



THE MACEDONIA TIMELESS – EMPIRICAL INSIGHTS INTO THE LIMITS OF NOSTALGIA AS A MARKETING CONCEPT IN TOURISM

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HYPOTHESIS

- Tourism campaigns are useful nation branding instruments and thus make part of nation state building projects. This holds true for the SOE region in general, and is particularly visible in the cases of Slovenia, Croatia and Macedonia.
- The complexity and coherence of the SEE tourism campaigns seem to be correlating with the prospects and dynamics of EU accession.
- Nostalgia as a concept applied in most of SOE tourist marketing campaigns can be considered as a social phenomenon of memory production, as a dialogue with the past which serves horizontally public and collective aims.

THE CASE OF SLOVENIA

- *Center za turistično in ekonomsko propagando je bil uradno ustanovljen **1. oktobra 1983**. V ta čas spada vrsta zanimivih aktivnosti, ki jih je centru pomagal sooblikovati Studio marketing: celostna podoba z lipovim listom, široka animacija domače javnosti, vrsta plakatov, prospekti, film, priponke, razglas in slogani.*
- *Države že od nekdaj med seboj tekmujejo za pozornost medijev in drugih ciljnih skupin, tekmujejo za investicije, za boljši položaj na mednarodnem trgu blaga in storitev ... In tekmujejo tudi za turiste. Slovenija se je pomena graditve samostojne prepoznavnosti zavedala zelo zgodaj, še pred osamosvojitvijo pred 20 leti. **Akcija Slovenija, moja dežela je postavila temelje graditve znamke naše dežele.***

Source: http://www.slovenia.info/?zgodovina_znamke=0

POLITICAL ROOT

- *Zasluga, da so te akcije promocije Slovenije kot turistične destinacije zagledale luč sveta, gre tistim, ki so veliko prispevali k njihovemu nastanku: Jerneju Repovšu, Zlatku Jančiču, Miru Klinetu. Potrebno podporo so akcijam ponujali takratna **vladna sekretarka za turizem Bogomila Mitič in člani vlade s predsednikom Dušanom Šinigojem na čelu.** »Takratna situacija je narekovala akcijo, ki je bila večinoma usmerjana navznoter: bolj sanjali smo, kaj bi lahko naredili prek meja, oziroma nam je, ko bi bilo treba stopiti 'čez', zmanjkalo poguma, volje in denarja ... Akcija, kakršno smo zasnovali pred skoraj 20 leti, torej absolutno ne bi mogla biti več 'živa'. Mi smo takrat namreč vedeli, kako in kam natančno pozicionirati Slovenijo in kdo so naši največji konkurenti, nismo pa vedeli, da je treba in možno graditi znamko destinacije, čeprav smo to intuitivno delali.*

Source: http://www.slovenia.info/?zgodovina_znamke=0

STRATEGIC MARKETING OUTCOME



- **Slovenija, moja dežela: 1986**
- **Slovenia, Sunny Side of Alps: 1987**
 - „Slovenia is often referred to as the country on the Sunny side of the Alps. On a sunny day, the Alps, including Triglav - the highest mountain in Slovenia, offer some of the most spectacular views on the Adriatic Sea.”

Source: <http://www.wsc2014.si/slovenia.html>

SLOVENIAN TOURISM CAMPAIGN CHRONOLOGY ECHOING SLOVENIA'S EU ACCESSION PROCESS

SOURCE: [HTTP://WWW.SLOVENIA.INFO/?ZGODOVINA_ZNAMKE=0](http://www.slovenia.info/?zgodovina_znamke=0)

