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ANALYSIS OF THE DEMOGRAPHIC POTENTIAL IN FUNCTION OF TOURISM

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Abstract:

Man is the prime mover of the overall social economic and political life of the entire globe and therefore he is studied from various aspects depending on the needs of what we want to obtain information on the demographic potential and its features.

In this paper, the subject of study will be processing potential through its demographic characteristics (number condition, age structure, natural increase, economic activity, religious composition, etc.) for the tourism economy. We know that the basic elements of tourism are the natural and cultural wealth that detect, evaluate and put into operation in tourism. However, it has its function, the basic factor are the people who need to visit those places, so it is very important to understand the demographic characteristics of people in every region of the globe in order to come to some understanding of the habits, needs and affinities of people depending on age, nationality and religious affiliation, etc. when choosing their travel destination.

Key words: demographics, tourist, age structure, number of movements.

1. INTRODUCTION

The general and in particular the technological advances of the man gave him a much larger role in the interaction with the natural environment, significantly change the relationship between nature and society. From here follows the strengthening of the impact of social geography as a scientific discipline, and this applies especially to the demographics which actually study the population. In fact, demography is a scientific discipline that examines the population as a subject of very complex spatial relations and features for the understanding and explanation of geospatial and its transformation and valorization.

The purpose of studying of the demography is understanding and explanation the dynamic components: birth rate, mortality and natural movement. In the center is their spatial-temporal interdependence causing changes and spatial differences in the number, deployment and structure of the population. However the aim of this paper is not purely demographic elaboration of these indicators, but a way how to put them in the function of tourism and to evaluate the needs of the tourism economy in the

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country. We know that the tourism is an activity which has the man like a general product. So in the world there are many natural rarities, archaeological and cultural heritage which represent attractive tourist destinations. The question is how and in what way to attract the tourists to see all of them. Why should we study the population across all demographic indicators (population types, and dynamics of movements, its distribution in the world, gender and age structure, natural movement, economic structure, national and religious affiliation and so-called). When we know the details of these indicators for any area of the globe, we will process all the statistical indicators and tables, and then we'll properly read them to know which elements we can use and find a target group that is interesting to be brought into our country. So the purpose of this study is through the evaluation of the demographic potential to determine the areas and regions that we need to focus our tourist offer in order for it to attract more foreign visitors in the country. Every tourist worker must know the demographics in that level that with one look of the statistical indicators and tables can come to the conclusion - which is the most interesting and the most prosperity source of tourists.

2. DEMOGRAPHY IN THE FUNCTION OF TOURISM

From the first resettlement of the people until today, the country's population steadily spread and changed. In some periods the man began to spread from space with the best conditions of living, to the rest of the earth's surface. But despite the universality of the human movement on the earth today there are areas that are inhabited or areas who are occasionally settled, and that mostly depends of the natural-geographic conditions. For these reasons, we can say that there are three types of population and they are called ekumena, anekumena and subekumena. Our goal is not to explain these types of population, but to see how the correlation between them changes, especially under the influence of the tourism, because we know that the "ecumena" indicates that part of the earth's surface that is constantly populated with people and the space in which acts economically and that exploits the space and make profits. The literature widely wrote about the ekumena, subekumenata and anekumenata and what are their limits and their area occupation. With the development of the science and the technology, the man went so far that we can hardly say that any part of the globe is only anekumena, because he can beat all the climate regions and act economically.

As an example we would specify that if earlier the northern boundary of the population was considered 80°C D uh, today, at certain times of the year in the months April and May when the temperatures of air is around -35°C organized tourist groups are taken to the zero point at the north pole by a Russian travel agency arrangements and it lasts for five days. So in a purely "anekumen" space, the man right through the tourism managed to find a way to explote it economically and to transform it into "subekumen" space. The same applies also for the Arctic, where the man managed to form permanent settlements for scientific research. Through the tourism, many uninhabited mountain areas began to be exploited economically, through the construction of ski resorts. The most extreme case is that in XXI century, even the space became a part of tourist offer and few tourists (Dennis Tito, Mark Shuttlewort, Greg Olsen) went to visit the International Space Station as individual tourists for a very high price but in the near future that space tourism will also become massive through the group flights of the agency Virgin Galaktik.

