



CULTURE AND HERITAGE – SWOT ANALYSIS OF DOJRAN AND GEVGELIJA

Magdalena Miceva,
Biljana Hadzi-Nikolova

Goce Delcev University of Stip,
Gevgelija, Republic of Macedonia

Correspondence:
Magdalena Miceva

e-mail:
magdalenamiceva@gmail.com

Abstract:

Gevgelija and Dojran include the natural, cultural and man-made attractions, facilities, services and resources that make up a particular hub of tourist activity. The attractions in these nearby areas are often visited during the same trip. The town of Dojran is divided into the old part, Star Dojran and the new part Nov Dojran and located in the southeast of the country close to the Greek border. The town Gevgelija is located just few kilometers from the border with Greece, the crossing point for the international highway E-75 which links Belgrade and Skopje with Thessaloniki. Tourism is concentrated around the medical spa Negorci, the casinos as well and is also frequented by transit tourists. While located in fairly close proximity, Dojran and Gevgelija are very different destinations. Dojran is catering mostly to domestic leisure tourists while Gevgelija's main segments are gaming tourists, medical service tourists and transit tourists. The subject of this paper is an analysis of the culture and heritage – the SWOT analysis between Dojran and Gevgelija.

Keywords:

tourism, culture, destination, comparison