relation to the many participants, small and medium sized enterprises (SMS), state and local institutions and individuals that diversified its activities to meet the needs of the tourists.

## **2. SMALL AND MEDIUM SIZED ENTERPRISES (SMS) – A PREREQUISITE FOR THE DEVELOPMENT OF SPORTS TOURISM IN THE MUNICIPALITY OF DOJRAN**

Small and medium sized enterprises (SMS), entrepreneurship and entrepreneurs are the basis of the modern market economy. Small and medium sized enterprises (SMS) are becoming a key factor in terms of creating a bigger opportunity for the owners of the enterprises and improving the situation in the local, regional community and beyond.

The area of small and medium sized enterprises (SMS), especially the field of small sector is a subject to continuous study and research. Small

sized enterprises represent an important segment in overall economic activity. This is the segment that constantly changes things, moves and develops. The emergence and development of small sized enterprises in the past twenty years are closely related to the expressed economic - development dimensions and are associated with entrepreneurship and entrepreneurial initiative. In sports, small and medium sized enterprises (SMS) are key factors for the growth of the tourism industry globally.<sup>2</sup>

The connection of modern tourism and sport can be perceived through the factors that initiate the development of tourism, sport and the economic benefit that is arising as a result of the development of tourism and sport.

The area of sports tourism is a field with high growth potential primarily as a result of consumer – tourists who are constantly in motion and constantly create new needs. The modern working concept requires enterprises to be efficient, operational and to create optimal tourist offer by encouraging development of sports tourism. Each enterprise must be able to simultaneously run three important things: he works to promote, to expand and innovate.<sup>3</sup>

As a tourist site, the development of the municipality of Dojran is in direct correlation with the development of tourism. In this tendency, there is an evident need of promotion and encouragement for new ways to develop tourism and improve existing processes. Because of the potential for development and the fact that almost none tourist offer exists in the area of sports tourism, the area is a potential segment for development in the municipality of Dojran.

The application of modern concept of work in the field of sports tourism aims on the availability of certain prerequisites which facilitate the way of practicing this concept. The development concept of sports tourism can be realized through constant monitoring of the work processes, evaluation of the needs of tourists, the supply, demand and providing conditions to meet the needs on time and place. The basic prerequisite for the application of this concept is the representation of small and medium sized enterprises (SMS) in the creation of the tourist offer through which will meet the needs of tourists.

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<sup>2</sup> Burkart, A.J.,Medlik, S. (1974). *Tourism.Past, Present and Future*. London: Heinemann

<sup>3</sup> Standiven J., De Knop P., Drucker P.(2005),*Management in the new society*, Novi Sad

### **3. TAKING ADVANTAGE OF THE OPPORTUNITIES CREATED SMALL SIZED ENTERPRISES ACTIVE IN THE DEVELOPMENT OF SPORTS TOURISM**

Creation of adequate supply in the area of sports tourism with the application of a modern concept of the work is carried out through the application of an innovative approach in shaping the supply of sports manifestation and events, creating attractive travel arrangements in the area of sports tourism, implementation of innovative organizational culture among tourism enterprises and modern management approach. Small and medium sized enterprises (SMS) change the philosophy of work and introduce the innovative concept of operations. Because of that, many enterprises respond rapidly to changing technical requirements and consumer demand through entrepreneurial behavior.<sup>4</sup> Modern working conditions are characterized by dynamic development of the sport in terms of the mass involvement of subjects in completing the sports activities as well as from geographic representation of the sport. Sports tourism refers to travel, national and international which are realized in order to see the desired sporting events. Sports tourism means all forms of active and passive involvement in sporting activities in which you can participate random or organized, from commercial or non-commercial purposes and for which is required temporarily leaving the scene of residence.

Important prerequisites for fostering the development concept in the operation of small and medium sized enterprises (SMS) in the field of sports tourism is an entrepreneur – focused management that supports initiatives in operation and open communication among employees. The influence of small sized enterprises in the creation of the appropriate tourist offer is reflected through the continuous monitoring and application of new development opportunities depending on anticipated needs, appropriate selection of human resources and their placement in appropriate places, the ability to use the available development opportunities, capacity allocation and a combinational of available resources and minimizing the consequences of any failure in business activities. Small sized

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<sup>4</sup> Antoncic, B., and Hisrich, R. D. (2004). Corporate entrepreneurship contingencies and organizational wealth creation, *Journal of Management Development*, No.23, pp. 518-550

enterprises have unique or distinctive advantage that is associated with efficient informal communications systems, high degree of adaptability to the market by introducing innovations relatively cheaper in operation and low bureaucracy.

