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**SUB-STRATEGY FOR DEVELOPMENT OF CULTURAL TOURISM IN THE REPUBLIC  
OF N. MACEDONIA**



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# **SUB-STRATEGY FOR DEVELOPMENT OF CULTURAL TOURISM IN THE REPUBLIC OF N. MACEDONIA**

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## ABSTRACT

Tourism as a multidimensional and multifactorial occurrence has become a global phenomenon that is developing at an unprecedented pace. Contemporary tourism development reveals specificities which are directed towards expanding tourist demand. The trends in the expansion of demand are moving towards increasing the quantity of activities and services in the tourist offer, but also improving the quality of services provided. It is especially important that tourist demand is looking for new experiences. The mass coastal tourism is being replaced with interesting and attractive forms of tourism. From this emerges and develops cultural tourism and the development of different subtypes and contents within it

Hence emerged the need for preparing this strategic document which together with the Sub-Strategies for Rural and Active Tourism should represent a strategic framework for tourism development in RN Macedonia. This is especially important in the modern conditions of operation in tourism when competitiveness is continuously increasing. Thus, RN Macedonia can become an attractive tourist destination for different types of tourism such as active, rural and cultural tourism.

This Sub-Strategy covers analyses that determine the current state of tourism, i.e. cultural tourism in our country. The regional approach explores the various potentials for tourism development, in order to determine the spatial units and locations that have the most favorable opportunities for active inclusion in the newly created attractive tourism products and culture-related content. Namely, the planning regions in RN Macedonia have significant cultural resources that are underutilized in the tourism - developmental sense. Furthermore, tourism development over the past decade has been characterized by unbalanced regional development which has a negative impact on the overall socio-economic developmental trends. In this direction is also the preparation of this strategic document that should balance out these uneven occurrences in tourism in RN Macedonia. It will be the basis for creation of attractive and highly competitive cultural - tourist products and contents.

Within this Sub-Strategy proposed are measures and activities aimed at improving the situation in tourism. Such measures are determined by the situation analysis, valorized values, mapped and zoned potentials. The ultimate goal is to increase the number of tourists in all planning regions, as well as to attract a more quality tourist clientele. Particularly within the cultural - tourist movements participate people with higher payment opportunities. The development of cultural tourism in a given area does not only generate economic and social benefits for the local community, but also directly affects the protection and promotion of cultural resources and attractions.

*Key words: Cultural tourism, Tourism development, zoning and mapping, regional development*

## INTRODUCTION

Tourism as a multidimensional phenomenon has evolved on an unprecedented global scale. The tourist phenomenon has implications in all spheres (socio-economic) one the territory where it occurs and develops. The main characteristic of tourism is its dynamism and continuous variability. Tourism activities have the potential to expand indefinitely, which is not only quantitative, but also qualitative. This means that the tourist demand is in constant search for new and more quality tourist content that will result in positive experiences. As a result, high competitiveness has been developed within the tourism offer in an effort to attract a larger and more quality tourist clientele. Tourism policy makers must develop more and more attractive tourism products. To achieve this, it is necessary to combine natural and cultural resources in the created tourist offers. Tourism can be defined as an economic process that in one way deals with the natural and cultural heritage of a particular area. (Ascher, 1985)

Culture is an integral part of human existence. Journeys have brought people together and thus different cultures started to influence one another. Culture and tourism have developed an almost unbreakable bond between themselves. There is no tourism activity that does not include some cultural elements. The need to travel for the purpose of cultural education of tourists and acquaintance with new cultures has become one of the basic tourist needs in the realization of the tourist process. In this sense, cultural tourism has also emerged as a type of tourism. In the past decades the unprecedented growth of cultural tourism (and tourism in general) has caused the transformation of tourist destinations, positively and negatively affecting local traditions, customs and lifestyles. Places with relatively lower levels of economic development have begun to recognize the benefits of developing cultural tourism on their territory. Thus, this type of tourism has even become the main driver of economic and thus social development.

Defining cultural tourism is a complex task. This is due to the fact that tourism, as well as culture, is a complex and multidimensional phenomena that have implications in all spheres. In general terms, cultural tourism can be defined as the segment of the tourism process that places particular emphasis on visiting heritage and cultural attractions in a particular area.

Certain research by the UNWTO has shown that cultural tourism accounts for as much as 40% of the total number of tourist trips globally (Brida et al., 2013). Specifically, surveys have been undertaken by the United Nations World Tourism Organization in 2015 (UNWTO, 2015), according to which the arrivals of tourists involved in cultural and tourism activities has been steadily increasing compared to total international arrivals. In that sense, 40% of international arrivals are considered "cultural - tourist". Such tourists are included in cultural visits or involved in cultural activities during their stay.

Tourism development of RN Macedonia is not developed on a satisfactory level. This means that tourism currently developing on the territory of the country is not sufficiently competitive on the tourism market. Due to the spatial characteristics of the state, i.e. the fact that it does not have access to the sea, new and modern ways of attracting a potential tourist clientele should be sought. Such solutions may be sought in the possibilities for developing other selective types of tourism, in contrast to lakeside tourism. Such new selective types of tourism should also be in function of a more balanced regional development. Particularly important are those tourism types that enable the use of content, services and activities throughout the whole year. This will remove the pronounced seasonality of tourism in RN Macedonia. The main objective of developing such selective types of tourism in RN Macedonia is to make the country more competitive on the regional and global tourism market. In this direction is the development of cultural tourism on this territory. Namely, RN Macedonia has attractive and unique cultural resources at its disposal and that need to be put into an active function of tourism. In order to enable tourism policy makers to find strategic solutions and approaches for the proper activation of this selective type of tourism, appropriate research should be conducted in this direction. Research activities are needed to identify and differentiate cultural - tourism potentials, which are necessary to determine the place and role of cultural tourism in the overall tourism development in RN Macedonia.

However, it is not enough to differentiate and do an inventory of all available cultural (and natural) potentials in order to enable the proper development of cultural tourism. In this sense, it is necessary to undertake more substantive research in the valorization sense. Valorization approach should be applied to determine the basic development directions of cultural tourism and the development of quality and highly competitive cultural and tourist products. This strategic document should also serve this function, which will bring benefits not only to the regional authorities but also to the state as a whole. The main objective for developing the Sub-Strategy for Cultural Tourism is to provide a basic strategic framework for determining the potentials for cultural tourism development on the territory of RN Macedonia. It will be the foundation for determining the conditions and constraints that cultural tourism development faces. This document will also provide concrete proposed measures and solutions for eliminating the identified restrictions that will be used for the creation of quality cultural - tourism products.

## **1. Need for preparation of the Sub-Strategy for Cultural Tourism**

The preparing of the Sub-Strategy for Cultural Tourism as a strategic document is the result of the need for a more balanced regional development of this type of tourism in RN Macedonia. There is also the need to improve the existing cultural - tourist offer, as well as to create new content. This is in line with international tourism trends and flows with the basic goal of improving the competitiveness of the country in this domain. In the future, this document should also include other strategic plans and programs at local, regional and national level.

The development of attractive forms of cultural tourism will not only improve the existing tourism offer of the regions of RN Macedonia, but will also be one of the essential segments of competitive tourism content along with active and rural tourism. Local and regional authorities will be able to find concrete solutions for the creation of package tours and individual services within the three basic forms of tourism that are planned to be developed. This will not only promote tourism in the different local and regional spatial units, but also in the country as a whole.

The Sub-Strategy is a strategic document that is in line with numerous undertakings at national, regional and local level for creating and developing new types of tourism activities in RN Macedonia. Government authorities, regional centers and local units have started to recognize the importance of tourism and how it can affect all socio - economic spheres. This is why a number of strategic documents have been adopted in the past decades in which tourism plays an increasingly important role. Numerous efforts have been made at the state level, but also at the regional and municipal level, for networking between the different stakeholders related to the development of different types of tourism, specific undertakings for the upgrading of the tourism infrastructure, as well to provide support to the providers of different tourism services and products. This Sub-Strategy also serves as the basis for tourism development policy makers, as well as for the providers of specific tourism services, with the aim to improve cultural tourism.

It should be noted that tourism development in RN Macedonia should follow an integrative approach that involves exploring the potential for creating and developing different contents within various selective types of tourism. Research should include an analysis of the conditions, opportunities and prospects for the development of attractive selective types of tourism that have the best favorability to succeed and are characterized by competitiveness compared to the tourism offer of the surroundings. In this direction is the creation of cultural - tourist contents. Namely, the territory of RN Macedonia has numerous anthropogenic potentials that are not sufficiently used in the tourism sense. The tourism activity itself that



encompasses such values will have a positive impact on their future preservation (restoration and conservation), and the economic benefits created by this type of tourism can be used for their further promotion and improvement. Furthermore, the development of cultural - related types of tourism will have a positive socio - cultural impact on the communities in which they are being developed. Therefore the benefits of developing this Sub-Strategy, and thus the development of this type of tourism, are numerous.

The results of the research included in this Sub-Strategy will be the basis for the creation of other further development programs, projects and strategies at national, regional and local level, as well as for specific policy makers and service providers, for improving the practical field of tourism in the RN Macedonia.

## **2. Methodological approach to the creation of the Sub-Strategy**

The results of the research activities which are part of the Sub-Strategy are obtained through the use of an elaborate scientific methodological approach. The used methodology covered the following elements:

- Review and consulting domestic and foreign scientific and professional literature. Furthermore, in this section, also consulted were different planning and strategic documents (projects, programs and strategies) in the field of tourism, culture and cultural tourism at national, regional and local level. The contemporary approach within this section relates to the analysis of literature covering not only general postulates of the basic characteristics of cultural tourism as a selective type, but also practical examples and case studies related to the successful implementation of experiences in practice. Such practical examples refer to contemporary ways of creating and organizing tourist offers in the field of cultural tourism.

- Desk research for collecting primary and secondary data of quantitative and qualitative type, which are needed for successful activation of this type of tourism in specific territories. The quantitative data are mostly of statistical type provided by the State Statistical Office of the Republic of N. Macedonia. On the other hand, the qualitative data are summarized from previous researches related to the creation of cultural – tourist contents in different spatial units in the Republic of N. Macedonia. Such data are contained from publications, reports and programs at the national, regional, and local levels.

- The collected data are then cross-analyzed in order to obtain summarized results. These results allowed for the understanding the core of the actual situation relevant to the

implementation of cultural tourism. This in turn enabled the identification of disadvantages and weaknesses of different type, which slow down and disrupt the process of development of this selective tourism type. Through the analytical approaches, the opportunities and advantages that are available for successful activation of cultural tourism on the territory of the Republic of N. Macedonia are also determined.

- The identified factual situations were aimed at projecting and predicting future development trends as well as identifying the necessary undertakings for the improvement of cultural tourism. Such development forecasts are in line with the defined goals, mission and vision for cultural tourism development.

- Consultation activities have also been conducted with representatives of the business sector, organizations and units of the local and regional development, as well as other stakeholders and major players of tourism development in order to determine their views on certain issues related to this type of tourism and the specific activities that they undertake for creating contents and activities of cultural tourism.

- Making an inventory and valorization of the various resources of natural and anthropogenic type, which are in function of the development of specific content solutions of the cultural - tourist offer.

- Registering and evaluating the values for developing cultural tourism was the basis for their prioritization. This prioritization is done in terms of defining the most favorable sites, places and values for cultural tourism development - in already developed tourist spatial units, as well as in spatial units that have the best potential for development in the future.

- Classification and prioritization were the basis for conducting an adequate mapping of the identified cultural values using the cartographic method and Geographic Information System (GIS approach). The mapping has been carried out in accordance with the zoning of the spatial units that have basic and complementary values needed for the creation of attractive tourist offers in all planning regions of the Republic of N. Macedonia.

- Analysis of the tourist demand and supply in order to provide valid proposals for adequate performance on the tourism market at the domestic and international level related to cultural tourism.

- Creating an action plan with specific measures and activities, stakeholders, timelines and success indicators. This plan should be a basic document for realization of specific undertakings in order to improve cultural tourism in specific spatial units. The timeframe is an important tool for controlling activities, as well as creating the budgetary resources needed to implement activities and the set goals and priorities.

In order to finalize this document, draft versions of it have been created, while through the consulting of the stakeholder, and the presentation of the summarized results and proposed measures, are aimed at developing the final version of this Cultural Tourism Development Strategy.

### 3. Basic features of cultural tourism

The issue of accurately defining cultural tourism as a selective type also arises from the way cultural-tourist attractions themselves are defined by tourists and visitors (Masberg & Silverman, 1996). Such attractions can be diverse and include: events, museums, exhibitions, archaeological sites, traditional food, local customs and traditions, traditional crafts and activities and the like (Sigala & Leslie, 2005). UNWTO defines cultural tourism as travel which is motivated by culture, such as study visits, visiting theaters and cultural tours, travel for taking part in festivals and other cultural events, visiting cultural and historical sites and monuments, tours for getting acquainted with local culture, folklore or artistic achievements of a particular area, as well as pilgrimage (WTO, 1985). From the large number of cultural attractions that can be used within cultural tourism, the development of different types of cultural tourism arises, which is in direct correlation with specific consumer market segments.

Before proceeding to the definition of cultural tourism, a differentiation i.e. classification of anthropogenic (cultural) values (cultural heritage) should be conducted. These are the basis for developing any content, services and activities within cultural tourism. In its most general scope, cultural heritage encompasses all the material and immaterial (spiritual) goods that people have created in the centuries-long history. This means that culture in itself includes: knowledge, beliefs, arts, customs and many other elements transmitted through the generations in society. It is a kind of collective memory through which different cultures manifest themselves. According to UNESCO cultural heritage encompasses the following: **Monuments** (archaeological remains, sculptures, paintings, parts of structures belonging to larger archaeological sites, inscriptions, cave dwellings and combinations of workmanships that have outstanding universal values from a historical, artistic or scientific point of view), **Complexes** (individual or connected structures that have exceptional value from a historical, artistic and historical point of view, because of their architecture, homogeneity or their location in the surroundings), **Sites** (a anthropogenic or integrated creations of man and nature, and sites, including archaeological sites, which have exceptional value from a historical, aesthetic, ethnological or anthropological point of view). In RN Macedonia, cultural heritage is divided into 3 groups: **immovable**, **movable** and **immaterial** (Law on Protection of Cultural Heritage

“Official Gazette of the Republic of Macedonia” No. 20/2004). According to this Law, *immovable cultural heritage* are tangible goods with a status of cultural heritage erected on land or dependent on it, i.e. they cannot be moved or taken from one place to another without damaging their essence (immovable goods by nature), as well as goods which are movable by their physical properties, but for justifiable reasons are part of an immovable good, such as: installations, equipment, decorative elements, etc., which are permanently associated with the immovable good or permanently are in service of its use (immovable goods by purpose). *Movable cultural heritage* are tangible goods with the status of cultural heritage that can be completely moved or taken from one place to another, without damaging their essence. *Intangible cultural heritage* are various forms and phenomena of human spiritual creation in the past, which communities, groups and individuals recognize as their cultural heritage and which are passed down from generation to generation on the territory of RN Macedonia.

Differentiating cultural values is also a complex task. For the development of cultural tourism, important are both types of key elements that cultural values have (tangible and intangible), because their combination enables the creation of complete tourism products and a higher level of satisfying the cultural needs of modern tourists. Within the Sub-Strategy cultural values are differentiated into the following:

- Urbanism and Architecture (Traditional Architecture Complexes in Urban and Rural Areas)
- Building of sacral architecture (Christian and Muslim)
- Buildings of profane architecture (public buildings, monuments)
- Archaeological sites and fortresses
- Museums and Memorial Houses
- Events and Festivals (religious, cultural and gastronomic)
- Ethnographic heritage (traditional economic activities, folkloric values, regional gastronomic specialties/products)

This differentiation is conducted in terms of the opportunities for their inclusion in the tourism sector by creating cultural - tourist contents that would be attractive and competitive on the tourism market. How the different types of cultural values present in RN Macedonia can be used for the purpose of tourism development, i.e. cultural tourism is presented below.

The values of the type of **urbanism and architecture** are especially important in terms of providing authentic experiences to tourists. Apart from the fact that the buildings that retained the traditional architecture are important for visitors who stay for a shorter time (picnics and excursions), they can also be used for several purposes related to cultural tourism. An important aspect of urbanism and architecture in order to provide quality experiences is the

incorporation of such structures into the surrounding environment, that is, the natural landscape. This in fact is the combination of the settlements' ambient environment with the natural landscapes that dominate the immediate surroundings. This opens up possibilities for creating complex activities, i.e. more differentiated tourist contents. It is important to note that such facilities can house smaller events and meetings, museum exhibitions, galleries and exhibitions in addition to accommodate tourists. Professionally trained tourist guides and curators can more easily present the past specific way of life of the population in cities and rural areas. This in turn will create great opportunities for incorporating ethnographic values into the combined tourist offer in these facilities. The indigenous features of traditional houses in the cities are an important part of the residential heritage. Such structures can be used as facilities for locating and organizing various events, such as galleries, exhibitions, meetings, museum exhibits etc. They are especially important if they are adapted for accommodation and overnight stays of tourists and visitors. They can even represent the primary category of cultural - tourist offers, if the content of the tourist stay is enriched with a sufficient number of complementary values. The buildings that are characterized by traditional and indigenous architecture and are located in rural areas, are important for combining cultural tourism with natural-based tourism contents and outdoor activities. Such facilities should be adapted for tourist stays. They need to be equipped and arranged in accordance with the generally accepted standards for this purpose.

Religious buildings, or buildings of **sacral architecture**, are important cultural values that can represent an independent element in certain tourist offers. Namely, they are an essential component of the religious - based tourism offer. Such offers can be considered as specific types of cultural tourism. However, some buildings have also important cultural and historical significance, because they can possess certain potentials that are relevant for other selective types of cultural tourism, such as collections of items, unique or specific architectural style, significant frescoes or woodcarving in cultural-historical or artistic terms and so on. Buildings of sacral architecture that have accommodation facilities at their disposal, such as monasteries, should be emphasized. The conversion and adaptation of such structures can turn them into very attractive content. Furthermore, a combination of other cultural contents in can also be offered in these locations. Many of the sacral buildings, especially the monasteries, are usually located in natural environments where a combination of natural and cultural landscape exists. They are therefore also important for visiting tourists involved in other types of tourism activities and offers that do not have a dominant cultural connotation.

Besides the sacral architecture, the buildings of **profane architecture** are also very significant. Such facilities can be an important component of cultural - tourist offers. These places are also significant in terms of the possibility of locating additional complementary tourist services and contents. For example, their surroundings can be adapted into resting

places, viewpoints, information and educational centers, organizing certain events and meetings, establishing certain catering facilities, selling souvenirs and the like. The buildings themselves can be adapted into other forms with cultural purposes such as galleries, museum exhibitions, memorial rooms and so on. Such places need to be properly arranged and regulated in order to meet the basic and specific needs and requirements of tourists.

**Archaeological sites** are such values that most often have a fundamental and dominant role in the creation of cultural tourism contents with historical connotation. In addition to being interesting for visiting by pupils and student groups (because of their prevalent historical and educational features), they are also very attractive to specific tourists and visitors who are experts in certain fields, such as historians, archaeologists, cultural historians and the so on. Archaeological sites often extend to larger territories and have more facilities, thus generating opportunities for the creation of numerous additional and complementary services that are in the function of tourism development. Therefore these sites have a multidimensional importance for cultural tourism. In this sense, they can be used for organizing specialized training and educational programs for archaeologists and historians (amateur or advanced), the areas around them can be used for organizing certain events and festivals, sanitary and catering facilities can be built, as well as souvenir shops, info centers, educational centers etc.

Significant values of cultural heritage include **cultural - historical monuments**. Apart from being visited by tourist groups that can use the services of a professional tour guide, these places can be adapted (if there are conditions for it) for organizing certain events. This makes them convenient for establishing souvenir-shops, catering facilities, selling local products and the like.

**Museums** as cultural institutions are of particular importance for the development of cultural tourism. Namely, they often represent the dominant component of the cultural and tourist contents. Such buildings may also have catering facilities for food or souvenir-shops.

**Events** are an important component of some of the cultural - tourist contents. They can be the basic element of tourist content (events with a renowned reputation) or complementary components within other cultural - tourist offers. Events can be divided into religious and cultural. Gastronomic events can also be considered as part of the cultural events, but they can also be considered as separate because of their importance in certain places. Event values are especially important for the extension of the tourist season, which is usually concentrated in a certain period during the year.

The values of **ethnographic heritage** are an important element of cultural tourism in terms of presenting the traditional way of life of the people in a certain region in the past. Therefore, these values often have a dominant role in the created cultural - tourist contents and package tours. This heritage includes traditional crafts and traditional economic activities

as well as traditional gastronomic specialties. Ethnographic heritage has a wide range of possibilities for use in created cultural - tourist contents. Therefore, in addition to such activities having a presentational and educational function through which tourists are introduced to the traditional ways of making different products and preparing traditional culinary specialties, visitors can also be actively involved in some stages of the production process or purchase the manufactured items as a kind of souvenir. Smaller museum settings can also be set up in some of the facilities where such activities are performed. An additional promotional function has also the folklore heritage

It is important to note that cultural tourism needs to be defined in terms of the user of services, i.e. the tourist demand for such services and contents. In that sense, the culture of a particular territory for visitors is an attraction in itself. Such an attraction can be called "cultural tourism" (Fridgen, 1991).

In terms of tourists involved in cultural-tourist trips and contents, they are persons experiencing cultural-historical sites, monuments and buildings; visit museums and galleries; attend concerts and performances; and are interested in experiencing cultures in the destinations they travel to (Tighe, 1990). Cultural tourism is also often defined as a particular experience resulting from a visit to such values. People of different character and age participate in cultural tourism. Student and student groups can be considered cultural tourists. Elder people (seniors, retirees) also represent a large part of the cultural - tourist demand, as they have more free time and more available financial resources to engage in cultural activities. This results in wide opportunities for creating tourist contents and offers.

#### **4. Situation analysis**

In order to create concrete solutions and proposals for the promotion of cultural tourism in the Republic of N. Macedonia, first of all, we need to analyze the situation from a general and specific point of view. Such analysis should be in a quantitative and qualitative format, with the aim of fully and comprehensively to understand the conditions affecting the development of tourism, and in this respect, cultural tourism.

#### 4.1 General tourism trends in RN Macedonia

The general trends of tourism in RN Macedonia are determined by the characteristics of the tourist offer and tourist turnover. The tourist offer is expressed by the availability of catering facilities that satisfy the primary needs of tourists during their stay in the particular tourist destination. Such facilities are divided into accommodation and catering facilities.

##### 4.1.1 Analysis of the tourist offer

In order to create attractive tourism products in terms of the development of selective types of tourism, an analysis of the existing supply of primary services needs to be undertaken. Primary services should be defined in the field of hospitality. In this sense, the facilities in the hospitality sector should be determined. These facilities are divided into facilities providing accommodation services and facilities providing catering (food and beverages) services. Because the potentials for the development of selective types of tourism are analyzed by planning regions, in order to find adequate solutions for their development, the analysis of the hospitality potentials, (accommodation and catering facilities), has been carried out at regional level. The following is a chart overview of such facilities. The data are provided by the State Statistical Office (SSO), i.e. the Census of Hospitality Facilities - 2016. This is the latest available data.

Chart no. 1 – Overview of the hospitality facilities for accommodation by region in RNM – 2016

	Hospitality facilities		Number of rooms		Number of beds	
	Number	%	Number	%	Number	%
<b>TOTAL RNM</b>	<b>574</b>	<b>100,00</b>	<b>17 235</b>	<b>100,00</b>	<b>46 289</b>	<b>100,00</b>
Vardar region	24	4,18	558	3,24	1 413	3,05
East region	40	6,97	648	3,76	1 590	3,43
South-west region	134	23,34	6 407	37,17	17 575	37,97
South-east region	80	13,94	1 926	11,17	4 639	10,02
Pelagonija region	101	17,60	2 355	13,66	6 813	14,72
Polog region	52	9,06	1 092	6,34	3 170	6,85
North-east region	18	3,14	293	1,70	698	1,51
Skopje region	125	21,78	3 956	22,95	10 391	22,45

Source: Census of Hospitality Facilities, SSO of RNM, 2016



From the chart we can conclude that the largest number of hospitality establishments that provide accommodation services are present in SWPR (134 facilities), which represents 23.34 % of the total number in the country. Second comes the Skopje Planning Region with 125 facilities or 21.78 %. The Pelagonija region is in third place with a percentage share of 17.60 %. These three regions have over 60% of all available accommodation facilities in RN Macedonia. This emphasizes the degree of tourism development and construction of these spatial units. The remaining accommodation capacities are present in the other 5 planning regions. In this sense, the South-east and Polog planning regions have slightly more facilities than the others. This shows the need to promote such conditions and to undertake activities to balance out tourism development in this direction and create a more balanced regional development.

If these accommodation facilities undergo a structural analysis, we can determine the distribution of available rooms and beds by region. In this sense, the South-west Planning Region stands out even further. In that sense, the SWPR has 6407 accommodation rooms and 17575 beds, which represents 37.17 % and 37.97 %, respectively, of the total accommodation capacity in RN Macedonia. Skopje Planning Region participates with 22.95 %, and 22.45 %, respectively, while Pelagonija with 13.66 % and 14.72 %. There is a huge difference between the 3 most developed regions (SWPR, SKPR and PEPR) and the rest. Tourism infrastructure in the other planning regions needs to be improved.