So, at the threshold of the XXI century the man advanced and created so much wealth to be able to destroy almost all the barriers and aims to journeys into space, to go down to a depth of 5000 meters and won all the deserts and high peaks.

The sizable movement of the population and its distribution in the world for centuries constantly grew and changed. Over the centuries that growth was different depending on the natural and social occasions. Today the population of the country is such that we have large imbalances in spatial distribution and in the rate of natural increase. If the average population density of the globe is 43.4 inhabitants of 1km², we have over 900 spaces with residents of the 1km² as Bangladesh, and areas with only 2.6 inhabitants of 1km², as Australia.

Every tourist worker when seeking a source or market of tourists would normally first sees the numerous states in each population of a tourist market. It is the basic logic of the market economy, because the supply is the greatest where there is the greatest choice. It is not the same to perform a market of 50 million inhabitants and a market with 1 mile residents. In particular country with large population will present our proposal, although the percentage acquired tourists percentage would be small in numerical terms will be greater than any smaller country with much smaller populations. (Just as an example we shall take the Republic of Croatia as one of the leading countries in tourism in Europe. There are dominating tourists from Germany and they go there annually around 1.5 million, compared to the total state population of about 82 million is only about 2%, while Slovenia, numbering about 2 million inhabitants per year in Croatia leaving about 900 thousand, or about 45% of the total population). When we talk about numerous states we should mention that today in the world there is nearly 7 billion people, but very important for the tourism is to know how it will move it in the future. According to the estimates of experts of the UN's the future population growth will take place very unevenly. This means that there will be major growth in Africa, Latin America and Asia while little growth or even declining population will have in Europe, North America, Australia and countries of the former Soviet Union, which is very negative for the tourism because these countries are the most developed and provided the largest number of tourists in the world.

So, the numerous states are the first but not the unique conditions. Furthermore, it depends whether that country is in medium environment or a large distance from the tourist offer. The spatial separation factor is very important from financial and the time point of view and there for the neighbor countries are always the most attractive for the tourists, because the travel costs and travel time are cheaper. We also need to have in mind the political situation and the relations of the two neighbor countries because they often can have same unresolved issues which represent an obstacle in the tourism market (ex. Serbia, Croatia, Macedonia, Greece, Turkey, Greece etc. where on shorter or longer period the mutual relations are encumbered with certain political disputes so that leads to cooling the relations and to a certain uncertainty for the travel of the tourists.

After the neighboring countries for the tourist market are also interesting the countries with a common past and shared history that have left traces in the collective memory of the people in those spaces, and such is the case with the countries that emerged from the composition of the former Yugoslavia. That happens because many connections and relations of the past as relative, economic, post political etc. stayed. The factor called spatial distance takes a big role so next we'll value the European countries and the overseas countries.

The age structure of the population is very important factor in the tourist offer. Knowing the age composition of a population, the tourism worker will know how and which content to put in his offer. The interest of young is different than the interest of the mature or the old population. Also these categories are very important because if it prevails the young population it has its advantages (desires for travel and entertainment), but there is a limiting factor, and it is the finances because they are mostly unemployed population. In the mature population advantage is that they are employed with income, but without enough free time and limited in the holiday season. The old people especially in highly developed European countries where the percentage is already near 15%, is a major source of tourists, especially for the quieter sort of tourism out of the tourism season and during the whole year where they can visit various tourist content. The lack of this target group is the age and the lower power to travel. When we are in the age structure of population we need to know how that relationship will move in the future.

Also very important to know is the natural population growth for long term planning and making strategy in the tourism. Through the rates of fertility and mortality we can see the natural growth and what can be expected in the coming years. From these indicators we will know for a particular area or administrative unit in the future if the population will increase and dominates the young population or vice versa. By itself it will come to the realization what structure of tourists can be expected and what content to offer.

