

CLUSTER APPROACH IN CONTEMPORARY PLANNING OF TOURISM IN THE REPUBLIC OF MACEDONIA

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Abstract

Contemporary planning in tourism means a reception of strategic objectives that will provide a versatile understanding of the factors and influences and its impact on this problem. Cluster approach in this sense refers to using a new methodology. It is used for the first time in strategic formulations. The validity of this methodology derives from its acceptance by the world institutions that deal with this issue. Experience shows that the cluster module can be applied to different forms of tourist activity. Based on the defined goals, objectives and guidelines, the clusters are differentiated by basis of prioritization criteria. In the Republic of Macedonia the cluster approach is applied to the rural, cultural, mountain, lake and wine tourism. However, methodologically it is an open segment of research on other possible tourism forms. The use of such global experiences will contribute to Macedonia to be one of the countries in which the applicability of this methodology is accepted by all stakeholders. The results show remarkable gains that can be recommended in other spatial units in the country and abroad.

Keywords Tourism, Cluster, Planning, Development, Activities