Chart no. 2 – Overview of the catering facilities by region in RNM – 2016

	Catering facilities		Number of seats	
	Number	%	Number	%
<b>TOTAL RNM</b>	<b>4 383</b>	<b>100,00</b>	<b>221 611</b>	<b>100,00</b>
Vardar region	224	5,11	11 123	5,02
East region	302	6,89	18 152	8,19
South-west region	516	11,77	22 961	10,36
South-east region	305	6,96	18 460	8,33
Pelagonija region	390	8,90	24 537	11,07
Polog region	1 090	24,87	50 748	22,90
North-east region	367	8,37	19 457	8,78
Skopje region	1 189	27,13	56 173	25,35

Source: Census of Hospitality Facilities, SSO of RNM, 2016

If we analyze the distribution of catering hospitality establishments that provide services for food and beverages (catering facilities), there will be some difference than the analyzed accommodation facilities. In this sense, the chart above shows that the Skopje Planning Region is in the first place with a total of 1189 establishments (27.13 %), while the Polog Planning Region is in the close second place with a share of 24.87 % (or 1090 establishments) of the total number of catering facilities in RN Macedonia. The South-west Planning Region is in third place with a percentage share of 11.77 %, while the Polog Region follows behind, almost at the same level as the North-east Planning Region (8.9 % for POPR and 8.37 % for NEPR). When analyzing the available number of seats in these establishments, a similarity can be seen as with the available catering facilities. However, it can be noticed that although the Pelagonija Planning Region has a less catering establishments than the South-west, it has more seats at its disposal. In this sense, SWPR has a 10.36 % share of the total number of seats in RN Macedonia, while PEPR has 11.07 %. The first two places are occupied by the Skopje and Polog planning regions. There is very low percentage share in the other planning regions in this regard.

From this it can be concluded that urgent infrastructure measures and undertakings are needed in order to balance out these situations at regional level.

#### *4.1.2 Analysis of tourism turnover*

In order to determine the development directions of tourism, an analysis of tourism turnover should be undertaken. This is possible by identifying in a structural and dynamic sense the tourist visits and tourist stay. What follows is an overview of these concepts by planning regions.

##### *4.1.2.1 Analysis of tourist visits*

Tourist visits is an indicator that derives from the number of registered tourists who have visited a particular area in a given time interval. In continuation presented is a tabular and graphical analysis of the number of tourists in terms of structure, percentage share and distribution by regions in the last 5 years, as the latest relevant data obtained from the State Statistical Office

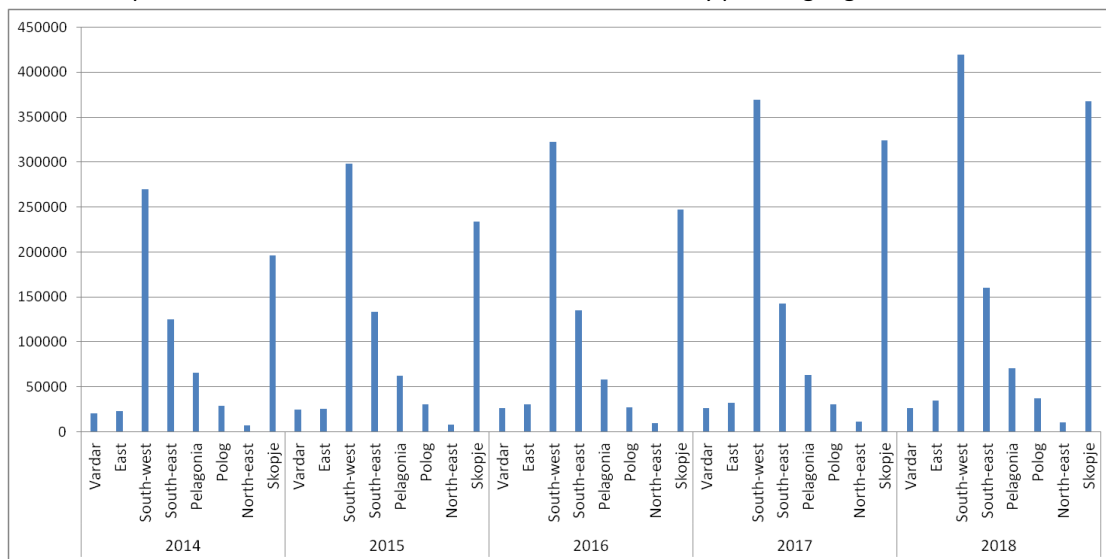
Chart no. 3 – Overview of the number of tourists (domestic and foreign) by planning region and percentage share  
2014-2018

Year	Planning region	Number of tourists	%	Domestic tourists	%	Foreign tourists	%
2014	Vardar	20667	2,8	5467	1,8	15200	3,6
	East	23035	3,1	14306	4,6	8729	2,1
	South-west	269547	36,6	125320	40,4	144227	33,9
	South-east	124707	17,0	74071	23,9	50636	11,9
	Pelagonija	65527	8,9	44533	14,3	20994	4,9
	Polog	29143	4,0	15886	5,1	13257	3,1
	North-east	6937	0,9	2703	0,9	4234	1,0
	Skopje	196087	26,7	28050	9,0	168037	39,5
<b>TOTAL</b>	<b>735650</b>	<b>100,0</b>	<b>310336</b>	<b>100,0</b>	<b>425314</b>	<b>100,0</b>	
2015	Vardar	24308	3,0	7981	2,4	16327	3,4
	East	25907	3,2	16751	5,1	9156	1,9
	South-west	298057	36,5	136637	41,3	161420	33,2
	South-east	133328	16,3	82143	24,9	51185	10,5
	Pelagonija	62019	7,6	40447	12,2	21572	4,4
	Polog	30200	3,7	14565	4,4	15635	3,2
	North-east	8125	1,0	2059	0,6	6066	1,2
	Skopje	234123	28,7	29954	9,1	204169	42,1
<b>TOTAL</b>	<b>816067</b>	<b>100,0</b>	<b>330537</b>	<b>100,0</b>	<b>485530</b>	<b>100,0</b>	
2016	Vardar	26064	3,0	8375	2,4	17689	3,5
	East	30568	3,6	20643	6,0	9925	1,9
	South-west	322334	37,6	151347	43,7	170987	33,5
	South-east	135092	15,8	82907	23,9	52185	10,2
	Pelagonija	58355	6,8	37012	10,7	21343	4,2
	Polog	27318	3,2	13805	4,0	13513	2,6
	North-east	9774	1,1	2730	0,8	7044	1,4
	Skopje	247338	28,9	29540	8,5	217798	42,7
<b>TOTAL</b>	<b>856843</b>	<b>100</b>	<b>346359</b>	<b>100,0</b>	<b>510484</b>	<b>100,0</b>	
2017	Vardar	26145	2,6	8033	2,2	18112	2,9
	East	31775	3,2	19947	5,4	11828	1,9
	South-west	368924	36,9	164459	44,7	204465	32,4
	South-east	142888	14,3	84260	22,9	58628	9,3
	Pelagonija	63549	6,4	38074	10,3	25475	4,0
	Polog	30124	3,0	14150	3,8	15974	2,5
	North-east	11290	1,1	2387	0,6	8903	1,4
	Skopje	324146	32,5	36937	10,0	287209	45,5
<b>TOTAL</b>	<b>998841</b>	<b>100,0</b>	<b>368247</b>	<b>100,0</b>	<b>630594</b>	<b>100,0</b>	
2018	Vardar	26385	2,3	8969	2,1	17416	2,5
	East	34354	3,0	20490	4,9	13864	2,0
	South-west	419717	37,2	181102	43,2	238615	33,7
	South-east	160173	14,2	104971	25,0	55202	7,8
	Pelagonija	70798	6,3	38789	9,2	32009	4,5
	Polog	37091	3,3	16802	4,0	20289	2,9
	North-east	10820	1,0	2312	0,6	8508	1,2
	Skopje	367597	32,6	46155	11,0	321442	45,4
<b>TOTAL</b>	<b>1126935</b>	<b>100,0</b>	<b>419590</b>	<b>100,0</b>	<b>707345</b>	<b>100,0</b>	

Source: State Statistical Office of RN Macedonia – Mak-Stat database and own calculations

The chart gives an overview of the total number of tourists, domestic and foreign tourists by regions in the last 5 years (2014-2018), as well as their percentage share. Such an overview also applies to the planning regions which represent the territorial distribution of this category. In order to obtain more clarity, it is also presented graphically.

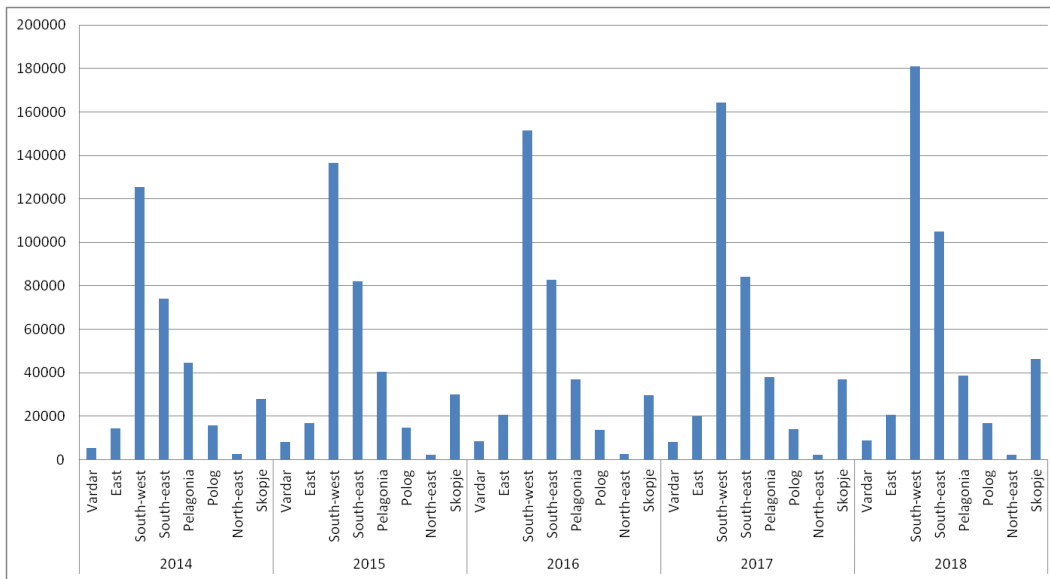
Graph no. 1 – Overview of the total number of tourists by planning region – 2014-2018



Source: State Statistical Office of the RN Macedonia – Mak-Stat database

Firstly, a graphical overview of the dynamics of the total number of tourists per region in the 5-year period is provided. The immediate conclusion is that the total number of tourists in RN Macedonia in the past 5 years has steadily been increasing. In 2014 the total number of tourists was 735650, while in 2018 it amounted to 1126935 tourists (an increase of 53.2% compared to 2014). If we analyze the total number of tourists in the sense of their distribution by regions, it can be concluded that in all analyzed years, the first three places are occupied by the South-west, Skopje and South-east Planning Region. The logical conclusion is that most tourists come to those planning regions where there is the largest number of available accommodation and food and beverage facilities (SWPR and SKPR). However, despite the fact that SEPR is behind PEPR in terms of the number of available hospitality facilities, in SEPR a higher number of tourists compared to PEPR were registered. In the last 3 analyzed years (2016-2018), a more pronounced increase in the number of tourists can be observed compared to the first two analyzed years (2014 and 2015). In the last analyzed year, the share of SWPR was 37.2 % of the total number of registered tourists in RN Macedonia. The Skopje Planning Region participates with 32.6 %, while the South-east with 14.2 %. These three planning regions have a share of over 70 % which is a significant figure. The remaining 30 % are between the rest 5 planning regions.

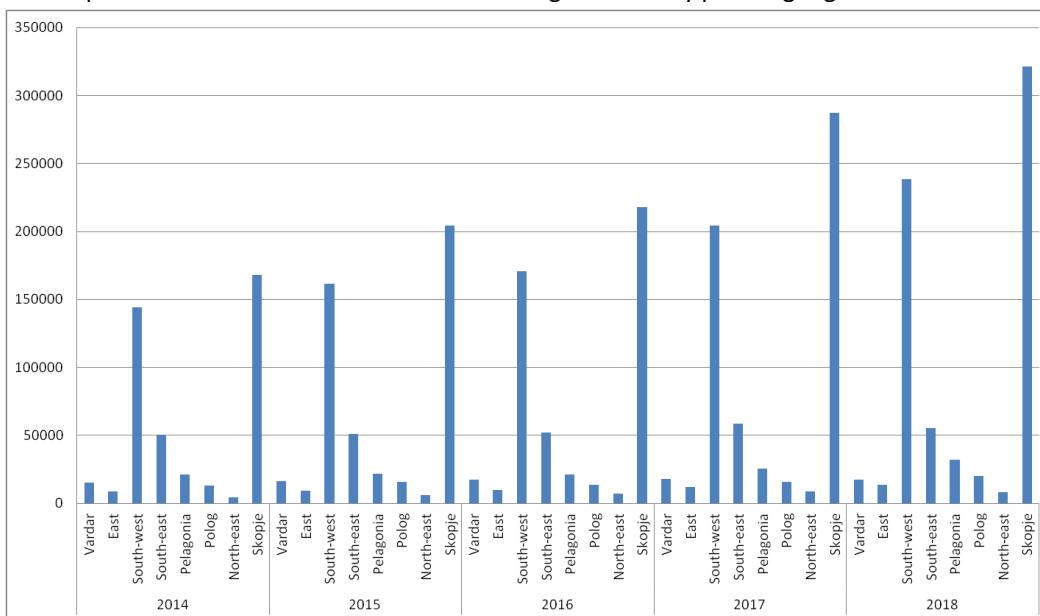
Graph no. 2 – Overview of the number of domestic tourists by planning region – 2014-2018



Source: State Statistical Office of the RN Macedonia – Mak-Stat database

The graph above provides an overview of the dynamics and distribution of the number of domestic tourists in the past 5 years (2014-2018). It can be noticed that the increase in the number of domestic tourists has also been continuous in the past 5 years. However, that growth is not so pronounced. In this sense, in 2014 in RN Macedonia a total of 310336 domestic tourists were registered, while in 2018 that number was 419590. This represents an increase of 35.2 % compared to 2014. By analyzing the distribution over the 5-year period, it can be seen that the first three places belong to the South-west, South-east and Pelagonija Planning Region. The Skopje Planning Region is in fourth place. The only exception is the last analyzed year, when the Skopje Planning Region recorded a higher number of domestic tourists compared to Pelagonija and climbed to the third place. Accordingly, the percentage share of the planning regions in 2018 was the following: SWPR - 43.2%, SEPR - 25.0%, SKPR - 11%. The three most visited regions by domestic tourists account for almost 80 % of the total number of visits in the country, which is noticeable.

Graph no. 3 – Overview of the number of foreign tourists by planning region – 2014-2018



Source: State Statistical Office of the RN Macedonia – Mak-Stat database

The graph above provides an overview of the dynamics and distribution of the number of foreign tourists in the last five analyzed years. Similarly as with the domestic tourists, the analysis of the foreign tourists shows a continuous increase in the total number of tourists who visited RN Macedonia during the analyzed period. Unlike the domestic tourists, this increase is noticeably more pronounced among foreign tourists. In that sense, in 2014 the country was visited by 425314 foreign tourists, while in 2018 by 707345. This is an increase of 66.3 % (compared to 2014), which is almost twice as much as the percentage growth of the domestic tourists. It can also be seen from the graphical overview, that the highest increase was recorded in the last two analyzed years (2017 and 2018). Furthermore, if we look at the structure of tourists in 2018, it can be noticed that foreign tourists participate with 62.8 % of the total number, as compared to 37.2 % for domestic tourists. This ratio in 2014 was 57.8 % foreign tourists versus 42.2 % domestic tourists. It can be concluded that the number and participation of foreign tourists in RN Macedonia is growing rapidly. In that sense tourism should be developed in these directions also in the future. Also from the analysis of the distribution of foreign tourists (as similar to the analysis of the total number of tourists) it can be concluded that the first three places are held by the South-west, Skopje and South-east Planning Region. However, on the first place here is the Skopje Planning Region. That means that SKPR was visited by more foreign tourists as compared to SWPR. This situation remains unchanged in all analyzed years, and all regions register a continuous growth in the number of

foreign tourists. In 2018, the percentage share of the SKPR was 45.4 % of the total number of tourists, while the SWPR accounted for 33.7 %. On the far third place behind them was SEPR with 7.8 % share. In this sense, the total share of the first two regions (SWPR and SKPR) was almost 80 %.

From this overview, it can be concluded that the percentage share of several regions in the total number of tourists (especially foreign) who have visited RN Macedonia in the last 5 years is too high. The other regions in this respect do not have a satisfactory level of tourist arrivals. Strategic takeovers in tourism should be aimed at favoring different tourism potentials precisely in those spatial units. This may be achieved by developing selective types of tourism in those regions (such as rural, active and cultural tourism) and creating attractive tourism products.

#### *4.1.2.2 Analysis of the tourist stay*

An important indicator for determining the degree of tourism development in the planning regions is the analysis of tourist stay. The stay is determined by the number of registered overnights. A tabular and graphical overview of the number of overnights of the total number of tourists and their structure into domestic and foreign in the last 5 years (2014-2018) is provided. The percentage share of each of the planning regions in RN Macedonia in relation to these data is also covered. The data are obtained by the State Statistical Office and by own calculations.

Chart no. 2 – Overview of the number of overnights (domestic and foreign) by planning region and percentage share 2014-2018

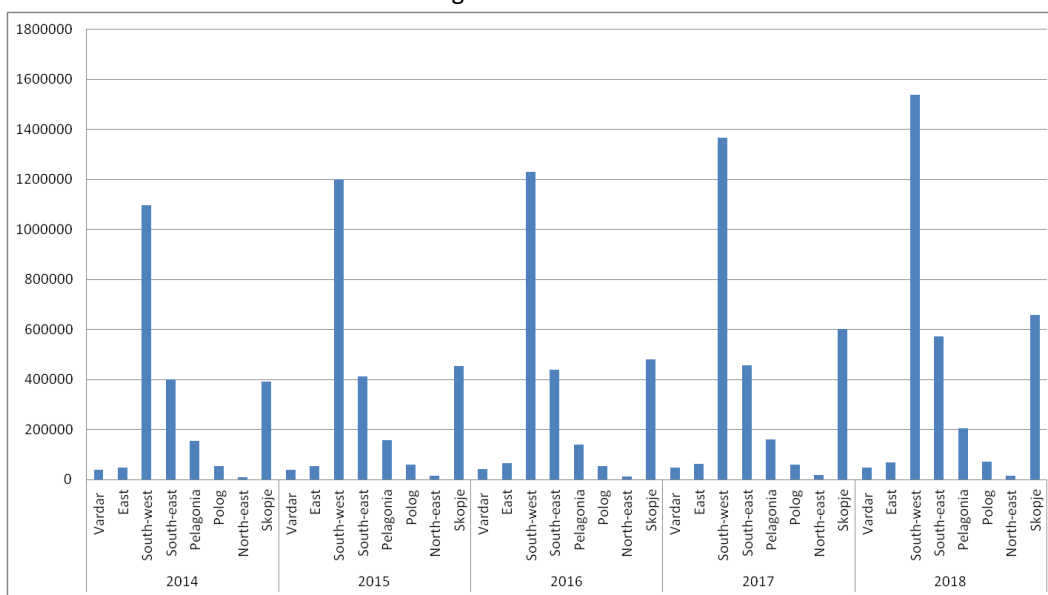
Year	Planning region	Number of overnights	%	Overnights by domestic tourists	%	Overnights by foreign tourists	%
2014	Vardar	39662	1,8	12001	0,9	27661	3,0
	East	49221	2,2	27277	2,1	21944	2,4
	South-west	1095452	49,9	694229	54,5	401223	43,5
	South-east	401065	18,3	304148	23,9	96917	10,5
	Pelagonija	154595	7,0	98784	7,8	55811	6,0
	Polog	54419	2,5	29675	2,3	24744	2,7
	North-east	10671	0,5	4465	0,4	6206	0,7
	Skopje	390798	17,8	102791	8,1	288007	31,2
	<b>TOTAL</b>	<b>2195883</b>	<b>100,0</b>	<b>1273370</b>	<b>100,0</b>	<b>922513</b>	<b>100,0</b>
2015	Vardar	39636	1,7	13806	1,0	25830	2,5
	East	53357	2,2	31612	2,3	21745	2,1
	South-west	1201927	50,2	745473	54,9	456454	44,0
	South-east	412804	17,2	326515	24,0	86289	8,3
	Pelagonija	157766	6,6	104922	7,7	52844	5,1
	Polog	60574	2,5	29041	2,1	31533	3,0
	North-east	15229	0,6	2863	0,2	12366	1,2
	Skopje	452912	18,9	103590	7,6	349322	33,7
	<b>TOTAL</b>	<b>2394205</b>	<b>100,0</b>	<b>1357822</b>	<b>100,0</b>	<b>1036383</b>	<b>100,0</b>
2016	Vardar	41643	1,7	16557	1,2	25086	2,4
	East	66515	2,7	44645	3,2	21870	2,1
	South-west	1228617	49,9	778189	55,3	450428	42,7
	South-east	437607	17,8	342646	24,4	94961	9,0
	Pelagonija	141153	5,7	90028	6,4	51125	4,9
	Polog	52590	2,1	24887	1,8	27703	2,6
	North-east	13751	0,6	3465	0,2	10286	1,0
	Skopje	479284	19,5	106726	7,6	372558	35,3
	<b>TOTAL</b>	<b>2461160</b>	<b>100</b>	<b>1407143</b>	<b>100,0</b>	<b>1054017</b>	<b>100,0</b>
2017	Vardar	47189	1,7	17473	1,2	29716	2,3
	East	62957	2,3	38320	2,6	24637	1,9
	South-west	1365684	49,2	826774	55,8	538910	41,6
	South-east	457162	16,5	351244	23,7	105918	8,2
	Pelagonija	161751	5,8	93314	6,3	68437	5,3
	Polog	60249	2,2	27457	1,9	32792	2,5
	North-east	17207	0,6	3283	0,2	13924	1,1
	Skopje	602953	21,7	122595	8,3	480358	37,1
	<b>TOTAL</b>	<b>2775152</b>	<b>100,0</b>	<b>1480460</b>	<b>100,0</b>	<b>1294692</b>	<b>100,0</b>
2018	Vardar	48649	1,5	21272	1,3	27377	1,8
	East	69419	2,2	39591	2,3	29828	2,0
	South-west	1539219	48,5	908457	53,9	630762	42,3
	South-east	571670	18,0	463329	27,5	108341	7,3
	Pelagonija	203620	6,4	98618	5,9	105002	7,0
	Polog	71929	2,3	32464	1,9	39465	2,6
	North-east	14185	0,4	3280	0,2	10905	0,7
	Skopje	658117	20,7	118262	7,0	539855	36,2
	<b>TOTAL</b>	<b>3176808</b>	<b>100,0</b>	<b>1685273</b>	<b>100,0</b>	<b>1491535</b>	<b>100,0</b>

Source: State Statistical Office of RN Macedonia – Mak-Stat database and own calculations



Similarly as to the tabular overview previously for the number of visitors, i.e. tourists who have visited the planning regions in the past five years, this chart provides the number of overnights they have spent. Graphic overviews are given below for a more plastic and easier overview of the structure and dynamics of overnight stays by domestic and foreign tourists.

Graph no. 4 – Overview of the total number of overnights spent by tourists (domestic and foreign) by planning region – 2014-2018

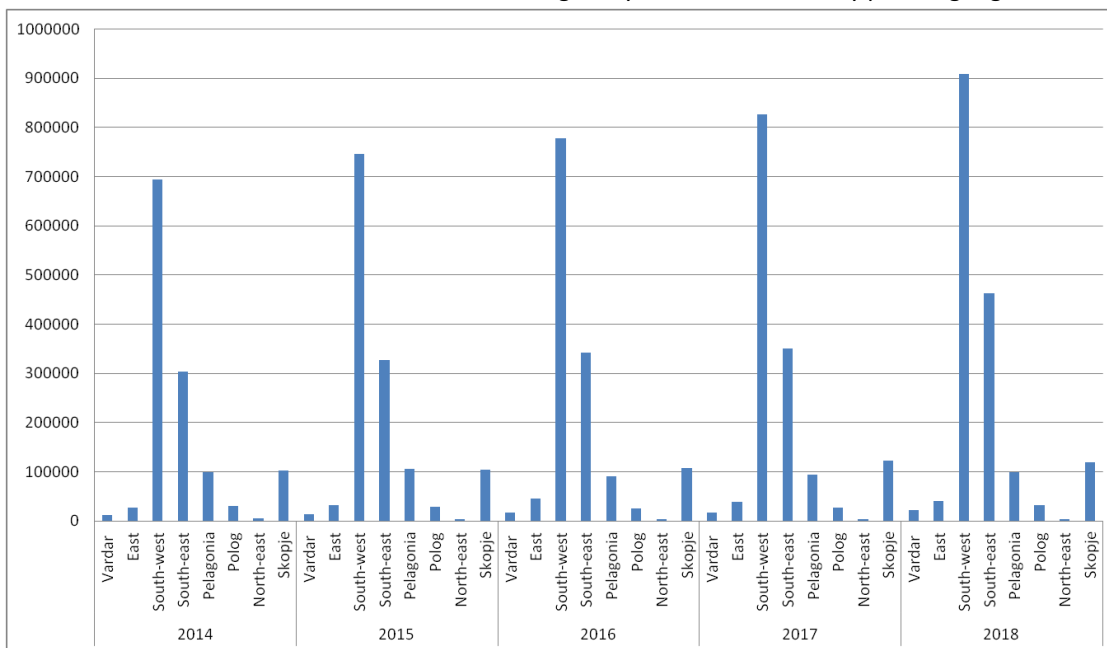


Source: State Statistical Office of the RN Macedonia – Mak-Stat database

The graph provides the dynamics of the total number of nights spent by tourists (domestic and foreign tourists in total) in the planning regions. The timeframe for this analysis is the past five years (2014-2018). The first conclusion is that the total number of nights spent by tourists in all planning regions has been steadily increasing in the analyzed 5 years. In 2014 the total number of nights spent was 2195883, while in 2018 there were 3176808 nights spent. This is an increase of 44.7 % compared to the first analyzed year (2014). That's a slight increase compared to the realized number of arrivals. From the analysis of the overnights in this time period, it can be concluded that the first three planning regions with the highest number of overnights remain almost the same. The South-west Planning Region is in first place, followed by the Skopje and South-east Planning Region. The South-east Planning Region in terms of number of nights spent was ahead of the Skopje region only in 2014. It is noticeable that, according to this parameter, the South-west Planning Region is far in front of all other regions, including the SKPR and SEPR. The proportional share of SWPR even declines in the analyzed period. In that sense, in 2014 it was 49.9 %, afterwards it slightly increased, while in the last two years it slightly decreased (48.5% in 2018). However, the difference between the overnight

stays in the SWPR and the other planning regions is particularly pronounced. For illustration purposes, if we analyze the last year (2018), in the SWPR a total of 1539219 overnights were realized, which means more than double overnights compared to the Skopje Planning Region which is in second place (SKPR has a percentage share of 20.7 %) and the South-east which is in third place (with a total share of 18.0 %). Their combined percentage share (of SWPR, SKPR and SEPR together) is just over 85%. This is more pronounced than the number of realized arrivals (around 70 %), analyzed in the previous table. The rest of the total nights spent in RN Macedonia are allocated in the other five planning regions with a combined participation of just under 15 %. Hence, we can conclude that there is a need to take urgent action to promote such disadvantages in those planning regions.