According to the projections made by the United Nations until the 2025 the share of young population will decrease, unlike the old, which will increase. It is believed that by that year the share of young (0-19 yr.) population will be 24.5% while the old population (over 65 years.) will be 9.7% and in 2050 that relationship will change to detriment of the young population which will cover 20.1% of the total population, while the old population will climb to 15.9% worldwide. As for the developed countries that ratio will be even worse and it is assumed that in 2050 the percentage of the old population will climb to 25%. Also very important factor in analyzing the tourist market is the sex structure of population. Basically there are no major differences but they exist however. In the younger groups, the male population is dominating with 1-2%, except for China where the percentage is 12%, but in the old population over 64 years everywhere dominates the female population. Because of longer life expectancy most drastic example is Italy where the number of women above that age is double larger, which means 100 men has 205.8 women. On average in Western European countries of 100 men have 140 women. And that fact is very important because they don't have the same affinities in the elections and during the visit of the tourist destination.

The next demographic indicator is the national and religious composition that is very important landmark on the identity of each population. We should exactly know virtually every area of the globe and what its national squad is. Is some country homogenous and dominated by a single entity, is it bi-national (ex. Belgium), or is it three-national (ex. Bosnia and Herzegovina). It is important to know whether these entities belong to the same ethnic family, the same group community, and have the same religious composition. The knowledge of these elements is important for the fact that each nationality group has its own specifics, its culture, tradition a how all this is close to our ethnicity, our culture and our tradition.

3. IMPORTANCE OF PILGRIMAGES

The religious composition today is perhaps one of the most important characteristics of each population. Also a big impact on the social and the economic processes in many countries has the religion and its important for the bio reproduction of the population. The religious understandings are different and they can be of more than one God (animism, totemism), or with only one God (Christianity, Islam, Hinduism and Buddhism) the most. The annual visits to religious shrines are about 200 million people or ¼ of the total tourist movement in the world. Normally we need to know the spatial distribution of all these religious and their participation in percentage in each country so we can know what is the target group for our tourist offer where dominate a lot of spiritual places from the Orthodox religion. This point out that the religious tourism should be promoted in those countries where the Orthodox population dominates.

To sum up all this demographic indicators we should know the composition of the population of a given area expressed by data on economic activity, occupation and their total revenues. The structure of the active population by occupation, or the share of major sectors, is an indicator of socio economic development of the world in general, state or region. If we know that the population is put in four sectors (primary, secondary, tertiary and quarterly) it's very important to know which of them employs the majority of the population. According to the statistics in the industrialized countries most of the active population is put in the tertiary sector and quarterly and averaged over 70%, while in developing countries and least developed countries dominate the primary sector with nearly 50% while in the third and fourth sector active participation of the population is about 25%. All this is closely connected with the educational structure of the population and the total revenues, which gives us a complete picture of certain space and the economic power of the population and its ability to be participating in the tourist movements.

4. INFLUENCE OF MIGRATION MOVMENTS ON TOURISM

For the needs of the tourism is very important to know the migratory movements in the past, what is the dynamics and the direction of migration of the population, because it has great influence in the journey of the people. As an example we will show the U.S. where the most immigrants are from Europe where they dominated the English origin and the ideal life of every American is to visit the land of their ancestors at least once in a lifetime. Such is the case with all immigration and even with the huge number of Turkish immigrants in the European countries when during the summer period millions of numbers spend their vacation in the country of their origin. We can observe the same example with the Republic of Macedonia, where much of our emigrants during the year are coming to visit the land of their grandfathers and fathers. All those enter the group of foreign tourists because most of them possess the nationality of the country from which they come, but the family, the emotional and the sentimental reason dominate them to spend their vacation in the land of their ancestors more than to other destinations in world.

From all stated above we can conclude that the regions in the world which are economical most developed and emit the largest number of tourists in the future will

face a reduction of the total population and in the same time will change the demographic structure which will increase the number of the old people. Each person that understand the tourism should know all these projections and indicators so he can know what can be expected and how can he guide and plan the tourism in the next period, so he can definr tha target group to which he streets the offer.

Through the structure of the foreign tourists in the Republic of Macedonia we will try to create a profile of who can be potential foreign tourist, how can we define the target group, where should we focus for attract the foreign tourists across all the demographic indicators.

