

DOI 10.20544/HORIZONS.A.23.2.18.P18  
UDC: 338.48-026.23:[005.52:005.33(497.751)]

## **THE ROLE OF SWOT ANALYSIS IN THE DEVELOPMENT OF TOURISM IN THE MUNICIPALITY OF TETOVO<sup>1</sup>**

**Arta Kadriu PhD - candidate**

University of Tetovo, Republic of Macedonia

arta.kadriu@unite.edu.mk

### **ABSTRACT**

Tourism is one of the most recent developed industries. Tourism as an industry in itself is recognized as the main factor in the development and economic growth of a country. Same as in other countries as well as in Municipality of Tetovo we can say that we have a development of this industry. Through this scientific work we will highlight the development of this tourist destination and the new opportunities based on SWOT analysis.

**KEY WORDS:** tourism, development, economic growth, opportunities, SWOT analysis.

### **INTRODUCTION**

In this research paper SWOT analysis of natural-geographical features and tourist potentials of the Municipality of Tetovo was made. Tourism as an industry in itself involves a very wide horizon which means, just like other industries and tourism has an external influence. Analyzing the system as tourism develops in one region and compares it to the whole country; we will face a big difference, including tourism potentials.

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<sup>1</sup> Review paper

The goal is according to the advantages, weaknesses, opportunities and threats that are key elements of the SWOT analysis according to which we can conclude how tourism in Tetovo is developed.

The concluding part of the paper outlines scientific and expert attitudes that are based on analyzes, statistical data and research in the region. There are also ways to improve the current situation of tourism in our country, that is, in the Municipality of Tetovo.

#### The role of SWOT analysis in the development of tourism in the Municipality of Tetovo

In order to know where we are with the development of tourism, we must analyze the strengths, weaknesses, opportunities and threats that this destination has for improving the current structure. We can say that SWOT analysis is a formula for recognizing the main factors in the development of a tourist destination. The SWOT analysis task is to divide all those factors where they belong, the column benefits all those elements that help to develop tourism, the weaknesses belong to that column where we can see what needs to be done and where to fix the mistakes that are direct influence the development of tourism in the Municipality of Tetovo, with the help of the possibilities we can reach the positive results, and the threats that arise from the situation in the space and the environment. According to the conveniences, weaknesses, opportunities and threats we can reach a complete tourist offer, because from here we can see where we should intervene and what should be added for the improvement of the tourist offer. We will present this in the following table no. 1.

Table 1. SWOT analysis of tourism development in Municipality of Tetovo

<b>ADVANTAGES</b>	<b>WEAKNESSES</b>
<b>1. Favorable geographical stand and traffic connection of Sharr Mountain</b>	<b>1. Lack of information for foreign and domestic tourists</b>
<b>2. Proximity to the market (Albania, Kosovo, Montenegro, Serbia, Bulgaria, Greece)</b>	<b>2. Insufficient infrastructure</b>

<b>3. Numerous natural tourist attractions for tourism development</b>	<b>3. Lack of tourist tradition</b>
<b>a) Natural resources</b>	<b>4. Lack of information centers</b>
• <b>flora (forests, mountain meadows)</b>	<b>5. Marketing of tourism offer</b>
• <b>fresh air</b>	<b>6. Lack of staff with managerial skills in tourism</b>
• <b>climate conditions</b>	<b>7. Lack of promotion in the media, internet (websites), poor connectivity with travel agencies</b>
• <b>Animal life (wildlife and birds)</b>	<b>8. Lack of financial resources</b>
<b>b) Cultural-historical heritage</b>	
• <b>Urban and rural entities</b>	
• <b>Archaeological sites</b>	
• <b>Cultural objects (mosques, churches)</b>	
• <b>Culture and way of life (folklore, crafts, handicrafts)</b>	
• <b>Rich cultural heritage</b>	
<b>4. Conditions for development of more alternative forms of tourism (transit, cultural, rural, mountain, ecotourism, ethnotourism, spa,)</b>	
<b>5. Expectations from tourism</b>	

(employment, etc.)	
<b>6. Gastronomy and local specialties</b>	
<b>7. Motivation for positive change</b>	
<b>8. Investing</b>	
<b>9. Favorable conditions for education</b>	
<b>OPPORTUNITIES</b>	<b>THREATS</b>
<b>1. Alternative tourism and its development</b>	<b>1. Lack of funding for new infrastructure</b>
<b>2. Increased interest in the international market</b>	<b>2. Competition in the foreign market</b>
<b>3. EU integration and use of funds from sustainable tourism development programs</b>	<b>3. Increasing the product prices</b>
<b>4. Enrichment of the offer</b>	<b>4. the low interest rate of the local population for the development of tourism</b>
<b>5. Branding the product</b>	
<b>6. International cooperation on sustainable development programs</b>	

Strategic goals for tourism development in the Municipality of Tetovo

Strategic goals presuppose a key element for further development of tourism in the Municipality of Tetovo and Sharr Mountain. The program of the strategic goals was made on the basis of the analyzes taken away from the statistical data, public and private sector in the Municipality of Tetovo. In addition to the strategic goals for tourism development in the municipality of Tetovo including the tourist center Popova Shapka and wider in the Sharr Mountain are added:

- The Tourism Development Program in the Municipality of Tetovo including the tourist center Popova Shapka, part of Sharr Mountain
- The program for using the natural potentials of the Municipality of Tetovo including the tourist center Popova Shapka and Sharr Mountain
- Program for using cultural and historical heritage in the Municipality of Tetova
- National Development Plan

The effects expected to be achieved from the development of tourism and realization of the tourism development goals in the municipality of Tetovo and Sharr Planina were also taken into account when choosing the strategic goals:

- Preserving the natural and cultural-historical heritage
- Improvement of traffic, communal and telecommunication infrastructure
- Increasing the living standards
- New employments in the tourism sector

Regarding all that we have said so far, we conclude that the development of a region can not be developed only by a single number of investors or only in one sector whether it is public or private, but it is necessary to hire all those enterprises that are skilled to accomplish plans for further development that will ultimately end with vivid success.

Next we will list several strategic goals for tourism development in the Municipality of Tetovo:

- To create conditions for transit tourism to become an important source of income for the municipality of Tetovo and Sharr Mountain.
- Develop a sustainable tourist offer in the Municipality of Tetovo based on the natural, cultural and human resources that will be part of the tourist offer of the Republic of Macedonia.
- Enabling easy and quick access of visitors to tourist attractions.

- Tourism to become an important source of income and employment for the local population in the Municipality of Tetovo.

All of the overarching goals we mentioned are related to each other, if we analyze them in more detail, all have to do with the tourism potentials, natural resources and putting them in the function of tourism. The quality of the above goals represents the basis of the development of tourism in this region and the expansion of the tourist offer. As a result of the realization of the goals and achieving the vision are the main factor in the formation and realization of the tourism product of the Municipality of Tetovo. The goal of all this is the realization of the strategic goals.

#### Conclusion

From all this we concluded that the Municipality of Tetova has the best tourist potentials for the development of winter tourism and cultural tourism. Tetovo, as a city, has a very large cultural and historical heritage, which makes this municipality, with its offer, part of the competition on the tourism market.

There are many types of tourism in the Municipality of Tetova, one of the most important is winter tourism. The ski center of Popova Shapka is one of the best ski centers that need new investments in order to improve the tourist place.

Although the natural tourism potentials we have, there should be investments that will fulfill and renew the tourist offer of this municipality. In order to be part of the global tourism market, it has to act according to the world trend.

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