Graph no. 5 – Overview of the number of realized overnights by domestic tourists by planning region – 2014-2018

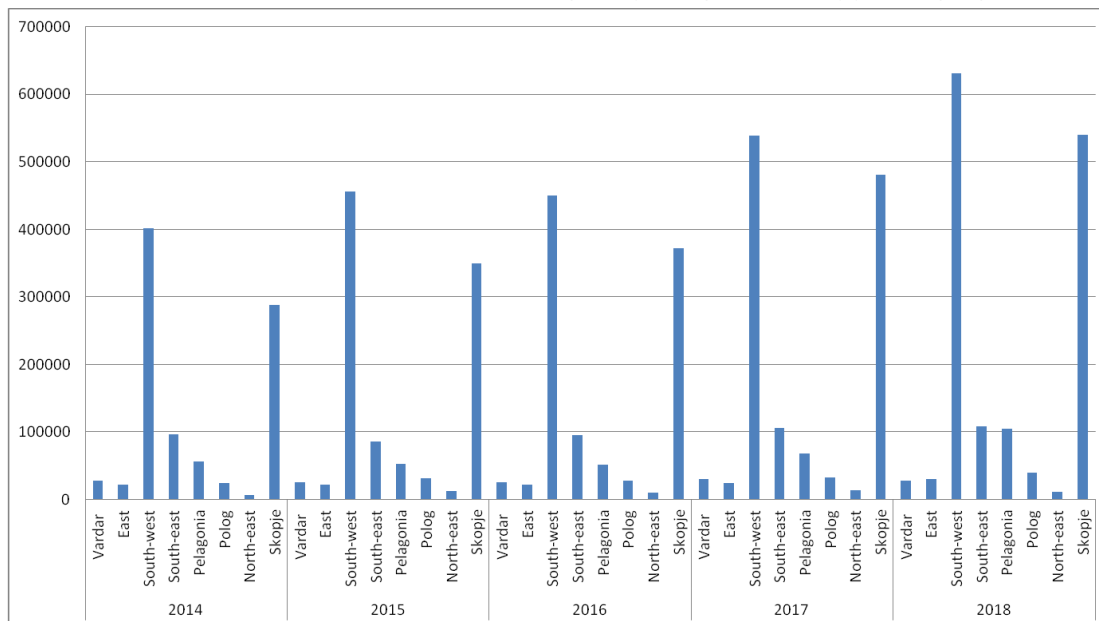


Source: State Statistical Office of the RN Macedonia – Mak-Stat database

The graph provides an overview of the number of nights spent by domestic tourists in the past 5 years (2014-2018) in the 8 planning regions. It can be noticed that the increase in the number of domestic tourists has also been continuous in the past 5 years. In 2014, there were 1273370 overnights spent by domestic tourists in RN Macedonia, while in 2018 that number was 1685273, an increase of 32.3 %, which is almost at the same level as the increase in the number of tourists (arrivals). When analyzing the percentage share of the planning regions in this regard, greater share of the South-west Planning Region in relation to the total number of nights spent can be noticed. In this sense, in 2018 the share of SWPR was 53.9 %. This amounts

to an even greater share than when analyzing the number of arrivals by domestic tourists. The second highest number of nights spent is registered in the South-east Planning Region (with 27.5 % share in 2018), while Skopje Region is in third place, but with a much lower share (only 7.0 %). This means that in 2018 in SWPR more than half of the total overnight stays in the country were realized. The combined participation of the first three planning regions was over 88%. This is even more than the analysis of realized arrivals (visits) by domestic tourists.

Graph no. 6 – Overview of the number of realized overnights by foreign tourists by planning region – 2014-2018



Source: State Statistical Office of the RN Macedonia – Mak-Stat database

The graph shows the distribution of overnight stays by foreign tourists from 2014 to 2018. In this analysis too, a continuous increase in these figures over the five-year period can be seen. However, this increase is more pronounced than the number of nights spent by domestic tourists. Namely, in 2014, at the state level a total of 922513 foreign overnights were spent, while in 2018 there was an increase that amounted to 1491535 overnights. That is an increase of 61.7 %. This increase is similar to the number of foreign arrivals in the previously analyzed chart. Compared to the overnight stays by domestic tourists, the increase of nights spent by foreign tourists (from 2014 to 2018) is almost double. If we analyze the structure of tourists' overnight stays (domestic and foreign in the total number), it can be noticed that the number of overnight stays by domestic tourists has a higher percentage share than foreign tourists' spent overnights. Hence, in 2018 the percentage share of nights spent by domestic tourists in the total number was 53.0 %, compared to nights spent by foreign tourists of 47.0 %. This is an interesting fact since in the previous chart (regarding the number of arrivals) a higher percentage share by foreign tourists could be seen compared to the domestic tourists (57.8 %

foreign tourists versus 42.2 % domestic tourists). This means that domestic tourists have a longer stay than foreign. Such a percentage of overnight stays has a tendency to balance out between domestic and foreign tourists over the past 5 years. Namely, in 2014, the percentage share of nights spent by domestic tourists was 57.9 % compared to nights spent by foreign tourists with 42.1 %. This concludes to the need for creating such tourist content that would not only attract more foreign and domestic tourists, but also create conditions for longer stays, especially for foreign tourists. If we analyze the distribution of overnight stays of the foreign tourists by region, we can see that the first three places are again held by the same three planning regions, as in the analysis of overnight stays by domestic tourists. In this sense, the first place in 2018 was held by SWPR with a share of 42.3 %, while close behind was the SKPR with a percentage share of 36.2 %. Far behind them, in third place, was the South-east Planning Region with a share of only 7.3 %. In contrast to the analysis of the number of tourists in the planning regions, it can be noticed that although more foreign tourists came to visit the SKPR as compared to the SWPR (percentage share of 45.4 % vs. 33.7 %, respectively), in SWPR more nights were spent by foreign tourists than in SKPR. This means that foreign tourists had a very short average stay in the SKPR, unlike in the SWPR. The combined percentage share of the three first-ranked planning regions in this regard amount to more than 85 %. This means that the rest of the overnight stays are allocated to the other 5 planning regions which is a too low percentage share.

The common conclusion from the analysis of tourists' overnight stays in the planning regions (in the analyzed five-year period) is that domestic tourists spent more nights than the foreign. This is in direct correlation with tourist expenditure. Namely, longer stay implies higher expenditure. In this regard, actions should be undertaken in order to improve the length of stay of foreign tourists. This can be achieved by enriching the content of foreign tourists' stay. Attractive selective types of tourism, such as active, rural and cultural tourism, would play an important role in this regard. The analysis also shows that two planning regions have a too high percentage share in the total number of nights spent in RN Macedonia (these are the South-west Region and the Skopje Region). This is especially more emphasized for foreign tourists who are concentrated in these two regions. The individual realized arrivals and stays in the other planning regions is at a very low level. Therefore, tourism development structures need to find ways to balance out such discrepancies. This can be achieved by creating attractive contents in the under-visited planning regions. Cultural, recreational-adrenaline and rural contents would play an important role in this regard, given that almost all planning regions have numerous significant values of these types that are underutilized. The Action Plan in this Sub-Strategy has taken into account such findings.

## ***4.2 Situation analysis on the cultural tourism in RNM***

In order to identify the favorable conditions and potentials for the creation of cultural - tourism contents and thus adopting development strategies, a situational analysis of the cultural tourism in RN Macedonia should be undertaken. This analysis enables determining areas of intervention in order to improve the existing level of cultural tourism development. This situational analysis includes an analysis of the legislation that deals with tourism related to culture and some of the elements of cultural tourism. Furthermore, the situational analysis also refers to the overview of the current strategic documents that treat cultural tourism in their development analyzes and undertakings. This is done in the context of the analysis of the situation according to the regional approach. In this sense, the relevant and the latest strategic-developmental documents in each of the planning regions are covered. Furthermore, the planning regions are also covered in terms of analyzing the potentials they have which are related to the development of cultural tourism. In this sense, Not only an inventory of all available resources and values of cultural tourism has been conducted, but those values are also valorized and prioritized. This has been done with the aim of performing the mapping process in the later research phases of this Sub-Strategy. Related to this is also the analysis of supply and demand of each of the planning regions regarding cultural tourism by using secondary field research data carried out by a part of the research team in the planning regions of RN Macedonia.

Situation analysis related to cultural tourism with the tendency of zoning the spatial units with have potentials for development of cultural tourism. Such zoning refers not only to identifying existing complexes with cultural - tourist offer and enriching such contents, but also to creating new spatial units by creating attractive cultural-tourist activities and a set of values and services.

### ***4.2.1 Analysis of the legislation***

Cultural heritage, and therefore partly also cultural tourism, is regulated by the **Law on Protection of Cultural Heritage** in RN Macedonia and the **Law on Culture of RN Macedonia**. The Law on Cultural Heritage Protection specifies the types, categories, identification, ways of protection and other instruments of cultural heritage protection, the framework of protection and utilization of cultural heritage, the rights and obligations of the owners and the restrictions on the right of property of the cultural heritage which is public heritage, organization, coordination and oversight, professional titles and other issues of importance to the unity and functioning of the cultural heritage protection system in RN Macedonia ("Official Gazette of the

Republic of Macedonia” No. 20/2004, 71/2004, 115/2007, 18/11, 148/11, 23/13, 137/13, 164/13, 38/14, 44/14, 199/14, 104/15, 154/15, 192/15, 39/16, 11/18). In addition to elaborating and differentiating the values of cultural heritage, this law also covers cultural tourism to a certain extent. Thus, cultural tourism is regarded as one of the basic ways to protect the immovable cultural heritage. Specifically, "the protection of immovable cultural heritage is accomplished ... also with its treatment as a factor of sustainable economic and social development, in particular with regard to the development of cultural tourism, housing, specific occupations and education" (Article 6). Furthermore, in Article 114-a of this Law, cultural tourism is included as one of the basic ways of presenting cultural heritage.

According to the **Law on Tourism** (“Official Gazette of the Republic of Macedonia” no. 62/04, 89/08, 12/09, 17/2011, 47/2011, 53/2011, 123/12, 164/13, 27/14, 116/15, 53/16) include elements of cultural tourism. In this sense, in Article 2 of the Law, the section about "Other services" of travel agencies is regulating the sale of tickets for cultural events. Article 14 of the Law stipulates that the travel agency can organize cultural and sports events by itself. In Article 13, as a type of tourist services of the travel agency is the providing of tourist information - advisory and promotional activities, such as providing information on the characteristics of tourist destinations for the cultural and entertainment life. Furthermore, the "tourist place" is defined as an area or destination which as an organizational and functional tourist entity has natural, cultural, historical and other landmarks of relevance to tourism, utilities, traffic and tourist infrastructure, as well as facilities and other forms of accommodation of tourists (Article 3 of the Law on Tourism Activity). Thus, formally and legally cultural values are recognized as indispensable elements of tourist sites or destinations. In the same Law, in Article 6, cultural and artistic associations and societies are also designated as suppliers of tourist activities and services. Article 39 in the part where the tour guide is defined, states that the guide is a person who presents to the domestic and foreign visitors in RNM the natural and anthropogenic tourist attractions, the history of the country and cultural - historical monuments, artworks, ethnographic and other attractions, historical events, legends and personalities about those events, the social circumstances of the country. He must have good communication abilities, general knowledge on tourism and the psychology of tourism and speaks the language of the foreign tourists. The Tourist Bureau can also sell tickets for cultural, entertainment, sports, recreational and business events (Article 49 of the Law on Tourism).

The **Law on Hospitality** in RN Macedonia also contains elements of cultural - tourist activities. This is covered in the part about the operation of hospitality facilities. Thus, Article 19-a of the Law stipulates the criteria for obtaining the designation “catering facility - meana” - natural materials to be used for arranging its exterior and interior of as well as motifs from the domestic traditional culture, folk instruments in the exterior and interior design of the catering facility. , Costumes, Household Dishes and the like (Law on Catering - Official Gazette of RM,

No. 186/2003, 16/2006, 116/2006, 116/2006, 116/2006, 130/2007, 117/2008, 145 / 2008, 33/2011, 159/2011, 175/2011, 36/2013, 149/2014, 149/2014, 149/2014, 149/2014, 152/2014, 152/2014, 152/2014, 169/2014, 96/2016, 100/2016, 100/2016, 121/2016, 195/2016, 195/2016). Thus, a part of the ethnographic heritage in the RNM is presented to tourists in these facilities. A catering committee is formed that is assessing if the catering establishment is meeting the criteria for obtaining such a designation. The Committee includes: one member of the body of state administration responsible for the field of catering, one member of the Ministry of Culture, one member of the Cabinet of the Deputy Prime Minister in charge of economic affairs and coordination of economic resources, one member of the tourist chambers and one member of the hospitality sector. This will enable professionalism in the operation of such catering facilities. Another committee in which one member of the Ministry of Culture is a member is the Commission for categorization of catering facilities (Article 27-a of the Law on Hospitality). In the context of cultural tourism are also the criteria for obtaining the designation of hospitality establishments for accommodation in rural households in villages according to Article 53-b of the Law which stipulates: “for the design of the exterior and the interior the catering facility natural materials must be used as well as motifs from traditional culture, folk instruments, costumes, furniture, dishes and the like”. From this it can be seen that this article is in favor of properly presenting the ethnographic heritage to tourists accommodated in rural areas.

The legal regulations discussed above cover cultural tourism in certain segments. There is a legal basis for the understanding and acceptance of cultural tourism as an important factor in the country's tourism and general socio-economic development. It can therefore be concluded that the Sub-Strategy for Cultural Tourism complies with the legislation that regulates culture, its protection and development, as well as tourism and hospitality. This strategic document can also serve as the basis for future creation and adoption of various bylaws related to culture and tourism in order to improve cultural-tourism development, not only at national, but also at regional and local level.

#### *4.2.2 Analysis of strategic documents related to cultural tourism*

There are also national-level strategies related to cultural development. The Law on Culture (“Official Gazette of the Republic of Macedonia” No. 31/1998, 82/2005, 24/2007, 116/10, 47/11, 51/11, 136/12, 23/13, 187/13, 44/14, 61/15, 154/15, 39/16, 11/18) also resulted in the adoption of the National Strategy for Cultural Development of RN Macedonia for the period 2018-2022 (Article 9 of the Law on Culture). The Strategy is a basic strategic document for the area of culture, as for the operation of the Ministry of Culture, so for other

entities active in the field of culture. For the period 2018-2022, the National Strategy sets out the basic vision for the development of culture, as well as specific general and individual strategic goals that have to be achieved within the defined timeframe. It determines the situation of culture in the past decade and suggests principles and guidelines for the development, as well as defining priorities in cultural-related activities. From the aspect of cultural tourism, this Strategy provides the main strategic directions in the process of decentralization, i.e. the concrete measures for their realization. In this regard, one of the measures is the following: "Financial support for the co-operation with the local business sector, in particular for the aim of improving cultural tourism (e.g. with tourism agencies for the so-called "cultural paths"), cultural industries and crafts, as well as the independent cultural scene". This means that this Strategy encompasses financial means that have to be provided from the Budget of RN Macedonia through the Ministry of Culture as the main carrier of the activities for implementation of this Strategy. Furthermore, the strategic commitments envisaged by the National Strategy that refer to European integration processes determine: "One of the priorities in the process of European integration related to culture will also be the inter-sector cooperation and coordination with other ministries, bodies and agencies at state and local level. The aim is to accumulate various types of support and enable socio-economic progress in the following areas: cultural heritage, including industrial heritage and cultural tourism; cultural economy; the creative industries; cultural education; digitization; publishing etc. Thus this document is of great importance for the improvement of cultural tourism in RN Macedonia

The Sub-Strategy for Cultural Tourism is a strategic document that is in line with the activities at national level to create new tourist attractions. Specifically, this is in line with the planned strategic undertakings of the Agency for Promotion and Support of Tourism (APST) in their Strategic Plan for the year 2020. Namely, in the framework of their Strategy, as an indicator for success is indicated the support to the cultural attractions in RN Macedonia (cultural attractions in the cities of Ohrid, Struga and Skopje, promotion of archeology and gastronomy in the country, etc.). This success indicator is part of the Result 3: Increased support in the creation of new tourist attractions. Furthermore, within the Strategic Plan in the section Result 5: Support in the area of subsidizing the tourism sector, financial support is provided for recognizable cultural events at local level. In addition to financial support, the improvement of this type of tourism will be realized by appropriate promotional activities and marketing strategies.

In the new draft - National Tourism Strategy of RN Macedonia as one of the activities to be implemented is the development of training programs for employees in areas that represent cultural heritage. A database and a plan for the protection of cultural heritage in the country should also be created. Cultural tourism according to the national strategy is defined as one of



the three basic types of tourism that need to be developed: "In order to attract more foreign visitors, Macedonia should focus on city, cultural and lake tourism".

The National Strategy for Sustainable Development in RN Macedonia (2009-2030) also contains important components related to the proper management of cultural heritage in RN Macedonia and tourism development in this regard. Within the National Strategy, one of the recommendations for sustainable development through the support of small and medium-sized enterprises is considered: "The highest potential for small and medium-sized enterprises exists in the following sectors: tourism, industry (textile, machinery, automotive, energy and transport, ICT), agriculture (primary production and biofuels) and food production (canning, wine, cheese, tobacco, food-old recipes, herbs, etc.) and handicrafts (art crafts, woodcarving, cultural services) . This means that the Strategy recognizes the importance of such small and medium-sized producers that they have in the development of cultural tourism, and thus in the socio-economic sustainable development of RN Macedonia. This strategic document also defines the current state of cultural (and natural) heritage in RN Macedonia, which is assessed as positive, but also identifies the needs for their protection in the future: "... the rich natural and cultural resources of the Republic Macedonia are still undiminished at the moment". All of this, in the context of sustainable development, means that wise steps and activities aimed at preventing and protecting the environment and the natural and cultural heritage are needed. The document further states: "The objectives and guidelines, as a starting point, should have the abundant and relatively unspoilt natural and cultural resources of the Republic of Macedonia. Hence, the goal will be towards sustainable integration of tourism, forestry, agriculture and industry with sustainable support from the energy, infrastructure and transport sectors". In order to achieve this, it is necessary to develop an appropriate type of tourism. In this sense is also the potential of cultural tourism. Namely, as one of the defined needs within the framework of the diagnosis of the overall situation of sustainable development in RN Macedonia states: "Need for structural-strategic working and planning in tourism, which is a sector with great potential".

An important strategic document related to the development of culture, tourism, and thus cultural tourism at the state level, is the Strategy for Regional Development of RN Macedonia (2009 - 2019) (Official Gazette of RM No. 119/09). This Strategy sets out a significant priority direction (Priority 1.5) - Creating competitive advantages of the planning regions by fulfilling the measure: "Optimal utilization of natural and cultural-historical heritage for the purpose of tourism development (in line with the priorities of the Tourism Strategy)". Another measure within the same priority is the following: "Providing institutional support for the development of different types of tourism at the level of planning regions", i.e. "Protection of natural and cultural-historical heritage (all planning regions)". The Sub-Strategy for Cultural

Tourism is designed to enhance the competitiveness of RN Macedonia in terms of cultural tourism. Therefore, it is in line with the Strategy for Regional Development of RN Macedonia.

Because the Sub-Strategy for Cultural Tourism also includes analysis and recommendations for improvement of this type of tourism at the regional level, the relevant regional strategic documents must also be included. In this sense are the adopted Registers on the potentials for development of rural tourism in each of the planning. Although they refer to opportunities for rural tourism development, they also include anthropogenic (cultural) values and potentials present in each of the regions. It is an important basis for carrying out an inventory and valorisation, and thereby prioritizing cultural resources and attractions within the framework of the Sub-Strategy for Cultural Tourism.

From all the aforementioned strategic documents at national level, it can be concluded that the current strategic documents only partially address the issue of cultural tourism development. There are elements of the various aspects of the cultural tourism process or the provision of prerequisites and criteria for its implementation, but there are no specific commitments, goals, priorities, undertakings, activities and tasks related to the organization, implementation and substantive improvement of the development of the cultural tourism on the state level. Hence the importance of this Sub-Strategy for Cultural Tourism in detailing the existing preconditions and conditions, as well as in defining and prioritizing the potentials for the development of cultural tourism, not only at national level, but also at the regional and local level.

In the sense of the proposals for the development of the Sub-Strategy for Cultural Tourism, an analysis of the strategic documents at the regional level should also be undertaken. In this function are the Sub-Strategies for development in each of the planning regions, as well as the strategies and programs for tourism development at regional and local level. Significant strategic documents for the development of cultural tourism are the Registers of potentials for development of rural tourism in each of the planning regions. Although cultural heritage in their scope has a more complementary significance, the findings of these studies support the identification of an inventory framework for the preparing of the Sub-Strategy for Cultural Tourism. What follows is the analysis of the strategic documents at regional level of each of the planning regions in RN Macedonia, in the context of the development of cultural tourism.

**The Skopje Planning Region (SKPR)** is an already established cultural destination for cultural tourism. Therefore, the strategic and planning documents of this planning region take this fact into account. One of the most important strategic documents is the Program for the Development of the Skopje Planning Region 2015-2019 that identifies the cultural tourism as having the greatest potential for development in this planning region. Also in the very vision of the Program, cultural heritage occupies an important place: *“Skopje Planning Region is a competitive region in SEE with a recognizable potential for investment and development aimed*

*at raising the standard and quality of life of the people and evenly utilizing and protecting the natural and cultural heritage in the region."* Furthermore, as an important measure related to the promotion of protected areas listed are Matka Canyon and the Multipurpose Area Jasen, which also possess important cultural heritage values. In addition, an important medium-term goal is the sustainable use of natural and cultural heritage, in the function of tourism, as well as priority activities and measures related to the protection of cultural heritage. In addition to the Program for Development of the Skopje Planning Region, the strategic document - Regional Tourism Offer of the Skopje Planning Region should also be considered. Thus, according to this document, within the mapping process of the tourist destinations in the planning region, cultural attractions have been identified as one of the most important for the creation of specific tourist offers in the defined spatial units. In addition to the inventory of cultural heritage, cultural attractions such as religion, art, folklore, theater, music, dances, and festivals are defined as significant social amenities that influence the choosing of a particular destination. This document thus encompasses cultural heritage in a broader sense in line with the strategic commitments of the Sub-Strategy for Cultural Tourism. An important priority of the strategic goals of the document is to improve the presentation of cultural heritage, but also to develop alternative types of tourism by utilizing the cultural opportunities in the area. An integral part of the document are also global trends in tourism, i.e. the development of cultural tourism. Therefore, this trend is an integrated part of the strategic directions of this document. Following is one of the important sustainable goals related to the sustainable use of cultural (and natural) heritage by taking concrete measures for protecting the endangered values. One of the main priorities is the following: "Strengthening capacities and partnerships in the function of utilizing natural and cultural heritage for the purpose of tourism development", while an important priority measure is the promotion of values through specific activities for ensuring funding for this purpose.

The most important strategic document on a regional level in the **North-east Planning Region (NEPR)** is the Program for Development of the North-east Planning Region 2015-2019. This strategic document recognizes the importance of cultural - historical heritage as the potential for creating comparative advantages in the region. Namely, there exist several cultural - historical values, which also have global reputation (e.g. the Megalithic Observatory "Kokino"). Furthermore, within the region identified are natural and cultural values that can be the basis for the creation and development of alternative types of tourism, as well as cultural tourism as one of the dominant types. Namely, as one of the important priorities to be achieved within the program is the development of cultural tourism and the creation of other selective types. According to this priority: "The development of selective types of tourism will enable tourists to become acquainted with the region's rare natural and cultural riches, interesting cultural landscapes, as well as rich ethnographic values and traditional food." The measure for valorization and mapping of natural and cultural heritage in the planning region

states that further studies are needed to register, valorize and prioritize the cultural heritage in the region. The promotion of such values is aimed at creating thematic content related to cultural values or their inclusion in alternative tourist offers. In this sense is also the preparation of the Sub-Strategy for Cultural Tourism.