- **1995: The green peace of Europe (positioning USP) – campaign echoing the submission of EU membership request (3/1994 – 6/1996)**
 - 1996: Imejmo se fajn
 - 1998: v okviru Dobrodošli doma – Dolg vikend so kratke počitnice
 - 1999: v okviru Dobrodošli doma – Počitnice so blizu
 - 2000: v okviru Dobrodošli doma – Juhu, počitnice so tu
 - 2000: celebrating millennium
 - 2002: Na lepše (stranske poti so zapeljivejše od glavnih)/Next Exit
- **2004: Slovenija poživlja/Slovenia invigorates – (coinciding with EU Membership)**
- **2007: I feel Slovenia/Slovenijo čutim – (coinciding with admission to EUROzone and Schengen)**

VISUAL & MARKETING EVOLUTION

Logo & USP



YEAR

○ 1995

○ 2004

○ 2007

CASE OF CROATIA: FIRST NOSTALGIA BASED TOURISM CAMPAIGN IN SOE RELEASED IN 1992 / 1993

- **Mala zemlja za veliki odmor / Small Country for a Big Vacation** – First attempt (Small secrets of big masters of cuisine; nostalgia comes into play, echoing the marketing concepts of the 1970ies)



- Rabuzin's sun evoking nostalgia for naive painters i.e. pristine landscapes

- **Mala zemlja za veliki odmor / Small Country for a Big Vacation** – Second attempt
- Continuity of 1992 USP, combined with logo designed by Boris Ljubičić



UNDERLINING THE NOSTALGIA CONCEPT:

MEDITERAN KAKAV JE NEKAD BIO/

MEDITERRANEAN AS IT ONCE WAS – 2001

(A RESPONSE TO INTERNAL CRITICISM OF INFORMED AND INTERESTED PUBLIC, COINCIDING WITH THE SAA – EUROPE IS GETTING INTO THE PICTURE)



CROATIA – NEW TOURISM STAR OF THE EU CAMPAIGN
RELEASED IN 2013 COINCIDING WITH EU MEMBERSHIP,
ASCERTING POLITICAL AFFILIATION RATHER THAN
GEOGRAPHIC AND CULTURAL BELONGING

- <http://makestream.com/videos/croatia-the-new-tourism-star-of-the-european-union>
- Marking the end of nostalgia concept suggesting the idea of leadership, however without prerogatives
- Subtle focussing on competition with Italy



CHARACTERISTICS OF STRATEGIC MARKETING: 2001 – 2013

- Stagnation in strategic marketing reflecting cumbersome EU accession period
- Ascerting the Western Balkan political realm
- Example: 2009 / 2010 campaign „Croatia so beautiful, so ours”, twisting the Croatian national anthem opening lines, at the same time prone for use in other Ex-Yugoslav states depicting Croatian wide opening to regional markets (Hrvatska: tako lepa, tako naša)
- Coherence in diversity: parallel running of - differently strategically rooted - international and regionally applicable campaigns

MONTENEGRO – 2005 CAMPAIGN PRECEEDING DECLARATION OF INDEPENDENCE IN 2006

- http://www.youtube.com/watch?feature=player_detailpage&v=veP1tNZdXJk
- <http://www.youtube.com/watch?v=9gDrlgkVRV0>
- **Wild Beauty** – key attributes are nostalgia based and play with wilderness of Montenegrean landscape and the beauty of cultural landscape



HYPERNOSTALGIA: THE CASE OF MACEDONIA 2007

POLITICAL BACKGROUND:

- The first video in the series was directed by Macedonian film-maker [Milčo Mančevski](#), best known for directing the Academy award nominated, *Before the Rain*. Filming started in October 2008 and the production company *Senka film* was allocated a budget of €190,000 by the government to complete the one-minute video. [Kiril Džajkovski](#) arranged a version of the traditional Macedonian song "[Uči me majko, karaj me](#)" for the soundtrack.
- The video begins with a father reading a book to his daughter.^[2] After opening the book, a montage of various Macedonian localities is shown, including [Prespa](#), [Veles](#), [Ohrid](#), the monastery of [St. Jovan Bigorski](#), [Kokino](#), [Stobi](#), Kurbinovo, Konopište and the capital of Macedonia, [Skopje](#). Archaeological discoveries found on the territory of the country were also shown, along with depictions of [Alexander The Great](#) and [Prince Marko](#). It was released in nine languages: [Macedonian](#), [English](#), [Turkish](#), [Russian](#), [Italian](#), [Dutch](#), [German](#), [French](#), [Spanish](#) and [Albanian](#). The video premiered on 24 December 2008, and was aired on [CNN](#) and [CNN International](#) the day after.^[2]