The advantages in the operation of small sized enterprises or their strengths need to be used in order to enrich the tourist offer and development of sports tourism in the region of Dojran. In this regard it is necessary to encourage the process of creation of small sized enterprises in services based on Internet technology to promote the tourism offer, small sized enterprises - travel agencies for animation of tourists and offering daily engagements to fully meet the leisure tourists, creation of small sized enterprises that would offer a completely new line of products and services, sports and recreation facilities, small business rehabilitation services and treatment, spa and fitness centers.

#### **4. SPORTS AND TOURISM**

Sports and tourism are activities which in ancient times acted together so that sports tourism today is undoubtedly one of the most important industries which is characterized with increasing profits, without experiencing almost no aftershocks and repercussions of the global economic crisis. Modern tourism includes providing comfortable accommodation and healthy diet, but not neglecting the content of active leisure, recreation, sport, cultural relaxation with music and entertainment. The returning towards nature and reconnecting with tradition and their roots are pleasures that are increasingly required by the modern tourists.<sup>5</sup>

The modern tourists now, more often are looking to feel and experience the traditional values and natural beauties.

Today's tourists are much more curious, they want to explore. They are simply fed up with the main tourist offer and want something more. It is a new type of tourist – adventurers. They are interested in extreme sports. For them, a well spent a holiday is not one where they peacefully are lying on the beach, but rather one that they will be filled with much excitement and high adrenaline. Extreme biking, paragliding

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<sup>5</sup> <http://money.mnogoo.mk/mk/articles/Destinacii/alternativen-turizam-vo-makedonija>

are just some of the new tourist terms that have become topical in recent years in the municipality Dojran. Republic of Macedonia has all the natural prerequisites for the development of such tourism.

## **5. THE SPORTS TOURISM AS A SPECIFIC FORM OF MODERN TOURISM**

Sports tourism is formed as a special form of tourist movement and one of the major structural changes of the modern tourism. It also means that tourist destinations in their bids must adapt to those changes, because these tourists bring specific behavior and habits. Sports tourism in the modern tourism is becoming an unavoidable part of the stay, and often is the main motive for short or long trips to a specific destination so it must be separated as a separate form of tourism.

Beside the factors of sports offer which influenced the development and establishment of this kind of tourism despite the existing recreational facilities and content, natural geographic elements and factors and their essential characteristics are of particular importance regardless whether they are basic or complex tourist offer. Namely, in tourism planning for sports tourism establishment of recreational facilities must be based on the properties and characteristics of natural geographic elements and factors, the natural resources of any one area. That the properties of these resources, tourists meet their sports - recreational needs wholesale and determine the shape and the way of tourist and economic valorization of space and influence the choice of sports and recreational facilities.

## **6. EFFECTS OF THE SPORTS TOURISM**

Economic effects of sports tourism can be valorized as direct and indirect. Direct economic effects are achieved through travel or sports enterprises by selling and implementing sport and recreation services. They are measured by the difference achieved by the revenues and expenses of sport services and they are measurable in every tourist of a sports organization.

The indirect economic effects manifest in various forms of tourist trade and they are created by tourists that sport is their primal motive of arrival and stay in a particular tourist destination. Those are recreational athletes of all types and categories that are participating in various competitions, tournaments, recreational programs and various sports. Such programs are usually realized before the season and post season of which a special meaning is given.

## **7. SATISFYING TOURIST NEEDS THROUGH THE DEVELOPMENT OF SPORTS TOURISM IN THE REGION OF DOJRAN**

The region of Dojran Lake is one of the most fitted regions for sports tourism in Republic of Macedonia, where all of the building and investing is mainly done by the Istatov Sports Centre.

Due to the favorable climatic conditions, especially in winter, in the municipality of Dojran there are conditions for basic preparations of sports teams. In New Dojran there is a grass football field, while in the motel "Istatov" there is a sports and recreation center with gym, playground, outdoor pool and sauna. The sports center "Istatov" is located at the entrance of Dojran, at a distance of 6 km from the Greek border.