In the **East Planning Region (EAPR)** an important strategic document that specifically deals with tourism development is the Strategy for Tourism Development in the East Planning Region with an Action Plan 2016 - 2025. It defines attractive natural and anthropogenic tourism resources that meet the needs of tourists (recreational and cultural). It also defines tourist attractions and tourist sites as entities of a natural and cultural kind. This sets the basic preconditions of the Strategy for Tourism Development itself. In addition to mentioning the basic conceptual definitions referring to cultural heritage as an important element of the offer, within the Strategy, the vision itself mentions the significance of cultural heritage. Namely, the vision is the following: *"The East Planning Region to create several respectable tourist destinations in the next few years, whose products will be based on the region's natural and cultural heritage and the tradition of the people living here; products that are recognizable for their quality and are fully adapted to the requirements and needs of modern tourists"*. Furthermore, a detailed analysis, i.e. an inventory of cultural and historical values in the region had been conducted. One of the main strengths and opportunities of the East Planning Region within the Strategy is the cultural - historical wealth on a relatively small area. The Strategy recognizes that an important principle of the creation of high quality tourist products is the cultural - historical heritage as the basis for the creation of such products. In that sense, certain cultural values of the region have been valorized in order to create different types of cultural tourism: ethno-tourism and religious - monastery tourism. In addition to registering the most important cultural values in the region that have the greatest potential for creating specific cultural - thematic contents and offers, the Strategy also includes those values that are complementary in the integrated tourist offer in the form of tourist routes (combination of natural and cultural values). Specific thematic routes have also been proposed, and cultural values have an important place in the action plan in several necessary undertakings.

The **South-east Planning Region (SEPR)** has taken cultural heritage into consideration in its strategic commitments. In this sense, in the Program for Development of the South-east Planning Region 2015-2019 as a strategic development document, one of the strategic goals to be achieved in the given timeframe states the sustainable development of tourism and culture. Furthermore, cultural and religious (church-based) tourism are cited as significant development potentials of the region's tourist offer. Cultural heritage and cultural institutions are defined as strengths for tourism development within the SWOT-analysis of the expert team. On the other hand, the weak side is the insufficient protection and equipping of cultural - historical facilities and archaeological sites. Cultural heritage is an important category of this region's vision as well

in its Development Program, which states: *"The South-east region by 2019 will be an attractive place to live, a driver of its own sustainable development, with satisfied and motivated citizens, recognizable products with added value, a desirable destination with recognizable features and cultural - historical values"*. From this stems that cultural tourism is an important priority category of the future development of SEPR as a recognized tourist destination for such purposes.

In the **Vardar Planning Region (VAPR)** an important strategic document that is in function of the development of tourism is the Program for Development of the Vardar Planning Region. In terms of improving cultural tourism, it is important to mention that the promotion of cultural heritage as one of the areas for development of the planning region. Furthermore, the cultural heritage values, as a significant potential for tourism development, are thoroughly inventoried. However, as a weakness which is identified in the document is the lack of regional cultural - tourist offer, or such an offer which implies cooperation and joint products of several municipalities within the region. In addition, cultural tourism is defined as a significant opportunity to enhance the region's competitiveness on the tourism market. It is important to note that a specific objective has been identified with regard to the protection and promotion of the cultural heritage in the region. This is achieved through a specific activity, i.e. a measure for creating a cultural-related tourism offer. Another specific goal is the affirmation and promotion of the archaeological and cultural heritage of the planning region. This is in line with the undertakings in the Sub-Strategy for Cultural Tourism.

Also within the **Pelagonija Planning Region (PEPR)** several strategic documents exist that are related to tourism development. From these documents, we can mention the Program for Development the Pelagonija Planning Region 2015-2019. Within the Program as a significant disadvantage has been identified the insufficient accessibility of a large number of cultural resources and values. One of the dominant potentials of the region's tourist offer within the Program is the abundant cultural - historical heritage of different types in the planning region. In the conducted SWOT analysis, numerous well-established cultural events - some even have a worldwide reputation, represent important strengths. As weaknesses in the same analysis were identified the following: the non-compliance with the Law on Protection of Cultural Heritage in some of the municipalities in the region, the insufficient care of institutions for some cultural objects and the lack of categorization of cultural events. A significant problem related to the organization of events within the region is the lack of regional co-operation. This is aimed at raising their quality and reputation. Important to mention is the Strategic Goal: "Development of Pelagonija as a competitive tourism destination and promotion of the regional cultural identity". Namely, the priorities deriving from this strategic goal are defined through two activities that are strictly related to cultural heritage, i.e. the cultural - tourist offer: "Improving and enriching the tourist offer of the region" and "Improvement and protection of culture and

cultural heritage". Thus, in specific undertakings aimed at the development of tourism, cultural heritage plays an important role.

The **South-west Planning Region (SWPR)** is the most developed tourist destination in RN Macedonia. Because of this, several strategic development documents can be identified that regard cultural tourism as one of the most important categories. This is also due to the fact that within the planning region there is also the area of the World Cultural (and Natural) Heritage Site, protected by UNESCO (parts of the municipalities of Ohrid, Struga and Debrca). In this sense, the Draft Law on Management of Natural and Cultural Heritage in the Ohrid Region represents an important strategic framework. Although it is a strategic document that covers only part of the entire planning region, the significance of this document has far-reaching implications not only for the entire region, but also for the whole country. The approaches of cultural heritage management in the Ohrid region have their specificities due to the World Heritage status. This also resulted in the uniqueness of the development of cultural tourism in the area. Although it is still a Draft Law, it will be implemented in the original or modified form in the future, which will have a significant impact on the future programs and strategies for tourism development in the planning region. Some of the main goals of this strategic document, which directly relate to the development of cultural tourism, are: "Creating conditions for protection, popularization and improvement of the state of natural and cultural heritage in the Ohrid region"; "Creating conditions for sustainable development of the Republic of Macedonia and the municipalities of Ohrid, Struga and Debrca, through appropriate use of the natural and cultural heritage of the Ohrid region" and "Including Macedonia and the municipalities of Ohrid, Struga and Debrca in the international system of cooperation and assistance for the purpose of international protection of natural and cultural heritage.". This Draft Law envisages the implementation of an Action Plan with priorities, measures and activities. The Action Plan primarily sets priorities for removing the threats of cultural (and natural) heritage in the Ohrid region, and is aimed at protecting the values and thereby maintaining the status of World Cultural (and Natural) Heritage Site.

Another strategic document of the planning region, which covers also the other municipalities of the region, and is important for the development of tourism and in this sense of cultural tourism, is the Program for Development of the South-west Planning Region 2015-2019. This document recognizes the cultural - historical values of the immovable heritage as an important tourism potential. In this sense, in addition to cultural values and potentials, important are also the numerous institutions in the field of culture, which represent significant stakeholders in tourism development. The vision of this strategic document also identifies the importance of cultural heritage. Namely, the vision states: *"The South-west Planning Region is socio-economically and infrastructurally developed, with sustainable management of natural*

*resources, respecting the multicultural diversity, a preserved environment and recognizable cultural heritage”.*

There is an important strategic document of the **Polog Planning Region (POPR)** at the regional level as in the other planning regions. Namely, that is the Program for Development of the Polog Planning Region 2015-2019. This document puts relatively great value on the development of tourism in the planning region, and thus to the development of cultural tourism. In this sense, one of the envisaged medium-term goals to be achieved is the following: "Sustainable development of sports and recreation centers in the region through valorization of natural and cultural values". This puts cultural values in the function of tourism development. The Vision of this program identifies the cultural values of the different ethnic groups and their potential for tourism development. Namely, the vision states the following: "*Region with developed infrastructure and created partnerships for a fast sustainable urban and rural development with modern tourist facilities, where multicultural values are nurtured and natural resources of the Shar Mountain are utilized in an optimal way*". In addition, the problem related to the protection of cultural (and natural) heritage within the planning region, is also being identified. Therefore, as an indicative activity in the future undertakings is the following: "Making proposals for regulating the level of protection of natural and cultural values". Another indicative activity that has to be undertaken is the improvement of the promotion of natural and cultural heritage in order to increase the presence of such values in existing tourist offers and programs. Of particular importance is the indicative activity of creation of new tourism products and programs specifically related to cultural tourism.

In the area of analysis of strategic documents related to the development of cultural tourism, the certification processes within the European Union (EU), i.e. the Council of Europe (CE), should also be mentioned. In this sense, an important factor in the development of quality cultural - tourist content is the certification of the so-called "Cultural Route of the Council of Europe". There are clearly established guidelines and criteria for declaring a particular cultural route with this designation (Council of Europe, Resolution CM / RES (2013) 6767 on the award of the "Cultural Route of the Council of Europe"). At its core, the cultural routes of the CE represent European international networks with a given legal status in the form of an association or federation. The basic condition for acquiring the status for such a cultural route is to include at least 3 European Council member states (<https://pjp-eu.coe.int/en/web/cultural-routes-and-regional-development/certification-guidelines>). Countries that are signatories of the EPA Agreement (Enlarged Partial Agreement on Cultural Routes) may also be included in this network of cultural routes. This represents a potential opportunity for RN Macedonia to create, or participate in the creation of such certified routes in the future. Namely, at the time of

preparing this Sub-Strategy, our country has not yet been a signatory of the stated Agreement (<https://www.coe.int/en/web/cultural-routes/epa-member-states>).

As it can be concluded from the above analysis of strategic documents at national and regional level, cultural heritage, its protection and sustainable use through its inclusion in cultural tourism has an important place in the strategic efforts for development of the planning regions. However, only certain planning regions have specific undertakings for the creation of strict cultural - tourist offers, programs and products. This poses the real need to create a specific strategic-planning document for the creation of priority values that will have a fundamental role in the newly created cultural-tourist content, as well as identifying complementary values that can be incorporated into the tourist offer of other selective types of tourism. This will significantly improve the content of the tourist stay, as well as increase the level of quality of services, products and activities offered. It is important to note that cultural - tourist content and routes are not created solely in urban areas. Namely, up to 90% of created cultural routes in Europe are located in rural areas ([https://ec.europa.eu/growth/sectors/tourism/offer/cultural\\_en](https://ec.europa.eu/growth/sectors/tourism/offer/cultural_en))

#### *4.2.3 Analysis of the potentials and attractions for the development of cultural tourism by planning region*

In order to create attractive offers and contents of cultural tourism as a selective type, it is necessary to register, i.e. to make an inventory of all available values. They should then be analyzed in terms of opportunities for their inclusion in specific content and offers, which in fact is their valorization. As already explained, anthropogenic or cultural values are divided into the following groups: urbanism and architecture (complexes of traditional architecture in urban and rural areas), buildings of sacral architecture (Christian and Muslim), buildings of profane architecture (public buildings, monuments), archaeological sites and fortresses, museums and memorial houses, events and festivals (religious, cultural and gastronomic), ethnographic heritage (traditional economic activities, folkloric values, regional gastronomic specialties/products). In continuation presented are the cultural values available in all the planning regions of RN Macedonia. In this sense, those that have the greatest potential for activation in the existing or new cultural - tourist offer are prioritized and analyzed. The complete overview of the inventory of all available cultural potentials is given as an annex to this document in the form of spreadsheets.

Such an analysis is in fact the identifying of the tourist offer for cultural tourism. The identified contents are essential elements of the current and future tourist offer. International experience has been used in order to perform this analysis. They are included through an



adapted methodological framework that has been proven internationally. It is the so-called "FAS - methodological approach" which implies the registration of values, phenomena and processes that can be divided into three main groups: "Factors", "Attractors" and "Support services". The factors and attractors as basic constituent elements of the cultural-tourist offer are presented below. This approach is most appropriate for perceiving planning regions as tourist destinations that are considered as the sum of the three main subsystems (Factors, Attractors and Support services) in which the zoning should be conducted according to the identified contents.

According to this methodology, in continuation substantially analyzed are those values that have the most pronounced development potentials and are already put into function of tourism in a direct or indirect way. These are the "Attractors" according to the internationally accepted FAS methodology, and can also be understood as **cultural-tourist attractions**. Subsequently, significant contents for future activation, in a tourism sense, are the "Factors" which are presented in detailed charts at the end of this Sub-Strategy as Annex. These contents can also be understood as **cultural - tourist potentials** for the sake of simplification. The identified attractions and potentials are the basis for their future upgrading and updating as process categories.

#### *4.2.3.1 Analysis of the potentials and attractions for the development of cultural tourism - SKPR*

The Skopje Planning Region (SKPR) has excellent conditions for the development of cultural tourism on its territory. This is due to the fact that on a relatively small territory there is a high concentration of cultural - historical values and attractions that are the basis for the development of this type of tourism. The Skopje Planning Region is the smallest region according its surface area in RN Macedonia with a total of 1812 km<sup>2</sup>. This represents only 7 % of the total territory of the republic. The municipalities that belong to this region are: Aerodrom, Butel, Gazi Baba, Gjorche Petrov, Karposh, Kisela Voda, Saraj, Centar, Chair and Shuto Orizari, which are municipalities in the City of Skopje, as well as the municipalities of Arachinovo, Zelenikovo, Ilinden, Petrovec, Sopsishte, Studenichani and Chucher-Sandevo. The region is a largely urbanized territory that provides perfect conditions for the development of sub-types of cultural tourism.

The values that belong to the group of urbanism and architecture in the region express high potentials for the development of quality and attractive cultural - tourist products. Thus, the integration of traditional architecture into the existing natural landscape can be mentioned. This provides great opportunities for the development of naturally and culturally based contents as well as their combination. However, for the development of cultural tourism on the

defined territory an important role plays traditional architecture in the urban environment of the city of Skopje, i.e. the old urban core. This is the Old Skopje Bazaar within the region. This part of the capital is recognizable not only in the country but also abroad. It represents one of the largest old urban areas with traditional Ottoman architecture in the Balkans. Therefore, this old city core abounds with significant curious-attractive motivational properties and can represent a distinctive tourist image in itself. It is important to note that this urban core is not just a collection of residential houses, but also a large number of religious buildings and economic establishments that allow it to have complex properties. Many of the economic establishments still nurture numerous old crafts and traditional economic activities. This means that different cultural values can be combined in the creation of attractive cultural - tourist products.

Cultural attractions within the SKPR are recognizable and well-established tourist values that already have a relatively large number of visitors and tourists. Of particular importance are the buildings of sacral architecture. Not only is there a relatively large number of these values on a small territory, but they are also diverse in their content. In this sense, there is a harmonized blend of Christian and Muslim religious buildings. This enables diversification of the cultural - tourist experiences of the tourists, as well as their attractive combination. Those religious buildings that are outside the strictly urbanized environments are particularly important in terms of accommodation opportunities. The buildings of sacral architecture within the Skopje Planning Region, which can particularly be emphasized are the following: St. Panteleimon in v. Nerezi (Skopje), Monastery of St. Nikita, v. Banjani (Skopska Crna Gora), Markov Monastery (v. Sushica), St. Andrew (Matka), Church of the Holy Savior (Skopje), Cathedral of St. Clement of Ohrid (Skopje), Sultan Murat Hjukjar Mosque (Skopje), Ishak Beg Painted Mosque (Skopje). Apart from the fact that such facilities are important for the creation of attractive educational activities, they are also the primary basis for the development of religious tourism. Most of the listed buildings are already well-established and recognizable and often constitute a primary component of certain cultural - tourist offerings.

In addition, a large number of the profane buildings in the SKPR are well-established contents that have a high level of tourist visits. The places where they are located are often used for other purposes, directly or indirectly related to cultural tourism. This has a wide range of possibilities for creating complex contents related to cultural tourism on a relatively small territory. The following cultural values can be distinguished: Aqueduct, Stone Bridge, Daut Pasha Hammam, Kurshumli An, Suli An, Kapan An, Clock Tower, Feudal Tower, Bezisten, Chifte Hammam.

Archaeological sites represent such cultural values that can be used to create targeted cultural - tourist offers and products. However, they may also represent a complementary category for other types of cultural - tourist offers. From all such identified values (in Annex of

this Sub-Strategy) the following can be distinguished in the SKPR: Tumba (Madzari), Skopje Kale, Zlokukjani Kale, Scupi.

The Skopje Planning Region has the best arranged and equipped museums in the country. Additional contents, services and activities may also be created at such facilities in order to enrich the tourists' content of stay. Most of them are well equipped, but there are opportunities for their improvement. Most have artifacts and archaeological items that have been discovered throughout the country making them attractive to a wide range of visitors. From this, arise their curiosity features, while also having an evident educational value. Therefore, such institutions have a high degree of attractive - motivational attraction. All the registered museums represent very important potentials of cultural tourism. The following museums are present in the SKPR: Archaeological Museum of RN Macedonia, Ethnological Museum of RN Macedonia, Historical Museum of RN Macedonia, Holocaust Museum, Museum of Mineralogy and Petrography, Museum of the City of Skopje, Museum of the Cinematheque of the RN Macedonia, Museum of the Peoples' Liberation Struggle, Museum of the Revolutionary Struggle of Macedonia, Museum of Fishing, Museum of Contemporary Art, Museum of Natural Sciences, Museum of Technical and Technological Inventions.

Events are also important content elements of many cultural - tourist offers. According to their significance, cultural events dominate compared to religious events. Although there are a relatively large number of events and festivals within the region, those with a worldwide reputation and recognition can be mentioned: Skopje Jazz Festival, May Opera Evenings (City of Skopje), Skopje Summer (City of Skopje), Skopje Pivolend. The identified religious and gastronomic events are presented in annex in the form of spreadsheets. The same applies to ethnographic and folklore values, gastronomic specialties and recognizable regional products. These values are highly complementary to the development of cultural tourism, but do not have a high potential for independent attraction.

#### *4.2.3.2 Analysis of the potentials and attractions for the development of cultural tourism - NEPR*

The North-east Planning Region (NEPR) has relatively favorable conditions for the development of cultural tourism on its territory. The planning region has a relatively small surface area of 2310 km<sup>2</sup>, which represents about 9.3 % of the total territory of the republic. However, on such territory there are significant cultural values that can be used in different cultural - tourist offers. The region consists of the municipalities of Kratovo, Kriva Palanka, Kumanovo, Lipkovo, Rankovce and Staro Nagorichane. Within this region, the municipalities of Lipkovo, Rankovce and Staro Nagorichane are considered as rural municipalities with a total area of 40.9 % of the territory of the region.

Urbanism and architecture consists of buildings within the region that have a specific and authentic shape. They present the local way of life in the past as well as today. Kratovo is a city where there is perfect integration of traditional buildings in the natural environment. This means that there are excellent conditions for the development of combined content of a cultural and natural origin. Apart from urban areas, there are also complexes of buildings with distinctive traditional architecture in rural areas in the region. In this sense, the settlement of Staro Nagorichane can be mentioned. In addition to the houses, also commercial facilities and amenities have been built in their yards (barns, stables and other storage facilities for storing goods and animals). This can make the authentic way of life in such environments more attractive to visitors and tourists, which is an important content within cultural tourism.

Buildings with religious use are an essential component for the development of religious tourism. However, some buildings represent significant representations of a particular artistic or architectural style and are attractive to other types of visitors and tourists involved in cultural - tourist movements and activities. IN that sense, the following important buildings of sacred architecture that have significant cultural and tourist potentials should be listed in the NEPR: Church of Holy Mother of God, Monastery Matejche (Municipality of Lipkovo), St. Nicholas (Municipality of Kumanovo), Tatar Said Bey Mosque (Municipality of Kumanovo), Church of St. George (Municipality of Staro Nagorichane), Monastery of St. Joakim Osogovski (Municipality of Kriva Palanka), St. Nicholas and St. George Kratovski.

Besides the buildings of sacral architecture for tourism development (cultural tourism), important are also the buildings of profane architecture. Such places, sites and facilities can be complemented by certain contents that will serve as the primary and secondary services of tourists, thereby enriching the content of their stay, as well as increasing their degree of satisfaction. In this sense, cultural - historical monuments should also be mentioned. There are numerous such objects in the region, but the most important are the Memorial Center - ASNOM (Municipality of Staro Nagorichane – v. Pelince) and the Medieval Towers and Bridges in Kratovo.

This planning region as well as all the others in RN Macedonia, abounds in archaeological localities, i.e. sites. The most appropriate for development of cultural - tourist activities and contents within the NEPR are the following: Early Christian Basilica - Rotonda Konjuh (Municipality Kratovo – v. Konjuh), site "Zhegligovski Kamen" - "Kostoperska Karpa" (Municipality of Staro Nagorichane) Megalithic Observatory "Tatikjev Kamen" (Municipality of Staro Nagorichane – v. Kokino), Archaeological Site "Cocev Kamen" (Municipality of Kratovo). The rest are provided as annex of this document.

The document also contains museums, events and festivals (religious and cultural), ethnographic heritage, folklore, culinary specialties, as well as locally and regionally recognized products of the North-east Planning Region as annex.

#### *4.2.3.3 Analysis of the potentials and attractions for the development of cultural tourism - EAPR*

The East Planning Region (EAPR) has favorable conditions for creating and offering cultural and tourist products. This planning region belongs to those that have a relatively smaller area in RN Macedonia. Thus, it has a total area of 3537 km<sup>2</sup> or 13.7 % of the territory of the republic. It is comprised of 11 municipalities with a total of 217 settlements. As many as 209 of them are categorized as rural settlements. Thus, this planning region is predominantly rural. The municipalities within EAPR are: Shtip, Probishtip, Karbinci, Cheshinovo-Obleshevo, Zrnovci, Kochani, Vinica, Makedonska Kamenica, Delchevo, Pehchevo and Berovo. In such a dominantly rural environment this region has numerous values that can be part of the cultural - tourist offer.

From the aspect of cultural values of the type of urbanism and architecture in the East Planning Region the following settlements of a dense type can be mentioned, which are important from the cultural - tourist aspect of development: v. Lesnovo (Municipality of Probishtip), v. Zrnovci (Municipality of Zrnovci), v. Razlovci (Municipality of Delchevo), v. Grad (Municipality of Delchevo), v. Rusinovo (Municipality of Berovo), v. Chiflik (Municipality of Cheshinovo-Obleshevo). In this sense, also important are the villages of spread type in the planning region: v. Polaki (Municipality of Kochani), v. Dramche (Municipality of Delchevo). Such values are important not only for the development of rural tourism, but also for cultural tourism. Namely, they present the traditional architecture in rural areas. If these settlements are properly equipped and arranged (interior and exterior) they can also present numerous ethnographic values.

Within EAPR over 100 cultural values and attractions that are a significant potential for the development of different types of cultural - tourist activities in this area can be identified. In this sense, the buildings of sacral architecture represent important values of this kind. The following values should be singled out as the most appropriate for the development of religious-tourist content within cultural tourism: Church "Holy Mother of God" (Novo Selo) - Shtip, Church "St. Nicholas" - Shtip, Monastery "St. Archangel Michael" - Berovo, Lesnovo Monastery - v. Lesnovo. Besides having such religious significance, these buildings also have a historical and curiosity-related cultural significance. As such they have the potential to be a key component in certain cultural and tourism content to which other complementary elements may be added.

Other important types of cultural objects are those that belong to profane architecture, that is, they do not have a religious purpose. Within EAPR several such objects can be distinguished: Bridge of the Sultan Emir Kjachuk - Shtip, Clock Tower - Shtip, Bey Tower and

Bezisten - Shtip. These values have a more complementary significance, that is, they have a larger potential for combining with other activities and contents than only themselves to be used for the performance on the cultural - tourist market.

Archaeological sites have a wide range of possibilities for their use within cultural tourism. Some of them within the planning region have a very pronounced attractive – motivation appeal. In this context, the following archaeological sites should be mentioned within the EAPR: Isar - Shtip Archaeological Site Bargala – Karbinci, Archaeological Site Crkvishte – Morodvis, Archaeological Site Vinichko Kale - Vinica. Often such sites are an essential independent component of cultural tourism.

There are several important museums identified in EAPR. Thus, the following can be mentioned: Ethno House – v. Morodvis (rich ethno collection), Museum of Vinica (attractive collection of terracotta icons), Museum of the city of Berovo (reconstructed building in the spirit of original architecture which also has historical value for the city, historical and ethnological museum setting), City Museum - Shtip (collections of archeology, ethnology, history, art history and contemporary Macedonian art items). Such facilities are attractive to tourists.

Within the region there are also a number of religious and cultural events and festivals. However, only a few have a level of significance that transcends regional boundaries. Such an event is the religious celebration of the custom "Chetrse", Shtip which represents an intangible cultural heritage recognized by UNESCO. From the existing cultural events we can also distinguish the following: Pijanec-Maleshevo Wedding - Delchevo, Makfest - Shtip, Shtip Cultural Summer - Shtip and Pastrmajlijada - Shtip

Ethnographic heritage is an important complementary element to many of the contents of cultural tourism. Traditional economic activities and crafts/skills can be an attractive component of the presentation-related contents in which tourists themselves can participate. There are numerous such values of which more attractive power have the following: the making of bagpipes and small drums in Zvegor, as well as the production of folk costumes.

Folk values are similar cultural elements. In EAPR the following can be distinguished: folk dance Kopachka – Maleshevo region and traditional customs at Pijanec-Maleshevo wedding, "Chetrse" – Shtip.

#### *4.2.3.4 Analysis of the potentials and attractions for the development of cultural tourism - SEPR*

The South-east Planning Region (SEPR) has relatively favorable conditions for creating attractive cultural - tourist contents and products. SEPR has a relatively large surface area (3034 km<sup>2</sup>, or 10.9 % of the total surface area of the RNM). There are a total of 10 municipalities in the region with a large number of cultural values and contents important for the creation of attractive products. The municipalities within the region are the following: Municipality of Bogdanci, Municipality of Bosilovo, Municipality of Valandovo, Municipality of Vasilevo, Municipality of Gevgelija, Municipality of Dojran, Municipality of Konche, Municipality of Novo Selo, Municipality of Radovish and Municipality of Strumica.