Table 1. Visit of the foreign tourists

Market	Visits in 2004	2009
Serbia	30 771	38 570
Greece	29 901	22 500
Albania	13 452	19 800
Bulgaria	12 156	23 500
USA	7 658	7 500
Germany	6 522	9 950
Croatia	6 828	13 200
Turkey	6 496	17 200
Slovenia	5 444	13 500

Table 2. Individual consumption per resident of foreign tourist

Market	Consumption per tourist in Macedonia	Total population	GDP per resident in USA \$
USA	18 830,00	306 892 000	47 440,00
Germany	9 580,00	82 099 232	40 415,00
Greece	8 486,00	11 216 000	15 653,00
Croatia	8 164 ,00	4 453 500	15 550,00
Serbia	7 546,00	7 397 651	10 985,00
Slovenia	7 411,00	1 950 000	23 250,00
Bulgaria	6 260,00	7 950 000	6 282,00
Turkey	5 632,00	73 000 000	9 356,00
Albania	4 090,00	3 091 000	4 000,00

To get to certain information about the structure of foreign tourists in the Republic of Macedonia we will make an analysis of the above tables. In 2009 our country was visited by 259,204 foreign tourists, who represent 44% of the total number of tourists in that year which was the 587770. It can be seen that the most of them (165,900) come from only nine countries and that 40% or 104,550 come from neighboring countries, where in all of them in total live only 30 million inhabitants. Compared to 2004 when the number of foreign tourists was 197,216 in 2009 we have a 31.4% growth, and in the countries in the tables have growth by 38%. We can also see that we have increase of

the tourists from all the countries above except Greece, where we reduce the number of 7401 tourists or 25%. However, this should also be taken with caution because here are only the tourist that are registered overnight and not the daily tourists who visit the casino near the Macedonian-Greek border that has 1500-2000 people daily. As confirmation of this, is the analysis of the border crossings Bogorodica and Tobanovce where the difference in entry and exit of passengers only during the first eight months of 2010 is over four hundred thousand.

We should also mention the beginning of this article where we analyzed the demographic indicators and the numerous state that very important element is the spatial distance factor, which is confirmed by the dominance of the tourists from the neighboring countries, although the number of their population is relatively small. As confirmation of the said is that all the visits of tourists are from the former Yugoslav republics (Croatia and Slovenia), although they are not in neighboring countries the population remained in the collective consciousness tradition, friendship and family ties, etc. The same is the case with the Republic of Turkey where we have the highest growth compared to 2004 for two and a half times, which is also related to the history of the migration process where large number of people moved permanently from Macedonia to Turkey and now manifest a desire to visit their home. In countries with most tourists still is the U.S. where most of our immigrants are again with U.S. citizenship, which is related to the migratory movements in the early and mid 20th century. And finally here is Germany as the largest European country which is also the largest emit area for tourists so a small part visits our country, but in percentage that is minor in terms of total population of the state or 0.012%.

Ultimately the question is what we can conclude from all the above said. Republic of Macedonia as a country that does not have a very strong tourist motif that is recognized around the world and would represent a prestigious tourist destination that will be difficult in the future hopes of tourists from farther home or from other continents. Our figures suggest that the focus should be directed first to the neighboring countries, then to the countries of former Yugoslavia, Turkey and possibly the former Soviet Union where the population is predominantly Orthodox offering our religious tourism, and the system of concentric circles into something distant environment. Too bad that there are no relevant statistics on the age structure of foreign tourists, but it is evident that dominate are the mature and the old population, which has its affinities and it's more focused on alternative forms of tourism, because Macedonia failed to create a tourist offer and content that would be attractive and interesting for young people from other countries.

CONCLUSION

Finally as a conclusion we can say that in the future the profile of a foreign tourist will be from the nearby environment, with not very high purchasing power (because we still do not have adequate hotel with 5 stars for elite tourists), the mature age group with relatively short time of staying, and that will show the greatest interest for the natural, cultural and religious heritage of the Republic of Macedonia, the casino tourism, and less interest for out lakes and ski centers.

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