This facility offers all kinds of sports preparation for teams from all sports. The sports center features a gym with standard dimensions in which you can play handball, basketball, volleyball and soccer. Also, there are two auxiliary football fields, a professional playground, fitness room, sauna for 15 people and a swimming pool. All indicated may be in function of sports tourism. It has 180 beds, 9 suites, 1 VIP room, 23 double rooms, 10 triple rooms and 2 quad rooms.<sup>6</sup>

Dojran as an interesting tourist destination with an altitude of about 700m, has conditions for the development of several types of tourism between who is the sports tourism. Overall, the climate is characterized by hot and dry summers expressed with high temperatures and mild and wet winters. Daily temperature with over 26°C in the area of Dojran is encountered over 120 days a year.<sup>7</sup>

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<sup>6</sup> <http://hotelimakedonija.com.mk/mk/Hotel/127/Hotel-Istatov-Dojran>

<sup>7</sup> <http://www.dojran-info.com/>

Dojran has excellent opportunities for the development of sports tourism, which is especially expressed over the extraordinary climatic conditions that are suitable for the preparation of athletes especially in winter season. Sports tourism can be done in two ways:

- Sports tourism directly related to sports and recreation;
- Sports tourism is directly linked to the sport or tourists on holiday, as well as sports.

Although Dojran is a still small resort it still has facilities for development of sports tourism as hotels and sports grounds. This mainly refers to the sports center Istatov which is a complete hospitality hotel and sports and recreational complex.

Besides the Center Istatov, Dojran has several accommodation capacity like as private houses and hotels , which rented to tourists throughout the year and offer a total of 170 rooms and apartments for accommodation.

As part of the tourist offer of the municipality of Dojran is the sports tourism with certain sports events. As options for the development of this type of tourism would be:

- Rental of bicycles for tourists to perform cycling on marked paths like alongside the lake;
- Canoeing on Lake Dojran;
- Organizing competitions in volleyball, for tourist's recreation and participating in tourism activities of this type of tourism;
- Rental equipment for paragliding, where lovers of this sport would have the chance to enjoy the beauty of Dojran;
- The State Championship in triathlon as another reason to visit this place;
- Hiking in the newly built path along the lake shore;
- Competitions in fishing and preparing the best fish stew, etc.

At the shore of Lake Dojran they are prerequisites for equipment of more beaches that in the current terms are representing a limiting factor for tourism development. Besides the beaches of Old Dojran and New Dojran,

at the shore are estimated and locations of facilities which will significantly contribute to local economic development and improve the quality of life in the municipality.

## **Conclusion**

Small and medium sized enterprises (SMS) are becoming a key factor in terms of creating greater opportunities for development of sports tourism and improvement of the situation at local, regional and national level. Small and medium sized enterprises (SMS) are important segment in overall economic activity in Dojran. This is the segment that constantly changes things, moves and develops. They are the carriers of economic development and are associated with entrepreneurship and entrepreneurial initiative. In sports, small and medium sized enterprises (SMS) are a key factor for the growth of the tourism sector in Dojran. The modern concept of operation requires enterprises to be efficient and create optimal tourist offer by encouraging the development of sports tourism. Development of alternative forms of tourism is resulting from modern tendencies in the world, hence the development of sports tourism.

Sports and recreational travel needs are striving to establish the psychophysical balance in any environment outside of the residence. This means that the specificity of the tourist recreation it consists in a feeling of lack of certain psychosocial content that tends to go into areas outside their place of residence or in environments where there is such content. Because of that sport and tourism have an important link between itself and as such represent a separate area. How quickly is implemented the idea of developing the sports tourism that much greater will be the contribution to the development of tourism in the municipality of Dojran.

Sports tourism in Dojran is still booming in the implementation. The rapid process of its development can bring about enormous positive impacts on tourism. Benefits from the presence of sports tourism as a form of alternative tourism are reflected in the massive attendance, the financial benefits of the use and satisfaction of visitors using a synergistic approach in guiding the activities of small and medium sized enterprises (SMS) in the creation of the tourist offer.

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