In the direction of cultural tourism development, those architectural buildings that have a traditional appearance and are located in urban areas should be mentioned. In this sense, the following villages should be distinguished: Smolare (Novo Selo), Koleshino (Novo Selo), Veljusa (Strumica). Such buildings are not only interesting for visiting and observing from the outside, i.e. their exterior, but also inside, if properly arranged and equipped with ethnographic values or different collections.

The buildings of sacral architecture with which the region abounds, are important for the creation of religious - tourist offers. Some of them are culturally and historically significant beyond the national borders. This shows their great potential for attracting tourists. In that sense, the following sacral buildings should be mentioned: Monastery of Holy Fifteen Martyrs of Tiveriopol, Monastery of Holy Mother of God Eleusa (Veljusa), and the Monastery of St. Leontius (Vodocha) of the Christian buildings, and the Orta Mosque of Moussa of the Muslim. They are located in the Municipality of Strumica. In the Municipality of Radovish, the monastery of St. Stefan in Konche should be mentioned. These facilities have konaks which can be used as accommodation facilities within the framework of religious-tourist offers.

There are also constructions with interesting architecture in SEPR. These are buildings of profane architecture. Of particular importance are the following: Municipality of Strumica – Council building of the Municipality of Strumica, Hotel "Srpski Kralj", Dr. Alexander Belev's House, Hadjitosev's House, Arsov's House, Old Court, Tsar's Towers, Roman Therma; Municipality of Valandovo - Isarot, Idomena. Some of them have attractive potential but they are mostly used as a complementary category in the created cultural - tourist products.

The South-east Planning Region also has significant archaeological monuments. A growing number of such sites are registered in the region. However, Vardarski Rid (Gevgelija) and "Isar" (v. Marvinci) are the sites with the highest potential for development and attractive features.

Of the cultural institutions in the region the National Institute and Museum - Strumica should be mentioned. There are other institutions of this type in the region, but the greatest potential for attraction is the above mentioned.

Religious events in the region may have greater significance as complementary values within the cultural tourist offers. The most important are attached to this document as annex. More important for the development of certain cultural and tourist contents are the cultural events from which the following should be mentioned: Strumica Carnival, Folk Fest Valandovo and Festival of Chamber Theater Risto Shishkov.

Gastronomic events held in the region can be a significant additional element in creating unique experiences for tourists. Important in this respect are the region's folklore and ethnographic potentials, which are also annexed at the end of this Sub-Strategy.

#### *4.2.3.5 Analysis of the potentials and attractions for the development of cultural tourism - VAPR*

The Vardar Planning Region (VAPR) has favorable conditions for the development and creation of cultural tourism contents. This planning region is one of the largest in RN Macedonia, with a total of 4042 km<sup>2</sup> or 16 % of the total territory of the country. The following municipalities are included in this region: Sveti Nikole, Kavadarci, Veles, Gradsko, Negotino, Rosoman, Chaska, Demir Kapija and Lozovo. Half of the municipalities are urban while the rest are rural. However, cultural - historical values exist in all areas, and therefore it can be regarded as a region with relatively favorable conditions for this purpose.

The Vardar Planning Region has numerous and high quality elements within the group of cultural values of urbanism and architecture. In this sense, there exists a complex of buildings that is integrated into the natural landscape. This is the old city architecture of the city of Veles. Due to its incorporation into the natural environment, this area is important for tourists that are able to use combined contents and products related to cultural heritage and nature

Complexes of traditional architecture exist in both urban and rural areas within VAPR. Important complexes of this type of architecture in rural areas that have to be mentioned are the complexes in the following settlements: v. Bogomila (Municipality of Chaska), v. Oraovec (Municipality of Veles), v. S'lp (Municipality of Veles), v. Gorno Vranovci, v. Papradishte, v. Vojnica. The rest are provided in the annex of this document.

For the development of cultural tourism of great importance are the complexes of buildings located in urban areas, which have a traditional look and design. It stems from the fact that they can be used for other purposes as well as being combined with numerous



cultural and tourist content. Such old buildings complexes within the Vardar Planning Region are located in the city of Veles: Memorial Houses of Jordan Hadzi Konstantinov-Dzinot, Kocho Racin, Vasil Glavinov, Family of Kasapovi (Municipality of Veles), Alabakot Street (Municipality of Veles).

Besides the traditional urban and rural architecture, important cultural attractions for the creation of attractive cultural - tourist contents are the buildings of sacral architecture. Except for religious purposes and basic elements of religious - tourist offers, some of these buildings have significant cultural - historical and architectural - artistic values. They are recognizable and attractive for these features. In this sense the following should be mentioned: St. Panteleimon in Veles and St. George - Polog Monastery in Kavadarci.

The buildings of profane architecture are similar to those of sacral architecture with the basic difference of not being used for religious purposes. Some of these facilities may also be used for other purposes and as such represent a combination of cultural - tourist activities and contents. The following buildings should be mentioned in VAPR, which are again located in the city of Veles, and are the following memorial houses: House of Kasapovi, House of Jordan Hadzi Konstantinov Dzinot, House of Kocho Racin, House of Vasil Glavinov. The rest are mentioned in the annex of the Sub-Strategy. There are also listed the monuments and public buildings of the planning region as constructions of profane architecture.

The Vardar Planning Region has also significant archeological sites. The most important ones, which are in the function of this Sub-Strategy for Cultural Tourism, are the following: Kozhle - Markovi Kuli (v. Letevci) in Veles, the Archaeological Site Stobi in Gradsko, Bilazora in Sveti Nikole, as well as Markov City, Kale - Strezov Grad, Ramnishte, Stojkova Niva, Prosek in Demir Kapija.

Apart from the aforementioned archaeological sites, museums also have cultural - tourist importance. One of the most important to mention within the VAPR is the Demir Kapija Wine Museum, while others are listed in more detail in the Annex. It can be said that the mentioned archaeological sites and museums can also represent recognizable tourist brands, i.e. they can improve the tourist image of the whole destination.

Although there are numerous religious events in the planning region, cultural events play a greater role in the development of cultural tourism. Religions events are therefore listed at the end of the strategic document as an annex. The most important cultural events that have to be mentioned are the following: Wine Week St. Trifun (Negotino), Tikvesh grape-picking (Kavadarci), St. Trifun (Kavadarci and Demir Kapija).

Gastronomic events, ethnographic and folk values have significant complementary potential for the development of cultural tourism. The same applies to traditional gastronomic

specialties and distinctive products of the region. They are therefore listed in more detail in the Annex of the Sub-Strategy.

#### *4.2.3.6 Analysis of the potentials and attractions for the development of cultural tourism - PEPR*

Pelagonija Planning Region (PEPR) has quite favorable conditions for creating attractive products and package-tours for cultural tourism. The planning region has a relatively large surface area (18.9 % of the total territory of the RNM), with significant cultural and historical values that can be visited by tourists. Some of them are already well known and are part of the existing tourist offer, while others are not sufficiently activated in the tourist sense. The region, despite being mostly rural, can be an important destination for cultural - tourist activities and contents. The municipalities within the region are the following: Municipality of Bitola, Municipality of Demir Hisar, Municipality of Krivogashtani, Municipality of Krushevo, Municipality of Mogila, Municipality of Prilep, Municipality of Resen, Municipality of Novaci and Municipality of Dolneni. The most important cities with significant cultural and historical heritage are Bitola, Prilep and Krushevo.

Within urbanism and architecture, as an important value that can be distinguished is the traditional urban and rural architecture and its integration into the existing natural landscape. In that sense, the planning region has numerous attractive values, (architectural buildings) the most important of which is the traditional urban architecture in the city of Krushevo. These buildings are built with indigenous materials (earth, stone and wood), and at the same time they are the most representable city architecture in the country. The following buildings of this kind should be mentioned, which are located in the rural areas: Malovishte, Ljubojno, Brajchino, Staravina, Slepche, Babino.

Significant cultural values and potentials in the Pelagonija region are also the buildings of sacral architecture (churches, monasteries, mosques, etc.). There are numerous such values within the region, both in urban and rural areas. They are primarily important for educational activities and religious tourism. The most attractive value for inclusion within the cultural - tourist offer have the following: St. George (v. Kurbinovo, Prespa), St. Nicholas (Varosh, Prilep), St. Archangel Michael (Varosh, Prilep), Monastery of "Holy Transfiguration" (Zrze, Prilep), Charshi Mosque (Prilep), St. John the Baptist (v. Slepche, Demir Hisar), St. Athanasius (v. Zhurche, Demir Hisar), Dormition of the Holy Theotokos (Treskavec, Prilep), Nativity of the Holy Theotokos (v. Slivnica, Prespa), Haydar-Khadi Mosque (Bitola), Jeni Mosque (Bitola), Ishak Chelebi Mosque (Bitola), Church of St. John the Baptist (Krushevo), Church of St. Nicholas (Krushevo). Other such potentials are provided in the table as Annex.

In the other type of buildings that are cultural attractions are the buildings of profane architecture. Some of these individual buildings have a distinct cultural - historical or artistic significance. They can also be reused in a variety of ways and put in the function of the development of cultural tourism. In this regard, in PEPR should be mentioned the following: Magaza in Bitola (also used for exhibitions), Officer's Home (Bitola), City Clock - Clock Tower (Bitola), Bezisten (Bitola), Ahmed Niyazi Bey's Saray (Resen).

Cultural - historical heritage is also composed of cultural monuments. These locations have historical and educational tourist features and are often reminiscent of significant events and personalities of the past. Such places are important for excursions, picnics, educational activities, venues for events and festivals, etc. Despite these characteristics, it cannot be said that they often have the dominant role in cultural - tourist contents. However, it should be mentioned that the locality of Mechkin Kamen in Krushevo attracts a larger number of tourists.

This planning region is recognizable by the large number of archaeological sites. They are listed in detail as Annex to this strategic document, while the most noteworthy are those that have the most attractive power for domestic and foreign tourists: Ancient Archaeological Site and Early Christian Period Heraclea Linkestis (Bitola) and Markovi Kuli (Prilep).

Museums as a specific cultural institution in the region are also relatively prevalent. The most important are as follows: National Museum in Bitola with exhibition dedicated to Kemal Ataturk, National Museum (Prilep), Monument Makedonium – Ilinden (Krushevo), Museum of the Ilinden Uprising and Krushevo Republic (Krushevo), Gallery of Nikola Martinovski, Memorial House of Toshe Proevski (Krushevo), Museum of Peoples' Liberation War (Krushevo), Museum - Workshop of Old Weapons "Learnica" (Krushevo), Museum Exhibition "Wallachian Room" (Krushevo).

Events and festivals are also present in a relatively large number in the region. Cultural events predominate over religious, both in terms of their numbers as in their importance for tourism development. Therefore, the following important cultural events in PEPR can be mentioned: Small Bitola Montmartre (Bitola Municipality), Bitola Cultural Summer "BIT FEST" (Bitola Municipality), Theater Festival "Vojdan Chernodrinski" (Municipality of Prilep), Pivofest, Krushevo Ethno - City, IFFK "Brothers Manaki" (Municipality of Bitola). The other registered religious and cultural events are listed as Annex. Cultural events are important because they can include the presentation of numerous folklore and ethnographic elements.

The individual ethnographic and folklore elements of the cultural heritage that are present in the planning region are detailed at the end as Annex. This also applies to numerous gastronomic specialties and regional products.

#### *4.2.3.7 Analysis of the potentials and attractions for the development of cultural tourism - SWPR*

The South-west Planning Region (SWPR) is characterized by excellent conditions for the development of cultural tourism. Namely, there are important and unique anthropogenic tourism values in the area, some of which are already established and visited values, while the rest represent an untapped potential. In the territory of this planning region included are the municipalities of Ohrid, Struga and Debrca, areas of which are part of the UNESCO World Heritage Site. Thus, the region already has international importance in terms of providing opportunities for the development of cultural tourism. This brand should be nurtured in the future as well, and in this sense, actions should be undertaken in order to eliminate the negative influences that would endanger this status, as well as to expand the given protected area.

In terms of urbanism and architecture, traditional architecture in urban as well as rural areas is particularly important. The traditional buildings in an urban environment that is well preserved is globally renowned, is the architectural unit of the old part of Ohrid. This is a specific traditional architecture that can be visited by all kinds of visitors as part of their excursion activities. This city core is especially attractive because some of its buildings have facilities for accommodation of tourists. Some of them even have a typical interior design, thus presenting the ethnographic heritage of the locals. The complexes of houses in rural areas should also be mentioned in the direction of the development of cultural tourism. The planning region is rich in important contents of this kind. Thus, within the territory under consideration, the complexes of traditionally built houses in Gari and Osoj, as well as the traditional houses in Vevchani, some of which are protected, should also be mentioned. There are also a number of other rural areas with such features that are provided in Annex.

Among the cultural attractions of architectural type, the buildings of sacral architecture should also be mentioned. There is a relatively high percentage of the Muslim population in parts of the region compared to Orthodox Christianity, which gives the area special attractiveness and significant development potential, especially when creating complex tourist offers. A few noteworthy buildings of this type can be distinguished, and some of them also have a general attractive power and unique attractiveness because they are globally renowned. The most important sacral sacred buildings in the SWPR are the following:

- St. Clement's Monastery – St. Panteleimon, St. Sofia, Holy Mother of God Perivleptos, St. John the Theologian - Kaneo, Holy Mother of God Bolnichka, St. Nicholas Bolnichki, St. Nicholas Gerakomija, Holy Mother of God Kamensko, St. Paraskeva (Velgoshti), Monastery of St Naum (Ljubanishta), Holy Mother of God Zahumska (Trpejca), St. Stefan, Holy Mother of God Peshtanska, St. Erasmus, Mal Sveti Kliment, St. Demetrius, Mali Sveti Vrachi, St. Constantine

and Hellen, Turbe of the former Imaret Mosque - Sinan Chelebi, Cross Mosque Hadzi Turgut in the Municipality of **Ohrid**

- All Saints (Leshani), St. George (Godivje) in the Municipality of **Debrca**

- Monastery Kalishta and St. Athanasius (Kalishta), Archangel Michael (Radozhda), Holy Savior (Vishni), Halveti Tekke in the Municipality of **Struga**

- Monastery of St. George the Victorious (Rajchica) in the Municipality of **Debar**

- Monastery of St. George (Knezhino), Kichevo Monastery - Most Holy Mother of God – the Immaculate in the Municipality of **Kichevo**

It can be concluded that there is an exceptional grouping and concentration of monuments of the highest quality and artistic achievements of cultural creativity in the Municipality of Ohrid. Most of them are listed in the UNESCO World Heritage List. It gives this area a recognizable image and brand of cultural tourism that should be maintained in the future. Such facilities are not only important for the development of religious tourism, given the fact that the city of Ohrid is also referred to as the "Balkan Jerusalem", but such facilities may also constitute a primary category within the cultural - tourist contents intended for particular types of cultural tourists (e.g. Byzantine – era researchers, experts in Islamic art, scholars of Slavic literacy and culture, etc.). Such facilities can also have a complementary role within other types of tourism as part of their excursion and educational activities. In other municipalities there are also significant cultural values present in the form of sacral architecture. They are provided as Annex at the end of this strategic document. Monasteries are especially important. The konaks of the monasteries, if properly arranged and equipped, can be used as accommodation facilities for certain types of tourists.

In the second group of architectural buildings, as opposed to the buildings of sacral architecture, are the profane buildings. These are facilities with no religious purpose. These are buildings of cultural - historical significance. Important to mention in terms of the possibilities for the development of cultural tourism in the SWPR are the following: The small Locomotive "Kjira" - Kichevo and the First School in Albanian Language (Drugovo) in the Municipality of Kichevo, as well as the Turkish Bath - Banjishte Spa and the Elen Skok Bridge in the Municipality of Debar.

An important category of values within the cultural attractions are also the archaeological sites. There are many such sites, not only within the SWPR, but also at the state level. A relatively large number of such sites in the SWPR are significant and recognizable, but those with the most prevalent attractive motivational features should be mentioned as follows: Samuel Fortress, Plaoshnik, Antique Theater, Fortress at Gradishte - and underwater archeological site "City of Mikjo" – Bay of bones in the Municipality of Ohrid, while in Makedonski Brod significant are Devini Towers – Devich.

The South-west Planning Region abounds with a relatively large number of museums. Such cultural institutions and buildings are especially important because they are specialized for tourism purposes, especially for visitors and tourists involved in cultural - tourist activities. The most important museums in the region that have to be mentioned are the following: House of the Robev Family, Icon Gallery, House of Hristo Uzunov, Museum on Water – Bay of Bones in Ohrid Municipality; Museum "Dr. Nikola Nezlobinski" and Gallery "Vangel Kodzoman" in the Municipality of Struga; Museum of Western Macedonia in the Municipality of Kichevo; Memorial House of Mustafa Kemal Ataturk's Father (Kodzadzik) in the Municipality of Centar Zhupa.

In addition to the material cultural heritage, important anthropogenic values are also events and festivals that represent the intangible cultural potentials. Numerous cultural and religious events are held within the region. The most important religious events that have to be mentioned are: Bogojavljenje - Epiphany, Dormition of the Mother of God (Skrebatno), celebration of St. Clement and St. Naum, celebration of Bajram in the Municipality of Ohrid; Vasilica Carnival in Vevchani during the celebration of Vasilica in the Municipality of Vevchani.

Some of the cultural events and festivals in the South-west Planning Region have a global reputation, which also attracts a large number of foreign tourists, while others have local and regional significance but have great potential to become world-class events. The most important such events are: "Ohrid Summer", "Balkan Festival of Folk Songs and Dances", "Ohrid Fest", "Prlichevi Sermons", Ohrid Swimming Marathon, Ohrid Old Town Meetings in Ohrid Municipality, and "Struga Poetry Evenings" in Struga. The region has a large number of such events covered in greater detail in the annexed charts.

Ethnographic heritage comprises significant values that can be incorporated into cultural tourism in a variety of ways. SWPR is recognizable by the existence of such contents. Important to mention are the following values: making Ohrid pearls, traditional paper making, woodcarving, icon painters, mosaic artists, stained glass making, icon painters, filigree makers, making traditional costumes in the Municipality of Ohrid; making folk costumes in Veleshta in the Municipality of Struga; folk costume makers (Shopska folk costume in Trebishte, Mijak folk costumes in Ehloec).

Gastronomic specialties in the region are also important for presenting the ethnographic cultural heritage. They are listed in the Annex of this document.

#### *4.2.3.8 Analysis of the potentials and attractions for the development of cultural tourism - POPR*

The Polog Planning Region (POPR) has favorable conditions for the creation of cultural - tourist products. This planning region has a very small area and accounts for only about 9.7 % of the total territory of RN Macedonia. However, it is one of the most densely populated regions. The relatively large population inhabiting this area, represents a significant potential for tourism development. The region is comprised of 9 municipalities: Bogovinje, Brvenica, Vrapchishte, Gostivar, Zhelino, Jegunovce, Mavrovo and Rostushe, Tearce and Tetovo. Although most of the region is predominantly rural, there are numerous important and attractive cultural values that can be incorporated into the tourist offer

Traditional architecture forms an important part of the complex contents of cultural tourism. In the Polog Planning Region there are such complexes of buildings located outside the rural areas. Therefore, they have special attraction in terms of their integration within the natural environment (natural landscape). This also provides conditions for the use of such tourist content that do not have a primary cultural value. In this regard, the settlements of POPR should be mentioned as follows: v. Bitushe, the Mala Reka villages of Rosoki and Tresonche, v. Selce, v. Galichnik, v. Lazaropole, v. Gari and Janche, as well as v. Brezno.

The Polog Planning Region has a large number of religious buildings, or constructions belonging to sacral architecture. If only the most significant values are highlighted which are important for the potential development of cultural tourism in the region, the following should be mentioned: Clock Mosque - Municipality of Gostivar; St. John Bigorski - Municipality of Mavrovo and Rostushe; Leshok Monastery and St. Athanasius - Municipality of Tearce; Painted Mosque and Arabat Baba Tekke - Municipality of Tetovo. Some of these facilities have worldwide reputation, and therefore they often have a dominant role in certain aspects of cultural tourism. The other such values are mentioned in the Annex.

The Old Hammam in Tetovo is an important profane facility that can be used for other purposes as well, if adequately equipped.

Of the few registered archaeological sites in the region, one should be mentioned - the Tetovo fortress as a more significant cultural asset.

Museums and religious events that exist in the region are listed in the Annex to the document.

Cultural events in the region have a larger attractive power and should include the following: Tetovo Folk Filigree, "Teho"- Choir Festival and the Galichnik Wedding. The Galichnik Wedding is especially attractive because it presents numerous folkloric values of the local area, and the event itself is gaining more popularity in the country and abroad.

The values of ethnographic heritage and traditional gastronomic specialties are provided in detail in Annex of this Sub-Strategy.

#### 4.2.4 Analysis of the demand for cultural tourism

Tourism supply and demand are important indicators for determining the situation on the tourist market. It provides a scientific and realistic look at the needs for creating new and attractive tourist content. Such content should meet the requirements of both the tourist supply and the tourist demand. It is also aimed at creating competitive advantages on the tourist market.

For the purposes of performing the analysis of demand for cultural tourism, field research findings from part of the expert team were used. In the conducted survey a questionnaire of a relatively large research sample of 1165 respondents was used as part of the study "Study on the Provision of Data for the Model of Future Indicators" - Ministry of Economy of the Republic of North Macedonia, Faculty of Tourism and Hospitality - Ohrid. The sample consisted of domestic and foreign tourists during their visit to the different planning regions of RN Macedonia in 2017, thus drawing relevant conclusions from this research.

For the purposes of the survey, respondents were selected by planning regions in order to investigate possible differences in attitudes regarding the reasons for the visit. The planning regions were considered as separate tourist destinations.

The first table refers to the respondents who visited the Vardar Planning Region. The results of the study for this region are given below.

Chart no. 5 – What is the main reason for visiting the Vardar Planning Region

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Rest, visit of cultural heritage	50	48.1	48.1	48.1
Recreation and relaxation	27	26.0	26.0	74.0
Business reasons	14	13.5	13.5	87.5
Conference, congress, seminar	13	12.5	12.5	100.0
Total	104	100.0	100.0	

From the results presented in the chart, it can be concluded that more than 48 % of the respondents cited the reason "Rest, visit of cultural heritage" as the main reason for visiting the Vardar Region. In second place come the recreational needs with 26 % of the respondents. This means that such content related to cultural tourism should be further improved in the future.



The following chart provides the results of the analysis of the reasons for visiting the East Planning Region. This region has the lowest number of respondents, which is a logical conclusion if we analyze the realized tourist turnover compared to the other planning regions.

Chart no. 6 - What is the main reason for visiting the East Planning Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rest, visit of cultural heritage	7	15.6	15.6	15.6
	Recreation and relaxation	1	2.2	2.2	17.8
	Business reasons	20	44.4	44.4	62.2
	Conference, congress, seminar	17	37.8	37.8	100.0
	Total	45	100.0	100.0	

Of the total number of respondents, 44.4 % opted for the answer "Business reasons", while in second place is the participation in congresses, seminars and conferences. Rest and visit of cultural heritage is in third place with only 15.6 % of the total number of responses received. It can be said that for this planning region only a small number of respondents decided to visit it for tourist reasons. This means that this negative situation should be improved in the coming period, not only in the direction of the development of cultural tourism, but also in the development of tourism in general.

The following chart provides the results of the survey of the reasons for visiting the South-west Planning Region. The South-west and Skopje Planning Region have the largest number of respondents, since most of the registered tourists visit these two planning regions, which can also be determined from the analysis of the realized tourist turnover in them.

Chart no. 7 - What is the main reason for visiting the South-west Planning Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rest, visit of cultural heritage	190	54.3	54.3	54.3
	Recreation and relaxation	123	35.1	35.1	89.4
	Business reasons	21	6.0	6.0	95.4
	Conference, congress, seminar	16	4.6	4.6	100.0
	Total	350	100.0	100.0	

Of the total number of respondents, more than half (54 %) opted for the first answer, i.e. the reason for their visit to the region was "Rest, visit of cultural heritage". This is logical to expect due to the availability of numerous cultural and tourist contents that are actively offered in the planning region. After all, this region is recognized as a cultural - tourist destination. In second place came the answer "Recreation and relaxation", for which 35 % of the respondents

decided themselves. This points to the fact that cultural tourism in this region is at a high level, but needs to be improved in terms of increasing the level of service quality.

The next region in this analysis is the South-east Planning Region. The results of this analysis are provided in the chart below.

Chart no. 8 - What is the main reason for visiting the South-east Planning Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rest, visit of cultural heritage	85	84.2	84.2	84.2
	Recreation and relaxation	13	12.9	12.9	97.0
	Business reasons	1	1.0	1.0	98.0
	Conference, congress, seminar	2	2.0	2.0	100.0
	Total	101	100.0	100.0	

From the chart it can be concluded that a very high proportion of the respondents visited the region due to cultural - tourist reasons. In this sense, out of the total number of respondents even more than 84 % chose the answer "Rest, visit of cultural heritage". Just under 13 % gave the answer "Recreation and relaxation" as the reason for visiting. It can be concluded that SEPR should continue to highlight and promote its cultural heritage, while at the same time striving to increase the participation of tourists who would come for the purpose of "recreation".

The following chart presents the results of the respondents who visited the Pelagonija Region regarding their reason for visiting.

Chart no. 9 What is the main reason for visiting the Pelagonija Planning Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rest, visit of cultural heritage	18	34.6	34.6	34.6
	Recreation and relaxation	21	40.4	40.4	75.0
	Business reasons	8	15.4	15.4	90.4
	Conference, congress, seminar	5	9.6	9.6	100.0
	Total	52	100.0	100.0	

According to the provided answers, the reason of recreation and relaxation is in the first place with a share of just over 40 %, while the cultural heritage visit is in the second place with just over 34 % of the answers of the respondents. These results are somewhat surprising given the fact that the Pelagonija Planning Region has an abundance of unique cultural values. This

means that promotional activities for these tourist contents should be improved in order to attract more tourists whose main motive would be to visit the cultural heritage in the region.