Source: http://en.wikipedia.org/wiki/Macedonia_Timeless

HIGHLY STRUCTURED STRATEGIC MARKETING OUTCOME – 2008 (THREE YEARS AFTER CANDIDATE STATUS **AND SIGNING OF ACCESSION PARTNERSHIP RECONFIRMING EUROPEAN PARTNERSHIP**)

Extramural: Macedonia Timeless

- <http://www.macedonia-timeless.com/>



Intramural: Vječna Makedonija

- <http://www.macedonia-timeless.com/>



SERBIA – WAITING FOR SLOGAN – PREPOLITICAL POSITIONING, ON THE SURFACE CLEARLY ESCAPING NOSTALGIC REFERENCES

- <http://www.srbija.travel/srbija-moja-zemlja-moje-putovanje/>
- <http://www.serbia.travel/multimedia/video/>



SUMMING UP:

IN THE CONTEXT OF NATION STATE BUILDING PROCESSES, EU ACCESSION DYNAMICS, AND POST-SOCIALIST TRANSFORMATION IN SOE NOSTALGIA

- **reflects** a sense of loss going along with disillusionment about previous political structures. We consider it less a chiffre for disappointments and failures of the transition process, than a platform for establishing actual relevant political claims
- **produces** a sense of belonging by addressing those who know of the specific past it refers to – it thus unifies (those who know), and it excludes (those who do not know)
- **helps** focusing on where *we* are at and where *we* are going. Its inherently dynamic function however needs evaluation and constant upgrading

EVALUATING THE MACEDONIAN TOURISM CAMPAIGN: THE LIMITS OF NOSTALGIA AS A CONCEPT

If the concept of nostalgia might indeed particularly appeal in moments of struggle with status insecurity

- it is as much about the past as it is about the future
- it can even be read as a “politics of the future” (Boyer 2010) (politics of recognition: autonomy, self-determination, ownership)
- it can also be seen as a response to the *estrangement from external steering of (post-social -ist) transformation*

EVALUATING MACEDONIA TIMELESS

- Method: Content analysis
- Sample: 22 valid student reports – Mandatory for the final exam in Tourism Politics Classes: 2009 – 2011
- 2009 student reports analyse only the strategic marketing concept of Macedonian campaign (7 papers)
- 2010 - 2011 reports compare Slovenian and Macedonian campaign (15 papers)

2009 REPORTS

Macedona – Timeless	N=7	Key benefits/Key liabilities
Affirmative reception	5	Awareness building; Clear Cultural Positioning; Serving Cultural Tourism
Negative reception	2	Politically incorrect; Touristically misleading

COCS Conference "Cultural Memory",
 Skopje, 09/20/09

2011 - 2012 REPORTS

Macedonia - Timeless	N=15	Key benefits/Key liabilities
Affirmative	11	Branding state/Base line cultural positioning/Building niche for traditional culture/Honest marketing
Negative	2	Misleading image building/Endangering tourism through explicit political message
Undecided	2	Bold marketing – dubious strategic outcomes/Nation branding and tourism should differentiate?

SUGGESTIONS OF THE AFFIRMATIVE REPORTS: OVERCOME THE LIMITS OF NOSTALGIA CONCEPT

Macedonia Timeless / Nation branding/Cultural positioning

Connecting
to
Modernity

More
marketing
of available
infrastructu
re

Strategic
development
plan

Product
differentiation

Types of
unique place
based
experiences