The next region that is analyzed in terms of determining the reasons for visiting is the Polog Region. The results of the analysis are presented in the following chart below.

Chart no. 10 - What is the main reason for visiting the Polog Planning Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rest, visit of cultural heritage	60	59.4	59.4	59.4
	Recreation and relaxation	16	15.8	15.8	75.2
	Business reasons	13	12.9	12.9	88.1
	Conference, congress, seminar	12	11.9	11.9	100.0
	Total	101	100.0	100.0	

The majority of the respondents with a share of about 60 % chose the answer “Rest, visit of cultural heritage” as the main reason for travelling to this destination. The other reasons have roughly the same values, but their share is very low. From this it can be concluded that cultural tourism in this planning region is a very important part of the realized tourist turnover and should be promoted in the future, not excluding other types of tourism that can also be developed.

What follows is an analysis of the reasons for visiting the North-east Planning Region. The results of this analysis are presented as a chart below.

Chart no. 11 - What is the main reason for visiting the North-east Planning Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rest, visit of cultural heritage	19	30.6	30.6	30.6
	Recreation and relaxation	21	33.9	33.9	64.5
	Business reasons	8	12.9	12.9	77.4
	Conference, congress, seminar	14	22.6	22.6	100.0
	Total	62	100.0	100.0	

The largest percentage of the respondents chose "Recreation and relaxation" as an answer with a total of 33.9 %, while in second place with 30.6 % was "Rest, visit of cultural heritage ". These two reasons for this planning region are almost the same for 2/3 of the respondents who provided these answers.

The final region to analyze in relation to the reasons for the visit is the Skopje Planning Region whose results are given below as a chart.

Chart no. 12 - What is the main reason for visiting the Skopje Planning Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rest, visit of cultural heritage	234	66.9	66.9	66.9
	Recreation and relaxation	56	16.0	16.0	82.9
	Business reasons	32	9.1	9.1	92.0
	Conference, congress, seminar	28	8.0	8.0	100.0
	Total	350	100.0	100.0	

According to the results in the chart above, about 70 % of the respondents opted for the answer "Rest, visit of cultural heritage". This points to the enormous importance that cultural heritage has for this planning region. This is a logical conclusion since it is a planning region with a relatively large urban area where the possibilities for creating different types of tourism are limited. However, these results also indicate the possibility for creating a recognizable image and brand of this area as a cultural - tourist destination.

A cross-tabulation analysis can be performed on the provided answers from the questionnaire about the structure of the tourists (domestic and foreign) in the given tourist destination (planning region) and their motives for visiting. Thus, for the needs of this Sub-Strategy, the South-west and Skopje Planning Region were analyzed because most of the responses from the survey were collected (more than 300 respondents in each of the two regions). Furthermore, the reason for visiting cultural heritage was the response of many of the respondents. The relevance of the analysis of these two planning regions also derives from the high level of tourism development which can be determined from the analysis of the realized tourist turnover conducted previously in this document.

The following table gives a cross-tabulation analysis of the origin of tourists (domestic or foreign) and the reasons they provided for visiting the Skopje Planning Region.

Chart no. 13 – Cross-tabulation analysis of the reasons for visiting the Skopje Planning Region

**d\_s \* What are the main reasons for your visit to this tourist destination Crosstabulation**

Count

		What is the main reason for visiting the region				Total
		Rest, visit of cultural heritage	Recreation and relaxation	Business reasons	Conference, congress, seminar	
d_s	Domestic	17	7	19	17	60
	Foreign	217	49	13	11	290
	Total	234	56	32	28	350

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	94.529 <sup>a</sup>	3	.000
Likelihood Ratio	75.867	3	.000
Linear-by-Linear Association	82.455	1	.000
N of Valid Cases	350		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.80.

Based on the results, a significant difference in the attitudes of different types of tourists can be concluded. Domestic tourists visited the Skopje Planning Region mainly for “business reasons” and for attending “conferences, congresses and seminars”, while the foreign tourists the main reason for visiting was “rest, visit of cultural heritage”. This can be seen from the value of the Pearson chi-square distribution as well as from the p-value of this test whose value is very low, which indicates significant differences in the respondents' views.

In continuation is a cross-tabulation analysis of the different types of tourists according to their origin and the reasons they provided as answers, for visiting the South-west Planning Region.

Chart no. 14 - Cross-tabulation analysis of the reasons for visiting the South-west Planning Region

**d\_s \* What are the main reasons for your visit to this tourist destination Crosstabulation**

			What is the main reason for visiting the region				Total
			Rest, visit of cultural heritage	Recreation and relaxation	Business reasons	Conference, congress, seminar	
d_s	Domestic	Count	55	12	8	7	82
		Expected Count	44.5	28.8	4.9	3.7	82.0
	Foreign	Count	135	111	13	9	268
		Expected Count	145.5	94.2	16.1	12.3	268.0
Total		Count	190	123	21	16	350
		Expected Count	190.0	123.0	21.0	16.0	350.0

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.244 <sup>a</sup>	3	.000
Likelihood Ratio	23.960	3	.000
Linear-by-Linear Association	.020	1	.886
N of Valid Cases	350		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 3.75.

Also from the obtained results of the analysis on the South-west Planning Region, given in the chart above, it can be concluded that there are significant differences in the views of the different types of tourists. Although the dominant reason for both groups for visiting the region is the visit of the cultural heritage, the distribution of responses is different. While more than 41 % of foreign tourists opted for “recreation and relaxation”, but only slightly less than 15 % of domestic tourists opted for the same answer. Similarly as to the previous chart, also here the Pearson's statistics indicate the existence of significant differences in the views of different types of tourists.

## **5. Vision and Mission of the Sub-Strategy for cultural tourism**

### **MISSION**

The universal mission of tourism is to enable sustainable development of spatial units in the three segments: social/ecological/technological sphere. Consequently, the core mission of cultural tourism is to foster sustainable development by activating cultural capital in the area, transforming cultural values into tourist values (attractions), thereby satisfying the needs of tourists for active recreation through learning and familiarization with the cultural achievements.

The specific mission of cultural tourism in RN Macedonia is through the linking of the elements of culture with tourism to transform cultural values into tourist values. In this way, they will become active elements of the development of the region/country on the one hand, but also be the main promoters of its important place in the cultural history of the Balkans, Europe and beyond.

### **VISION**

Directly related to the mission of cultural tourism in RN Macedonia is its vision that connects and unites several segments that are significant for its functioning and development. These include the following:

- Organizational adaptation of all stakeholders in cultural tourism in order to achieve a high level of institutional and non-institutional cooperation and coordination;
- Cultural tourism which strives to implement international standards in order to achieve a high level of quality of tourism products that are certified and integrated into the wider international cultural routes;
- Cultural tourism with an achieved flexibility and dynamics/innovation in its functioning in order to cope with the challenges and accept the changes in the function of long-term competitiveness in a wider context;
- Cultural tourism as an active element of regional development, especially in the underdeveloped regions;
- Cultural tourism in the function of sustainable development through the protection and presentation of cultural heritage and improvement of culture in the spatial units.

## 6. Zoning and mapping of cultural – tourism potentials

The mapping of zones and centers for cultural tourism is in the function of precisely determining the position and scope of the spatial units and objects for the development of cultural tourism. The following table lists zones and centers that are either already affirmed or are potentials for cultural tourism development, proposing new zones and locations, and existing centers with potential for expansion.

### 6.1 Existing and new zones and locations (centers) for the development of cultural tourism and narrative description with features – Skopje Planning Region

Skopje Planning Region SKPR	Narrative description with features
EXISTING ZONE AND LOCATIONS (CENTERS) FOR THE DEVELOPMENT OF CULTURAL TOURISM	Skopje – Skopje valley <i>In the spirit of the metropolis</i>
Locations (centers): Old Bazaar (mosques, churches, An, hammams, Stone Bridge, Skopje Kale) Museums, memorial houses, Scupi, aqueduct Madzari Taor	<p><b>General characteristics:</b> SKPR is the second most important tourist destination in the country. The tourist visits in the region in the period 2014-2018 increased steadily from 26.7 % to 32.6 % of the total visits in RN Macedonia. Importantly, the region is dominated by foreign tourists, which have the largest percentage share in the country with 45.4 %. However, in the number of nights spent, the region recorded slightly weaker results with 20.7 % in 2018. At the national level of RNM, the overnights spent by foreign tourists are around 36 % in 2018. Such data are in line with the data from the Survey (Questionnaire), where 66.7 % of the respondents said they had visited the region because of "Rest, visit of cultural heritage", emphasizing that the majority of respondents who gave this answer were foreigners. From this data it can be concluded that this Region is the most important cultural tourism region in the Republic of N. Macedonia. This is also confirmed by the strategic documents for the SKPR where the importance of this type of tourism is particularly emphasized. According to the offer, the old city core - the wider area of the Old Skopje Bazaar, including the monuments of culture (sacral and profane architecture) is the main attraction for tourists, therefore this area is considered as an active tourism zone in the SKPR.</p> <p><b>Products (cultural capital of the destination):</b> The theme of old Skopje, with its numerous mosques (Sultan Murat Mosque, Ishak Bey Mosque, Isa Bey Mosque), as well as the monumental profane buildings (Daut Pasha Hammam, Kurshumli An, Suli An, Kapan An, Bezisten) provide an image of a developed Skopje during the Ottoman period. If the Stone Bridge, Skopje Kale with stories of the great medieval rulers are added to this (written testimonies of the lost churches of St. George-Gorg, Holy Mother of God Troeruchica etc.), then the cultural heritage in this area gives a clear picture for a metropolis of great importance to the wider region. The second thematically significant grouping is the museums and memorial houses in the city. These are national institutions, in which the most important exhibits of the whole country are located.</p> <p><b>Standards, quality, sustainability:</b> the core in which the above mentioned</p>



	<p>buildings are located is the Old Bazaar of Skopje. If the authentic look of the individual buildings is preserved, then the complex of old shops and living quarters in this area has completely changed. In order to achieve greater cultural value, serious interventions are needed to restore the authenticity of the whole. The quality of other resources is high with a good level of conservation and presentation for tourists. Sustainability should be sought in connection with other major cities in the Balkans (Thessaloniki, Sofia, Nish, Tirana).</p> <p><b>Facilities, equipping, infrastructure:</b> The statistical data show that the region accounts for about 22 % of total accommodation facilities in the country and about 27 % of the total catering facilities. That means a favorable and differentiated tourist equipping and hospitality offer. Tourist equipment, signage and services have a well-developed functionality. However, this tourist zone is located in the center of the city, with a high traffic regime, which can negatively affect the tourists' impressions. The concentration and crowding that can occur in this confined space can also adversely affect the stay of guests.</p> <p><b>Organization (DMO):</b> it is a large and diverse complex of buildings, merged into one functional unit, with different owners (religious organizations, national institutions, legal entities and individuals, etc.) as one might expect in a live city core. The positive results, according to the Survey and statistics, indicate that stakeholder links are already in place and need to be maintained and improved. The destination brand for this zone would be: IN THE SPIRIT OF THE METROPOLIS. To feel the pulse of ancient Skopje, in which: tsars, kings, princes, sultans, pashas, generals chose it as a place where they would continue memory of them through buildings and deeds. The destination image should be built around the syntagm: "living heritage", because many of the monuments are in operation (unchanged or modified).</p> <p><b>Competitiveness and Attractiveness:</b> The positive level of these two elements has already been confirmed, but the life-cycle of the destination should be taken into account and through innovative elements to introduce new tourist products and services.</p>
<p>NEW ZONE AND LOCATIONS (CENTERS) FOR THE DEVELOPMENT OF CULTURAL TOURISM</p>	<p>Matka – Vodno – Torbeshija</p> <p><i>The messages of kings and princes conveyed by the great painters</i></p>
<p>Locations (centers): Canyon Matka (churches) Nerezi(St. Panteleimon) Markova Sushica (Marko Monastery) Overlap: St. Nikita Banjani</p>	<p><b>Products (cultural capital of the destination):</b> in the beautiful areas of the Matka Canyon, on both sides there are several modest churches, which with their location and frescoes offer a unique experience to visitors. On the slopes of Vodno, the church St. Panteleimon in Nerezi is a representative of the highest painting and architectural achievements of the Middle Byzantine era. Marko Monastery, with the church of St. Demetrius, tells the saga of an era, through the drama of its painting. If to this sequence the church near the village of Banjani is added, which does not belong to this group but it has its thematic place, then we can say that there are several medieval buildings that are at the top of the artistic reaches of the Balkans between the XII-XIV centuries. In particular, the frescoes in them are unique and of the highest values. Not coincidentally, as these are the results of the kings as benefactors (Volkashin, Marko, Milutin) and the princes (Alexei, Andrejash).</p> <p><b>Standards, quality, sustainability:</b> The above mentioned facilities are in good condition, with quality tourist presentation, but besides Nerezi and St. Andreja at Matka, they do not show a significant tourist visit. This means creating new forms of their joint tourist presentation, while maintaining the high level of their cultural values. Sustainability should be sought in an innovative combination of</p>

the natural values of the space in which they are placed, with their cultural values.

**Facilities, equipping, infrastructure:** some churches in the surrounding area have accommodation and catering facilities (Nerezi and Matka) that do not meet the needs, and some are temporarily closed. However, the high potential of the cultural values of this group should be combined with the wider tourist offer of the City of Skopje in whose vicinity they are located. Their infrastructure for accessibility is good, but some improvements and alternative solutions are needed (Shishevski Monastery), especially in terms of signage (Banjani) and their proper presentation (St. Andreja).

**Organization (DMO):** the buildings represent a homogeneous thematic grouping, with a small number of stakeholders, facilitating their inclusion in the tourism product. However, due to the diversification and innovation, other parties (especially thematic associations and organizations that will enrich the offer) should also be involved in the destination management in this area.

The destination brand for this zone could be the following: THE MESSAGES OF NOBLEMEN CONVEYED BY THE MASTER PAINTERS. As a story that carries a specific message from every painting ensemble conveyed with the universal language of art. The destination image is to be built around the theme that churches and monasteries are treasures of the highest values, of the living human spirit, even at the time when the end of a great era was near.

**Competitiveness and Attractiveness:**

the great masters of painting who painted these fresco ensembles provide a good basis for the competitiveness of the tourist product and a particular tourist attraction for tourists interested in cultural tourism which is a major feature of this region.

**6.2 Existing and new zones and locations (centers) for the development of cultural tourism and narrative description with features – North-east Planning Region**

North-east Planning Region NEPR	Narrative description with features
EXISTING ZONE AND LOCATIONS (CENTERS) FOR THE DEVELOPMENT OF CULTURAL TOURISM	Kumanovo – Nagorichane <i>Cultural landscapes</i>
Locations (centers): Staro Nagorichane Kokino Pelince Kumanovo Lipkovo (Matejche) Overlap: Cocev Kamen Kuklica	<p><b>General characteristics:</b> In the period 2014-2018 the region was visited by only about 1 % of the total number of tourists in RN Macedonia. During the same period, the number of overnight stays was about 0.5 % of the overnight stays in RNM. This indicates a very low participation of the NEPR in tourism in the country. According to the Survey, the largest percentage of respondents chose "Recreation and relaxation" with a total of 33.9 %, while in second place with 30.6% was "Rest, visit of cultural heritage". These two reasons for this planning region are almost the same for 2/3 of the respondents, indicating a balanced offer to interested tourists. According to this region's offer, Kokino is the main attraction for tourists, therefore, this area is considered to be an active tourism zone.</p> <p><b>Products (cultural capital of the destination):</b> According to the cultural centers in this region, the megalithic observatories Kokino and Cocev Kamen dominate. The natural site Kuklica can also be added to the theme. Another group consists of the medieval churches of St. George in Staro Nagorichane and Holy Mother of God in Matejche. Kumanovo as an urban center of the NEPR offers numerous cultural contents, and the church of St. Nicholas is worth mentioning. The site Pelince is an important landmark for the country and may therefore be part of this zone's offer, but it is still thematically incompatible with other landmarks.</p> <p><b>Standards, quality, sustainability:</b> the above mentioned cultural landmarks are protected by law, which implies having high values. However, some of them require serious interventions to conserve and present them (Matejche). Concerning their certification of quality as tourism resources, the Kokino-Cocev Kamen-Kuklica Group may be part of the Council of Europe's Cultural Routes as part of the Prehistoric Rock Art Trails route.</p> <p><b>Facilities, equipping, infrastructure:</b>            According to the statistical data, the NEPR participates with 3.14 % in the total number of accommodation facilities in the RNM, which is at the level of the tourist demand. The share of hospitality facilities is higher by 8.37 %, which gives a broader perspective for an improved level of service to tourists. The tourist equipping and signaling is at a satisfactory level (good arranging of the sites Kokino, Staro Nagorichane, Pelince) but there is room for improvement (Kumanovo, Lipkovo and Matejche). The infrastructure is satisfactory, with asphalt roads leading to the sites, and solid signaling.</p> <p><b>Organization (DMO):</b> As there are diverse cultural resources, they are managed by several national institutions. Other stakeholders should also include institutions and organizations at the local level (tourism, culture).            The destination brand of this zone would be: CULTURAL LANDSCAPES, as the only experience in the fusion of human adaptation to natural elements, while accompanying to this a destination image should be developed about the prehistoric man's relationship to space and the gods.</p> <p><b>Competitiveness and Attractiveness:</b> given the monumentality of cultural attractions on the one hand, and the uniqueness on the other, it is estimated</p>

	that the competitiveness and attractiveness of products consisted of key cultural attractions will be high.
NEW ZONE AND LOCATIONS (CENTERS) FOR THE DEVELOPMENT OF CULTURAL TOURISM	Kratovo-Palanka <i>Followers of tradition: the great masters of the XIV and XIX centuries</i>
Locations (centers): Kratovo Kriva Palanka (St. Joakim Osogovski) Psacha (St. Nicholas) Konjuh (rotonda) Lesnovo (overlap with EAPR) Church St. George Nagorichane and и Holy Mother of God Matejche (overlap with another zone)	<p><b>Products (cultural capital of the destination):</b> according to the cultural landmarks the theme of churches and monasteries is dominating (St. John - Kratovo, St. Joakim Osogovski, St. Nicholas Psacha). If the nearby churches of Staro Nagorichane, Matejche and Lesnovo Monastery are added, then an impressive collection of the highest quality of the cultural heritage will be created. They can be linked thematically on multiple bases. Some of them are related to the tradition of the Macedonian hermit monks. Gavril Lesnovski, St. Joakim Osogovski and St. Prohor Pchinski (St. George Staro Nagorichane). The theme of state-of-the-art painting and architectural achievements in the 14<sup>th</sup> century will connect several church ensembles. The Renaissance era in this area will leave some of the most significant achievements in the Balkans through the works of renowned architects (Andreja Damjanov - churches in Kratovo, Kumanovo, St. Joakim Osogovski), woodcarvers (Petre Filipovski Garkata) and painters (Dimitar Andonov Papradishki, Dicho Zograf). Kratovo with its traditional architecture is also an important cultural attraction.</p> <p><b>Standards, quality, sustainability:</b> all the above mentioned churches and monasteries have the highest protection regime and have only little interventions, based on their presentation they can be included in the tourist offer of this area. The quality of the resources is high, and their certification should be in cultural routes that present the cultural heritage of the 14<sup>th</sup> and 19<sup>th</sup> centuries.</p> <p><b>Facilities, equipping, infrastructure:</b> some of the monasteries offer accommodation services. However, in Kratovo, the situation with the accommodation facilities needs to be improved. Tourist equipping and signage needs to be improved, while the key locations (St. Joakim Osogovski) are generally well maintained. The infrastructure connection is solid with asphalt roads leading to the sites that are easily accessible.</p> <p><b>Organization (DMO):</b> the resources in this area are unified; they are religious objects, while the Macedonian Orthodox Church and the Office for Protection of the Cultural Heritage will be important factors in their management for tourism purposes. Also included to them as stakeholders should be the tourism institutions (national/local tourism administration - NTA), the business community (agencies and tour operators, transport companies) as well as representatives of NGOs and associations.</p> <p>The destination brand for this zone could be the following: FOLLOWERS OF TRADITION: THE GREAT MASTERS OF THE XIV AND XIX CENTURIES. A unique blend of grandiose achievements from the end of the medieval Byzantine era to the beginning of the new age - the Renaissance. The destination image would be built around the fusion and transfer of traditions from the key times of shaping our cultural symbiosis into the Byzantine cultural sphere.</p> <p><b>Competitiveness and Attractiveness:</b> the monumentality of the cultural attractions provides a basis for a good appeal towards the tourist demand, but the uniqueness is not expressed at the highest level, as there are similar achievements by the mentioned masters in other regions. This means that the competitiveness will depend a lot on the innovation in designing tourism products with these cultural elements.</p>

### 6.3 Existing and new zones and locations (centers) for the development of cultural tourism and narrative description with features – East Planning Region

East Planning Region EAPR	Narrative description with features
NEW ZONE AND LOCATIONS (CENTERS) FOR THE DEVELOPMENT OF CULTURAL TOURISM	Shtip-Vinica <i>Along the traces of the Great Episcopal seats</i>
Locations (centers): Shtip Novo Selo Bargala Vinica Morodvis Krupishte Zrnovci	<p><b>General characteristics:</b> the region shows modest performances in terms of the tourism turnover. The data show that the region participates with about 3 % in the total tourist visits in RN Macedonia in recent years, and according to the number of nights spent the share is about 2.2 %. According to the Survey, only 15.6 % of the participants answered that the reason for visiting this region was "Rest, visit of cultural heritage". This means that cultural tourism in the region performs poorly. Therefore, in this region there is only one zone for cultural tourism development.</p> <p><b>Products (cultural capital of the destination):</b> a key theme in this region should be the ancient heritage. Several important Episcopal seats will arise during the early Christian period, transforming this region into a source of Christianity as early as the first centuries after its official recognition. The Episcopate of Bargala, near the village of Gorni Kozjak, protected their basilicas and residences with their powerful towers and walls, which still stand proudly today to commemorate the glorious days of the city. A little further north, at the village of Krupishte, there is a complex of church buildings that certainly marked an important church seat (possibly the ancient Zapara). Not less important are the remains of the church buildings of the Vinica Fortress (perhaps the ancient Armonia or Kalenidin), where numerous terracotta icons have been found. Sources say that before leaving for Moravia on a well-known mission, Constantine (Cyril) ruled over a Slavic principality, which, according to scientists, was located in the Bregalnica region, which was also the oldest baptism site of the Slavs in whole of Christendom. Witnesses of that epic time are the remains of a medieval Episcopal center near the village of Morodvis, near Kochani. The ancient Astibo, according to historical sources, was the site of the ritual bathing in the river Bregalnica during the coronation of the Paionian kings.</p> <p>Another theme could be the Renaissance presented through the works of Andrea Damjanov (Holy Mother of God in Novo Selo) and the church St. Nicholas in Shtip built by Gjorgi Novakov Dzongar.</p> <p><b>Standards, quality, sustainability:</b> when it comes to implementing standards at archaeological sites, it has to be said that they are more complex systems of conservation and presentation in order for tourists to get a clearer picture of what they see on the ground. The quality of the mentioned archaeological sites from a cultural point of view is high, but from the tourist point of view, it is in its early stages, numerous adaptations are needed to be done in order to the tourist stay in the sites to be of higher quality and provide good experiences. Sustainability is required in the link between archeology and tourism, which means a good presentation leads to a good tourist service.</p> <p><b>Facilities, equipping, infrastructure:</b> given the level of tourism development at this time, the region in the first phase could utilize the existing tourist facilities. The level of tourist equipping, except in Shtip, in other places of the zone is extremely low. The infrastructure meets the basic needs for tourist movements</p>

in the region.

**Organization (DMO):** these are archaeological sites that should be used for tourist visits. Therefore, organizational adjustments and actions are needed towards the stakeholders in order to create a good organizational network that will activate these potentials by creating innovative tourism products.

The destination brand has to be set around the theme: ALONG THE TRACES OF THE GREAT EPISCOPAL SEATS. At the beginnings of the official religion in the IV-VI centuries, but also at the beginnings of the Slavs' entry into the new religion (IX century).

The destination image should encompass the first Christian manifestations of the faith through the built grandiose basilicas.

**Competitiveness and Attractiveness:** at a stage of minimal tourism development it is difficult to assess the competitiveness and attractiveness of resources

**6.4 Existing and new zones and locations (centers) for the development of cultural tourism and narrative description with features – South-east Planning Region**

South-east Planning Region SEPR	Narrative description with features
EXISTING ZONE AND LOCATIONS (CENTERS) FOR THE DEVELOPMENT OF CULTURAL TOURISM	Strumica <i>Through endurance into the faith</i>
Locations (centers): Strumica Vodocha-Veljusa Bansko Koleshino Smolari	<p><b>General characteristics:</b> it can be concluded that this region is moderately developed in terms of tourism. The statistical data show that in the period 2014-2018, the Region achieved about 15 % of the total number of visits in the country, while during the same period, according to the number of nights spent, the Region achieved a share of 18 % of the total nights spent in RNM. According to the Survey, about 84 % of questioned tourists answered that "Rest, visit of cultural heritage" was the main reason for travelling to the Region.</p> <p><b>Products (cultural capital of the destination):</b> the key thematic setting of this zone is the visit of its churches and monasteries. Strumica in the Middle Ages was known as Tiberiopolis because of the Tiberiopolis martyrs who paid with their lives for their faith but the locals have not forgotten their sacrifice and built a church with a tomb, which today is located in the heart of the city. The importance of Strumica for the Christian faith bears the assumption of scholars that this was the place where Clement's "Velichka Episcopate" was located. The monastery in Vodocha, the seat of the Metropolitan of Strumica, was named after the gruesome event that marked the defeat of Samuel against Byzantium and the blinding of his army. The monastery of the Holy Mother of God in Veljusa today still maintains the ancient traditions of a peaceful and dedicated life in the faith.</p> <p>Another thematic unit would be the city architecture in Strumica and the rural complexes in the surrounding villages (Smolari, Koleshino).</p> <p><b>Standards, quality, sustainability:</b> the standards present in individual buildings are unfortunately not applied to the surrounding environment, therefore some of the monasteries, which have degraded surroundings, are reduced in their value. These are limited resources with high level of attendance, so sustainability should be sought in innovative solutions in the theme-based combining of resources.</p> <p><b>Facilities, equipping, infrastructure:</b> the region has a sufficient number of accommodation facilities (14 % of the total in the country) and a lower supply of catering facilities (7 %). Tourist equipping around the city needs to be improved. The infrastructure meets the basic needs of tourist travel.</p> <p><b>Organization (DMO):</b> the high percentage of tourists who travel to visit the churches and monasteries in Strumica shows that there are established forms of destination management. But work is needed related to incorporating innovative elements into the tourist offer.</p> <p>The destination brand would be: THROUGH ENDURANCE INTO THE FAITH. This stance stems from the tragic events that have taken place in the region: the killing of the fifteen believers, as well as the ruthless massacre perpetrated on Samuel's troops.</p> <p>The destination image would be built around the memorial character of the tragic events.</p>

	<b>Competitiveness and Attractiveness:</b> the zone has shown good competitiveness and attractiveness with a high level of visits.
NEW ZONE AND LOCATIONS (CENTERS) FOR THE DEVELOPMENT OF CULTURAL TOURISM	Gevgelija – Valandovo <i>On the way from the Aegean to the Balkan provinces</i>
Locations (centers): Gevgelija (Vardarski Rid) Isar Marvinci	<p><b>Products (cultural capital of the destination):</b> the cultural capital of the area consists of the two most important archaeological sites: Isar Marvinci (probably the ancient Dober) and Vardarski Rid (ancient Gortinija). They had close links with the most important Macedonian cities (Pella, Thessaloniki, Berija, Amphipolis, etc.), all that expressed through their coins, the construction of ceramic pottery and built temples, as recorded in Marvinci by the "Macedoniarch", and dedicated to the mythical hero Hercules. In its heyday the ancient city of Gortynia was filled with public buildings and residential buildings, dating from the 5<sup>th</sup> and 4<sup>th</sup> centuries BC, for which indirect conclusions can be drawn from the writings of Thucydides.</p> <p><b>Standards, quality, sustainability:</b> both sites are well researched, the level of conservation is poor, while presentation is completely missing. Thus, these sites are not able to be more seriously represented in a tourism product. Sustainability should be sought in the connecting with the nearby ancient city of Stobi.</p> <p><b>Facilities, equipping, infrastructure:</b> the sites are in close proximity to settlements with the possibility to make use of their tourist equipping. The level of infrastructure connectivity is very high because they are located on important road routes, as in antiquity.</p> <p><b>Organization (DMO):</b> the system of organizational connectivity of the zone should follow Stobi's example, and actually be part of the wider management of ancient sites as a tourism resource.</p> <p>The destination brand would be the following: ON THE WAY FROM THE AEGEAN TO THE BALKAN PROVINCES. As a way of conveying the cultural benefits from the developed centers to the north within the Balkans.</p> <p>The destination image should be built around the Vardar highway as the key communication in this area.</p> <p><b>Competitiveness and Attractiveness:</b> at a stage when tourism resources are completely unprepared, their competitiveness and attractiveness can hardly be assessed.</p>



**6.5 Existing and new zones and locations (centers) for the development of cultural tourism and narrative description with features – Vardar Planning Region**

Vardar Planning Region VAPR	Narrative description with features
EXISTING ZONE AND LOCATIONS (CENTERS) FOR THE DEVELOPMENT OF CULTURAL TOURISM	<p style="text-align: center;">Gradsko – Demir Kapija <i>Cultural corridor: Via Axios – Vardar Route</i></p>
<p>Locations (centers): Stobi Gradsko (wineries) Demir Kapija (wineries) Overlap with another zone Isar Marvinci, Vardarski Rid</p>	<p><b>General characteristics:</b> the region shows modest tourism performances and accounts for a low 2.3 % of the total tourism visits in RN Macedonia in 2018, and with a negligible 1.5 % of the total nights spent. According to the Survey, almost half of the tourists who visited the region answered that the reason was “Rest, visit of cultural heritage”.</p> <p><b>Products (cultural capital of the destination):</b> the key resource in cultural tourism that puts this zone in an active tourist area is the archaeological site of Stobi. Situated on the confluence of the two largest rivers Vardar and Crna, as well as of the two important Balkan routes, the Vardar Route (Thessaloniki - Stobi - Scupi) and the Diagonal Route (Heraclea - Stobi - Serdika), the ancient city of Stobi in the Roman era acquired the status of a self-governmental city, so it could forge its own coins. In the middle of the 5<sup>th</sup> century, after several redefinitions of the provincial borders within the Roman Empire, the province of Macedonia Secunda was created and Stobi became its capital city. Despite all the disasters, Stobi today does not cease to radiate with its values that, though only through the archaeological remains, speak enough about its size and splendor. The theater is a grandiose arena where noble theater performances and bloody gladiatorial battles had taken place. Stobi is also a city of palaces and churches. The connecting of the central parts of Europe to the Aegean and further to the Mediterranean, along the Vardar River, passed through the steep ravines of Demir Kapija, which literally means “Iron Gate” that as a border had controlled the movements of armies and peoples from the north towards the south and vice versa for centuries. The archaeological sites Isar Marvinci and Vardarski Rid should also join this group.</p> <p>The other tourist route would be the Tikvesh wine route, as a collection of traditions and experiences in preserving the centuries-old wine culture.</p> <p><b>Standards, quality, sustainability:</b> the zone is an example of implemented high quality standards (Stobi, wineries), the Tikvesh wine route tour has been registered in ITER VITIS, the cultural route of the Council of Europe, which is a unique example that should be followed by others as a certification of the quality of a tourism product. Sustainability should be sought in the extension and the theme-based linking with other cultural routes.</p> <p><b>Facilities, equipping, infrastructure:</b> tourism facilities in the region satisfy the basic needs, but new ones with specific content should also be provided according to the needs of tourists involved especially in wine tourism. The infrastructure is good and meets the basic functions of tourist connection of the area.</p> <p><b>Organization (DMO):</b> the organizational linkage of this area should be done with the dominance of organizations and foundations that combine culture in the function of tourism. The site of Stobi is an example of how an ancient city should be valorized in a tourist manner.</p>

	<p>The destination brand would be created around: Cultural corridor: VIA AXIOS – VARDAR ROUTE. Emphasizing the importance of the route for the lives of people in this area, as well as the cultural benefits of having this communication with people of the surrounding areas</p> <p>The destination image should encompass the links between the past and the present by detecting the way and quality of life of the people in the past and now.</p> <p><b>Competitiveness and Attractiveness:</b> a good competitiveness and attractiveness of the zone has been demonstrated through the high level of attendance</p>
<p>NEW ZONE AND LOCATIONS (CENTERS) FOR THE DEVELOPMENT OF CULTURAL TOURISM</p>	<p style="text-align: center;">Veles – Sveti Nikole <i>The city of educators and revolutionaries</i></p>
<p>Locations (centers): Veles Knezhje (Bilazora)</p>	<p><b>Products (cultural capital of the destination):</b> the main attractive potential of the zone is Veles. The city of bridges will enter the bright pages of Macedonian history, as a bridge that connects the most distant unknown areas of prehistory with the latest ones, through the works of the educators and revolutionaries. Also today the city cherishes the memories of Jordan Hadzi Konstantinov-Dzinot, Zhinzifov, the brave gemidzii and the immortal Racin, all of them presented through the memorial houses and memorial rooms in different parts of the city. Over the city dominates the church of St. Panteleimon, a masterpiece of the architecture of the 19<sup>th</sup> century. Its builder on the southern portal will proudly write: "Master Andrea (Damjanov) built this church."</p> <p>Another theme would be the Paionian heritage. The Paionians established large and significant settlements, and their largest cities were Bilazora, near the village of Knezhje in Ovche Pole, Evdarist, near the village Drenovo, Kavadarci, Antigoneja, near Negotino. They can thematically be linked to the most important Paionian settlement that transformed into the ancient city of Stobi.</p> <p><b>Standards, quality, sustainability:</b> some individual facilities have applied good standards of conservation and presentation, thus ensuring the primary quality of offering tourist products. Sustainability should be sought in the clear thematic placement of products and their distribution on the tourist market.</p> <p><b>Facilities, equipping, infrastructure:</b></p> <p><b>Organization (DMO):</b> the organizational structure is not on the appropriate level, because there is no not inter-sectoral linkage between institutions and organizations resulting in a very low attendance of the cultural attractions.</p> <p>The destination brand would be created around the following: THE CITY OF EDUCATORS AND REVOLUTIONARIES. By emphasizing the importance of the city in the cultural and political history of the country.</p> <p>The destination image would be related to the bridge as a tool for bridging and communicating in space and in history.</p> <p><b>Competitiveness and Attractiveness:</b> the monumentality of the cultural attractions provides the basis for a positive attractiveness for the tourist demand, but there is no significant recorded attendance. This means that competitiveness will depend a lot on the innovation in designing tourism products with these cultural elements.</p>

**6.6 Existing and new zones and locations (centers) for the development of cultural tourism and narrative description with features – Pelagonija Planning Region**

Pelagonija Planning Region PEPR	Narrative description with features
EXISTING ZONE AND LOCATIONS (CENTERS) FOR THE DEVELOPMENT OF CULTURAL TOURISM	<p align="center">Bitola <i>The picturesque mosaic of culture</i></p>
<p>Locations (centers): Bitola Heraclea Villages below Pelister</p>	<p><b>General characteristics:</b> the Pelagonija Planning Region covers a wide territory of RN Macedonia (about 20 %). However, its share in tourism in the country is at a lower level. In the last four years, the number of tourist visits in the region dropped from 8.9 % in 2014 to 6.3 % in 2018. This trend is also observed in the overnight stays (from 7 % to 6.4 %). This means that PEPR is lagging behind, in the tourism sense, and that interventions are needed in a number of segments in order to reverse the development trend of tourism in this region. According to the conducted Survey, tourist demand in the Region is mainly divided into two segments: 34.6 % of the respondents chose the answer “Rest, visit of cultural heritage”, while 40.4 % chose the answer “Relaxation and recreation”. This should not be surprising, since the Prespa Lake is within the region. As for the cultural tourism segment, the main attraction is the city of Bitola and that is why it is an active tourism zone.</p> <p><b>Products (cultural capital of the destination):</b> this zone does not possess pronounced dominant cultural values of a particular theme. Precedence is given to the ancient site of Heraclea Lyncestis with its beautiful mosaics set in grandiose buildings. There is also a well-preserved ancient theater that has been revitalized and is being used for cultural events. Alongside this, stands the city of Bitola with its old city architecture, well-preserved mosques, the building of the Institute and Museum, the former Turkish barracks where Mustafa Kemal Atatürk, the founder of modern Turkey, studied. The Jewish heritage complex should not be neglected either. But of course, numerous events, some with a worldwide reputation, deserve attention.</p> <p><b>Standards, quality, sustainability:</b> The numerous buildings included to tourism products have a good protection regime, some of which have been recently preserved, with good presentation. The quality of events is on a high level and they have successfully been organized for decades. Some of the festivals are in the World Network of Thematic Festivals IFFK “Brothers Manaki”. Sustainability needs to be sought in innovation and adaptability to the demands of visitors.</p> <p><b>Facilities, equipping, infrastructure:</b> The region as a whole has significant accommodation facilities (17.6 % of the total accommodation facilities in RN Macedonia). This percentage is not in a good ratio with the overnight stays which are only 6.4 % at the country level, indicating an untapped potential. Because this is an urban zone, the needs for tourist services are more easily met, the tourist equipping at the facilities is at a satisfactory level. The infrastructure meets the needs of good connectivity between the attractions.</p> <p><b>Organization (DMO):</b> the numerous cultural landmarks of a different thematic content provide a complexity in setting up a functioning organizational system for activating in cultural tourism. Heraclea offers opportunities for greater revitalization and introduction of new content into the ancient city with an innovative approach to archeology and events, with the involvement of more stakeholders from institutions and organizations creating the cultural policy in</p>

	<p>the city. The segment of the Ottoman Heritage targeting the Turkish market is well organized given the few stakeholders in these tourism products.</p> <p>The destination brand for this zone could be the following: THE PICTURESQUE MOSAIC OF CULTURE. As a revitalization of the rich traditions of theater, film, music, history, diplomacy.</p> <p>Destination image should be built around the city that is pulsing in the microcosm of culture.</p> <p><b>Competitiveness and Attractiveness:</b> Because it is about complex content elements without dominating themes, competitiveness and attractiveness are determined by a more complex system of influencing factors.</p>
<p>NEW ZONE AND LOCATIONS (CENTERS) FOR THE DEVELOPMENT OF CULTURAL TOURISM</p>	<p>Prilep <i>In honor of King Marko</i></p>
<p>Locations (centers): Varosh Prilep Treskavec Zrze Mariovo (Manastir, Vitolishte)</p>	<p><b>Products (cultural capital of the destination):</b> the zone encompasses a significant grouping of medieval churches and monasteries. The most famous is the Treskavec Monastery, set in the beautiful landscapes below the peak Zlatovrv. Nearby is the Zrze Monastery, also situated in a specific natural setting. The medieval churches in the part of the city Varosh are a very important group of buildings that mark the importance of the medieval town of Prilep. On the facades of St. Archangel Michael, painted are the kings Volkashin and Marko, the latter strongly tied to the city with numerous legends. The remains of the medieval town fortification today bear the name Markovi Kuli (Marko's Towers). At the opposite end of the zone, in Mariovo there is the church of St. Nicholas in the village of Manastir.</p> <p><b>Standards, quality, sustainability:</b> Given the poor tourist attendance, we cannot speak of implemented standards in tourist valorization. On the contrary, Treskavec and Zrze have low commitment to introducing standards for better tourist presentation. Churches in the Varosh settlement, which have unique cultural values, are not adapted for tourist visits at all.</p> <p><b>Facilities, equipping, infrastructure:</b> prospects for improved tourist use of cultural resources are good, Zrze and Treskavec have visitor accommodation opportunities. The access to them is solid given their spatial isolation. The churches in Varosh are in an environment that should be seriously adapted for tourism and there is no tourist equipment or signage at all.</p> <p><b>Organization (DMO):</b> it is a unified group that has management entities that are precisely located. With the exception of Treskavec and Zrze, the monasteries that are actually the most difficult to access, the other facilities are hardly the target of tourist visits. This indicates that there is no good resource management system, as well as a lack of total tourism products for cultural heritage in the area. The potential for cultural tourism is huge.</p> <p>The destination brand could be the following: IN HONOR OF KING MARKO. Numerous donors have left a mark on Prilep's constructions, extending them in complex structures built several centuries after their founding. However, the sanctity of the sites where they were built kept the flame of the faith alive, and legend has it that King Marko was the one who defended it relentlessly.</p> <p>The destination image should be created around the defending of the faith and traditions, and in cases where material traces have been lost for such works, legends can speak instead.</p> <p><b>Competitiveness and Attractiveness:</b> at a stage of minimal tourism development it is difficult to assess the competitiveness and attractiveness of the resources, but it can be emphasized that they contain exceptional cultural values.</p>

**6.7 Existing and new zones and locations (centers) for the development of cultural tourism and narrative description with features – South-west Planning Region**

South-west Planning Region SWPR	Narrative description with features
EXISTING ZONE AND LOCATIONS (CENTERS) FOR THE DEVELOPMENT OF CULTURAL TOURISM	Ohrid – Struga <i>World heritage in the focus</i>
Locations (centers): Ohrid (Ancient Lychnidos, medieval churches and monasteries) Samuel Fortress Museums in Ohrid Museum on water St. Naum Trpejca (Holy Mother of God Zahumska) Struga Cave churches in the zone Vevchani Drimkol (villages)	<p><b>General characteristics:</b> this region and this zone represent the most developed tourist area in RN Macedonia. This is convincingly shown by the data on tourist visits and tourist stay. In this sense, in the last years (2014-2018) the region has been visited by about 37 % of the total tourist visits in the country, and has achieved almost 50 % of the total nights spent nationwide. Most of the tourism turnover is due to cultural tourism related products, as 54.3 % of the surveyed participants visited the region for "Rest, visit of cultural heritage".</p> <p><b>Products (cultural capital of the destination):</b> this is a World Heritage Site, so the opportunities for cultural tourism are great and somehow utilized. In continuation, we will highlight the most important topics around which tourism products can be formed. Ancient Lychnidos (theater, polyconchal church, early Christian basilicas, St. Erasmus site); Via Egnatia (Radozhda, Struga, St. Erasmus, Ohrid); St. Clement and Naum of Ohrid (Plaoshnik, St. Naum Monastery, numerous churches that preserve the memories of both Saints in Ohrid and Struga); Samuel and the Ohrid Archbishopric (Fortress, St. Sophia, Holy Mother of God Perivleptos, Basilica in Vranishta); Struga City of Poetry and Literature (presentation of numerous medieval records - Struga Apostle, Struga Manuscript, Brothers Miladinovci, Struga Poetry Evenings); Cave Churches, Vevchani and Vevchani Carnival, Museums and Festivals of Ohrid and Struga.</p> <p><b>Standards, quality, sustainability:</b> standards applied for the protection and conservation of individual buildings are high, but sometimes, inappropriate interventions and interpolations of objects are implemented that disturb the appearance and degrade the environment. In some areas, the quality of space may be reduced, disproportionate to the quality of the values it possesses. Sustainability is hampered by the threat of the zone being placed in the category "World Heritage in Danger".</p> <p><b>Facilities, equipping, infrastructure:</b> The region has a significant number of tourist facilities with good diversification, tourist equipping is at a good level, with numerous information centers and other means of information distribution. The infrastructure meets the needs for most of the year, but during periods of increased tourist visits, crowding and traffic congestion occur, which may adversely affect tourists' impressions.</p> <p><b>Organization (DMO):</b> the already developed tourism products indicate that the complex links of destination management operate in the region. However, there is the possibility of improving the management structure by specifically linking thematic routes to the zone. This approach is necessary as the market can be saturated with a standardized offer that has been around for a long time, so new thematic innovative products need to be introduced.</p> <p>The destination brand would be the following: WORLD HERITAGE IN THE FOCUS. The name of the city of Ohrid is etymologically derived from the words <i>vo hrid, on a hill</i>, which in the tourist sense means that on the hill are exposed the</p>

	<p>treasures created through the centuries, of many nations, of many generations. The destination image has to be created around the point of experiencing antiquity and the Middle Ages in all its splendor.</p> <p><b>Competitiveness and Attractiveness:</b> the competitiveness and attractiveness of the region is high, but improvement needs to be made so as not to stagnate and reduce the number of visits and reduce the percentage of tourists practicing cultural tourism.</p>
<p>NEW ZONE AND LOCATIONS (CENTERS) FOR THE DEVELOPMENT OF CULTURAL TOURISM</p>	<p>Kichevo – Makedonski Brod (Porechie) <i>Along the traces of the Slavic alphabet</i></p>
<p>Locations (centers): Kichevo Holy Mother of God the Immaculate Devich Cave Peshna Villages on the road towards Demir Hisar Makedonski Brod (Church in Trebino) Overlap with another region with the monasteries in the surroundings of Demir Hisar (Zhvan, Zhurche, Slepche)</p>	<p><b>Products (cultural capital of the destination):</b> the key monument in this group is the monastery of Holy Mother of God the Immaculate or Kichevo monastery, it remained apart from the cultural and political influences of other environments, so that the liturgy was conducted only in Macedonian. Thus, the monastery became a cultural hotspot aided by the surrounding towns and settlements such as: Kichevo, Krushevo, Debar, Struga and Ohrid. The ruined church in Trebino near Makedonski Brod preserved on its walls the oldest Slavic inscriptions in RN Macedonia, inscribed on the frescoes in this modest building. In these areas, separated from the main communications, Macedonian culture flourished through the centuries of disobedience. Witnesses of such cultural genesis are the monasteries of Demir Hisar's surroundings, in Zhvan, Gjurche and Slepche, especially the latter, with its transcribing activity, will be a beacon of culture in the difficult days of the Ottoman rule in Macedonia. There is also the village of Smilevo, with a wealth of traditional architecture, as a source of disobedience through the work of Dame Gruev and the famous Congress of Smilevo.</p> <p><b>Standards, quality, sustainability:</b> the standards that have to be applied to the stated cultural values mean the formation of quality spatial units around objects with a good level of presentation of key values (frescoes with inscriptions, documented records, etc.).</p> <p><b>Facilities, equipping, infrastructure:</b> The zone does not possess significant tourist facilities and equipping is poorly developed although it belongs to the most developed tourist region. The infrastructure meets the basic needs but in many places, serious improvements are needed.</p> <p><b>Organization (DMO):</b> In an organizational way, the zone can be organized through the involvement of several stakeholders (church, local communities in some settlements, theme-related organizations, tourist associations and the business community).</p> <p>The destination brand would be the following statement: ALONG THE TRACES OF THE SLAVIC ALPHABET. The aforementioned churches were the guardians of national identity and the bridges that merged the Middle Ages with the new century of the Macedonian written tradition.</p> <p>The destination image would be created around the isolated spaces that built the vaults of Macedonian national identity</p> <p><b>Competitiveness and Attractiveness:</b> at a stage of minimal tourism development it is difficult to assess the competitiveness and attractiveness of the resource potentials</p>

**6.8 Existing and new zones and locations (centers) for the development of cultural tourism and narrative description with features – Polog Planning Region**

Polog Planning Region POPR	Narrative description with features
EXISTING ZONE AND LOCATIONS (CENTERS) FOR THE DEVELOPMENT OF CULTURAL TOURISM	Tetovo <i>Behind the walls of the Tekke and the monastery</i>
Locations (centers): Tetovo (Arabati Baba Tekke, Painted Mosque, Hammam, Tetovo Kale Leshok Monastery)	<p><b>General characteristics:</b> The Polog Planning Region POPR shows a modest share in tourism in RN Macedonia, i.e. according to the number of visitors in 2018, it participated with 3 % at the state level. According to the number of nights spent, the Region achieved an even lower 2.3 %. The thing what gives hope for development is that according to the Survey, 60 % of respondents said they had visited the region for the reason "Rest, visit of cultural heritage".</p> <p><b>Products (cultural capital of the destination):</b> Tetovo, as a developed urban structure, has overshadowed the old buildings and complexes, so they are not easily found in the spacious city structure. The Arabati Baba Tekke, the Painted Mosque, and even the Tetovo Kale can be placed in one thematic group from the point of view of the donors who have rebuilt them at one stage of their existence (Redzep and Abdurrahman Pasha). On the other side, as a counterpoint to the Tekke is the Leshok Monastery with its rich church and cultural history.</p> <p><b>Standards, quality, sustainability:</b> the quality of resources is not at its highest level, as they have undergone numerous modifications and adaptations over the years, not always in the spirit of the original architecture. Sustainability should be sought in the unique combination of two different religious groups, with the primacy of spiritual inheritance over the material (rituals, customs, beliefs, teaching, etc.).</p> <p><b>Facilities, equipping, infrastructure:</b> the region shows potential when it comes to accommodation facilities as it accounts for 9 % of the total number of such units in RNM. The potential is even more pronounced for the catering establishments participating with almost 25 % at the state level. The level of tourist equipping is satisfactory while the infrastructure provides good accessibility to attractions</p> <p><b>Organization (DMO):</b> from an organizational point of view, the cultural heritage of Tetovo belongs to different institutions and organizations, which makes the joint functioning of a tourist product somewhat difficult. However, the theme can bridge the differences: the Tekke with the monastery as complexes with very close purpose and content, and religious affiliation as something that seems to separate them.</p> <p>The destination brand would be set around the theme: BEHIND THE WALLS OF THE TEKKE AND THE MONASTERY. This would be a unique comparison of different religious buildings, which actually have similar content to the buildings involved: building for religious rituals, school, dining room, burial space, space for guests and visitors, etc.</p> <p>The destination image should be built around the mysticism that these introverted religious complexes hide, with the ability to take a moment to peer into the religious cycle of the communities they serve.</p> <p><b>Competitiveness and Attractiveness:</b> The competitiveness and attractiveness of the zone is limited, so additional actions must be undertaken in order to improve these elements.</p>

<p>NEW ZONE AND LOCATIONS (CENTERS) FOR THE DEVELOPMENT OF CULTURAL TOURISM</p>	<p>Mavrovo – Rostushe <i>The creative genius of the domestic creators</i></p>
<p>Locations (centers): St. John Bigorski Villages in the area of Mala and Dolna Reka (Mijak Villages)</p>	<p><b>Products (cultural capital of the destination):</b> This zone does not include the large city centers, but that is why the picturesque slopes of Bistra Mountain show the mountain villages with their outstanding architecture. Their houses sprout like towers along the steep terrain and defy the wild mountain landscape. These are masterpieces created by the long building traditions in RN Macedonia. That's why villages like Galichnik (Frchkoski, Ginoski families), Gari (Filiposki), Tresonche (Reznovi-Damjanovi family, Dicho Krstevich), Rostushe, Bitushe, Lazaropole are the sources from where originate numerous creators, builders, painters, woodcarvers, who will flood the Balkan region and leave testimonies of the Macedonian creative genius. The gathering place of all these villages from the areas of Mala and Dolna Reka was the Bigorski Monastery.</p> <p><b>Standards, quality, sustainability:</b> incorporating traditional architecture as a tourist resource means implementing many standards and the revitalizing old buildings is making this process more expensive. The quality of the buildings is on a high level. Sustainability of projects will largely depend on their profitability, as most of the cultural content is privately owned</p> <p><b>Facilities, equipping, infrastructure:</b> The zone has significant accommodation facilities, but due to the specificity of the theme, many of the old houses will have to be adapted for accommodation. Tourist equipping is low, signage is poor and information is difficult to reach the stakeholders. Only the Bigorski Monastery stands out from this picture, as it has well-developed tourist services. The infrastructure at places is poor and will need to be adapted to the travelling needs of tourists</p> <p><b>Organization (DMO):</b> the organizational structure of this thematic group is very heterogeneous and complex. Numerous private individuals with an interest in offering their houses for tourism purposes need to be linked, further involving organizations and associations from this region to implement programs of significant attractiveness (Galichnik Wedding). There are positive examples from this region as in the village of Janche, but they are isolated and do not possess a wider attractive power. The Bigorski Monastery is the only monument that attracts numerous visitors who can be offered these thematic contents.</p> <p>The destination brand for this zone could be the following: THE CREATIVE GENIUS OF THE DOMESTIC CREATORS. That means offering unique creations whether as individual buildings or complexes of houses set in a beautiful setting. The destination image should be focused on the skills of the masters of the past, who passed on from generation to generation the experiences of numerous crafts, to reach the pinnacle of creativity in many domains in the 19<sup>th</sup> century.</p> <p><b>Competitiveness and Attractiveness:</b> At a stage of minimal tourism development it is difficult to assess the competitiveness and attractiveness of the resources, but we will emphasize that they contain exceptional cultural values.</p>



### ***6.9 Determining places and locations for marking the centers and placing signposts and info tables***

Sites and locations for marking are determined by the spatial-geographic approach and GIS approach used in the mapping of zones and centers for the development of cultural tourism in the planning regions. The placement and number of such markings are determined depending on the possibilities available to the particular spatial units. The marking is aimed at improving the visibility as well as informing the tourists involved in the activities of this type of tourism. Marking of information boards and signposts will be carried out with standardized symbols and signs accepted by the responsible institutions for individual potentials and attractions within cultural tourism. The identified sites and contents within the zones that are in function of the development of cultural tourism can be signaled in a dispersive way, i.e. they can be placed outside the defined zones. This means that signposts and some of the information boards will be placed along the main national and regional roads that extend in their vicinity. The location of the defined contents and potentials itself will be marked on the main access to the defined spatial unit, i.e. zone.

The information boards are determined on the basis of the identified thematic cultural contents and routes at the places of the cultural values themselves, enabling acquaintance with all the values available in the zone and site. The content of the information boards will consist of both the type of the thematic cultural path/route, as well as the specifics and significance of each of the identified values and contents presented cartographically through the GIS approach.

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Program for the development of the North-east Planning Region 2015-2019

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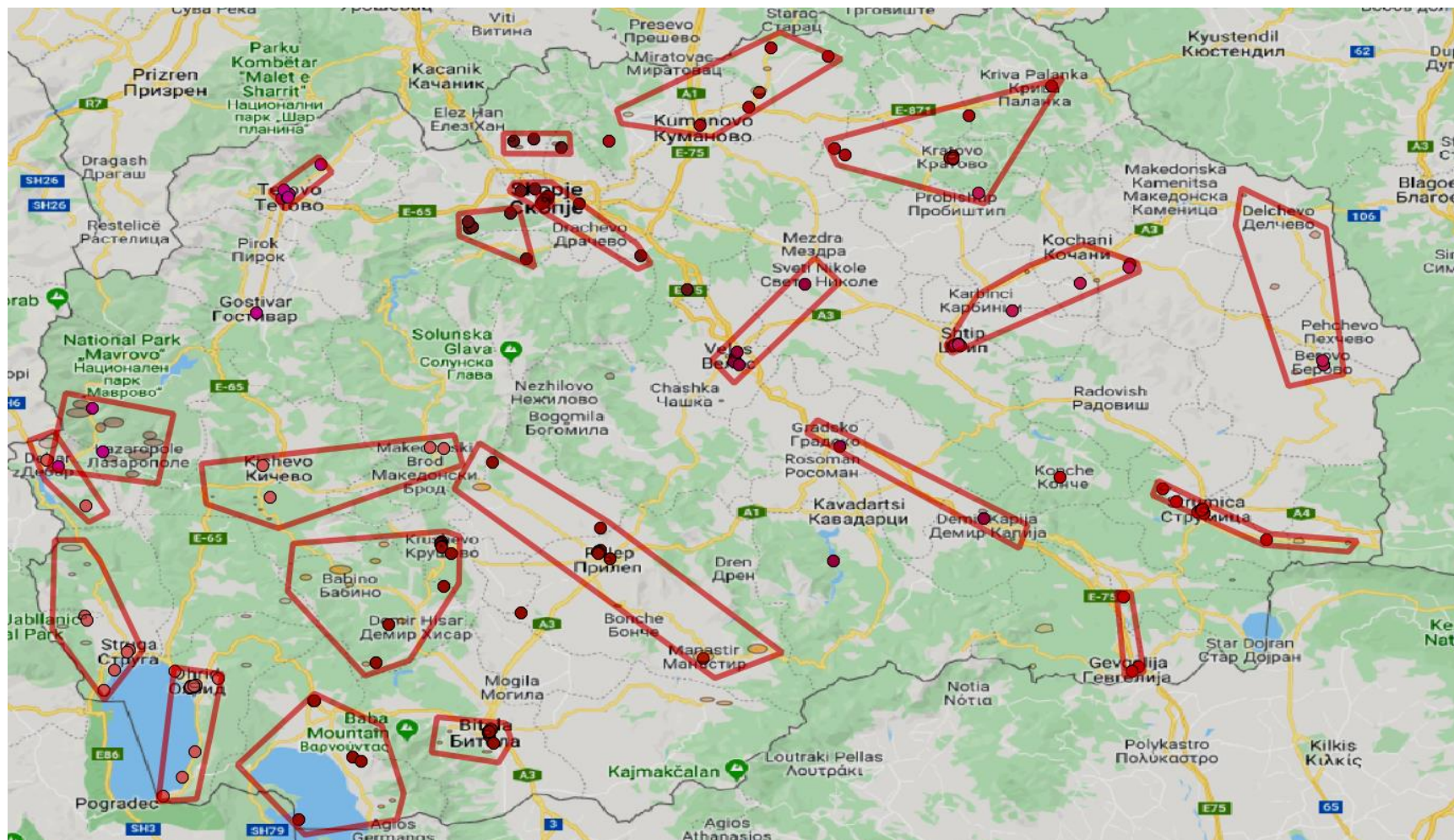
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## ANNEX

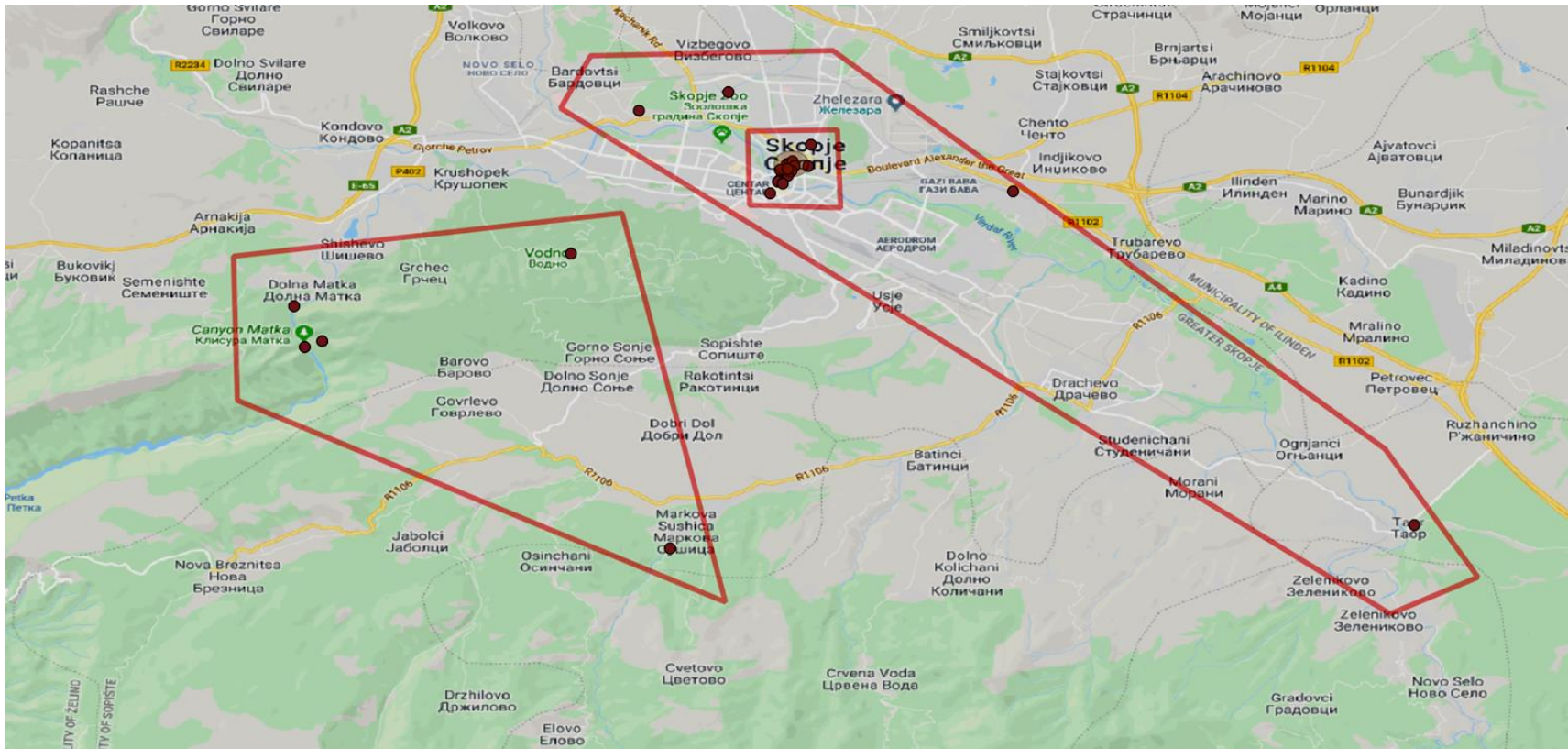
### Mapping of zones for development of cultural tourism by regions

GIS marking of the zones for the development of cultural tourism in Republic of N. Macedonia

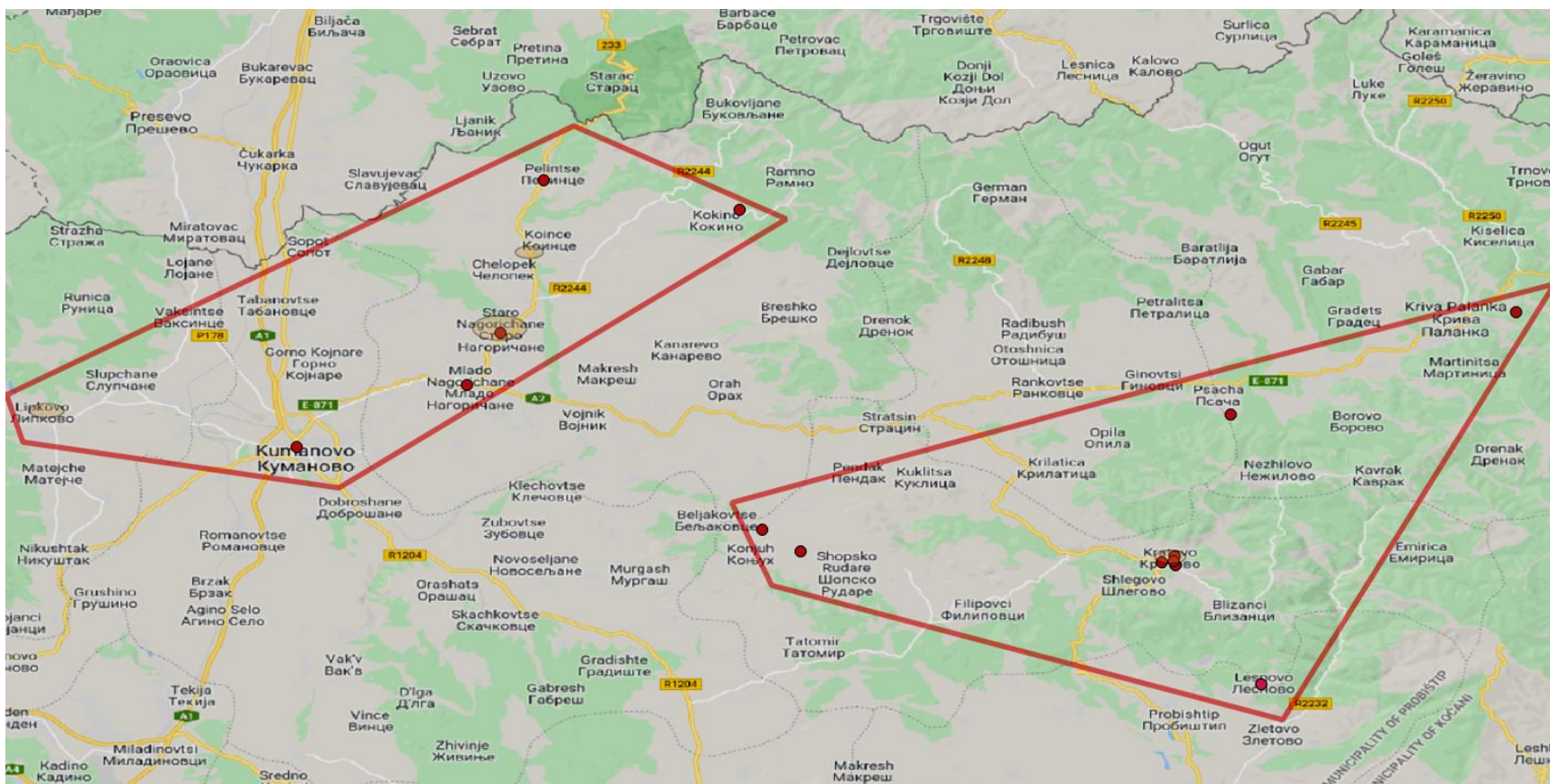




GIS marking of the zones for the development of cultural tourism in SKPR

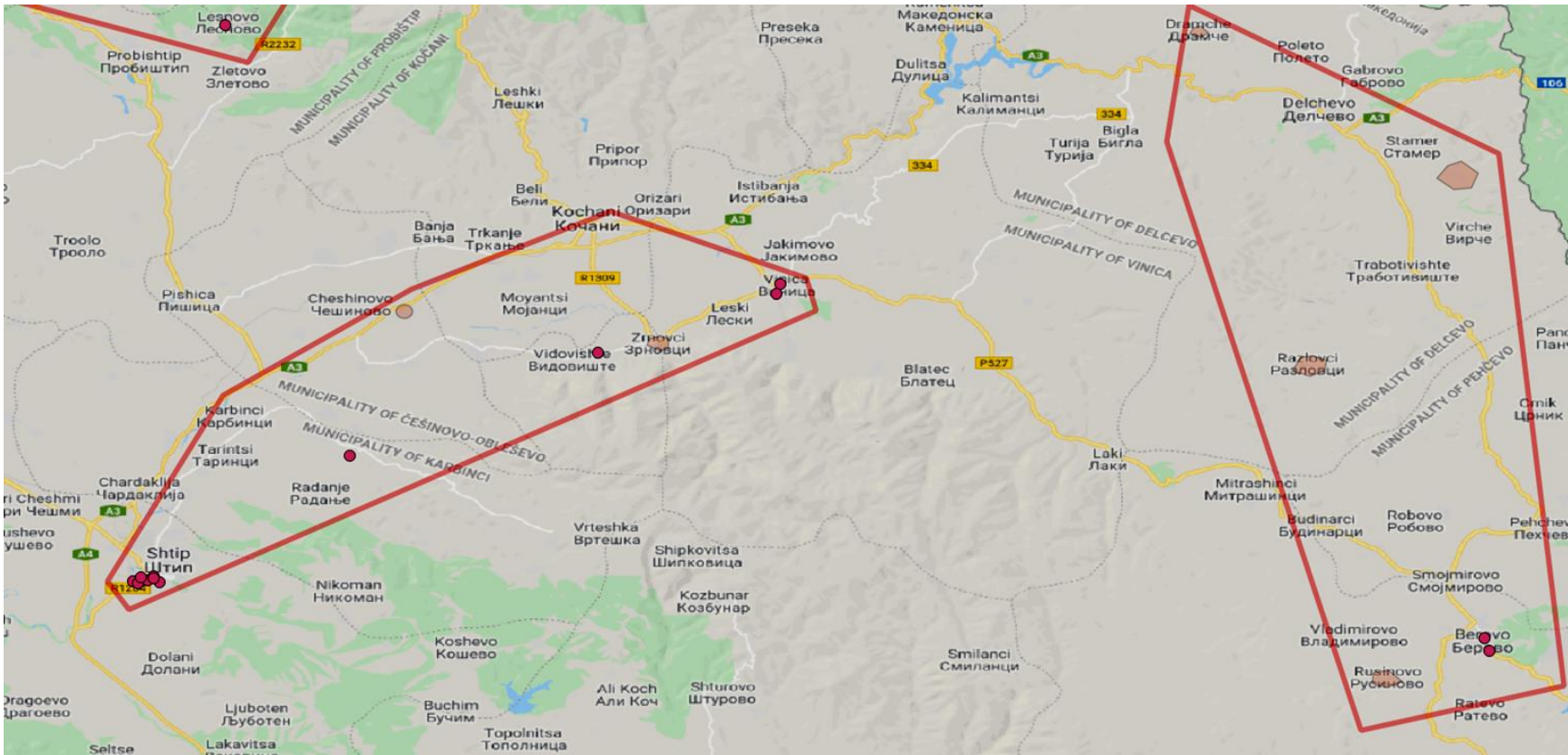


GIS marking of the zones for the development of cultural tourism in NEPR

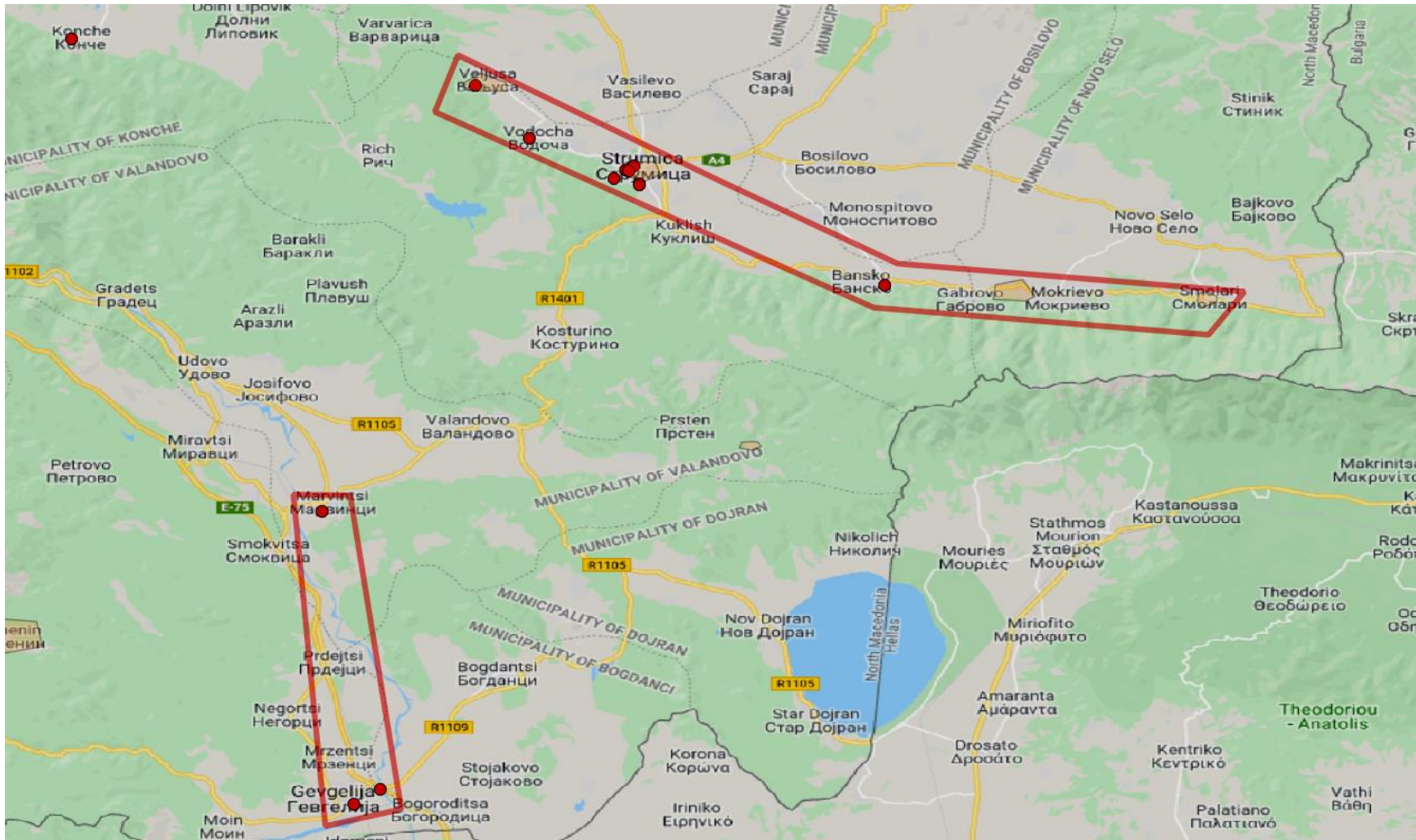




GIS marking of the zones for the development of cultural tourism in EAPR

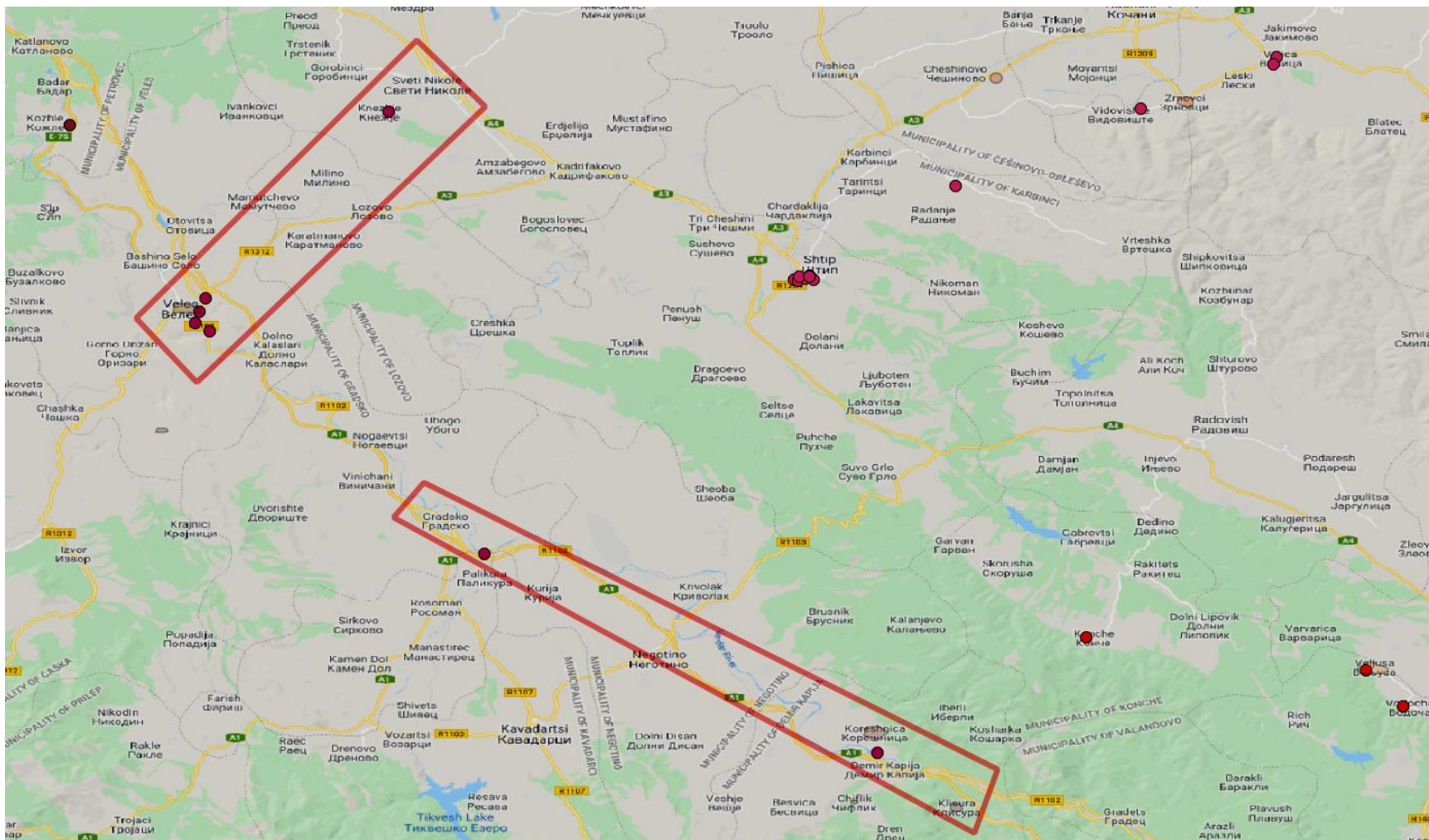


GIS marking of the zones for the development of cultural tourism in SEPR

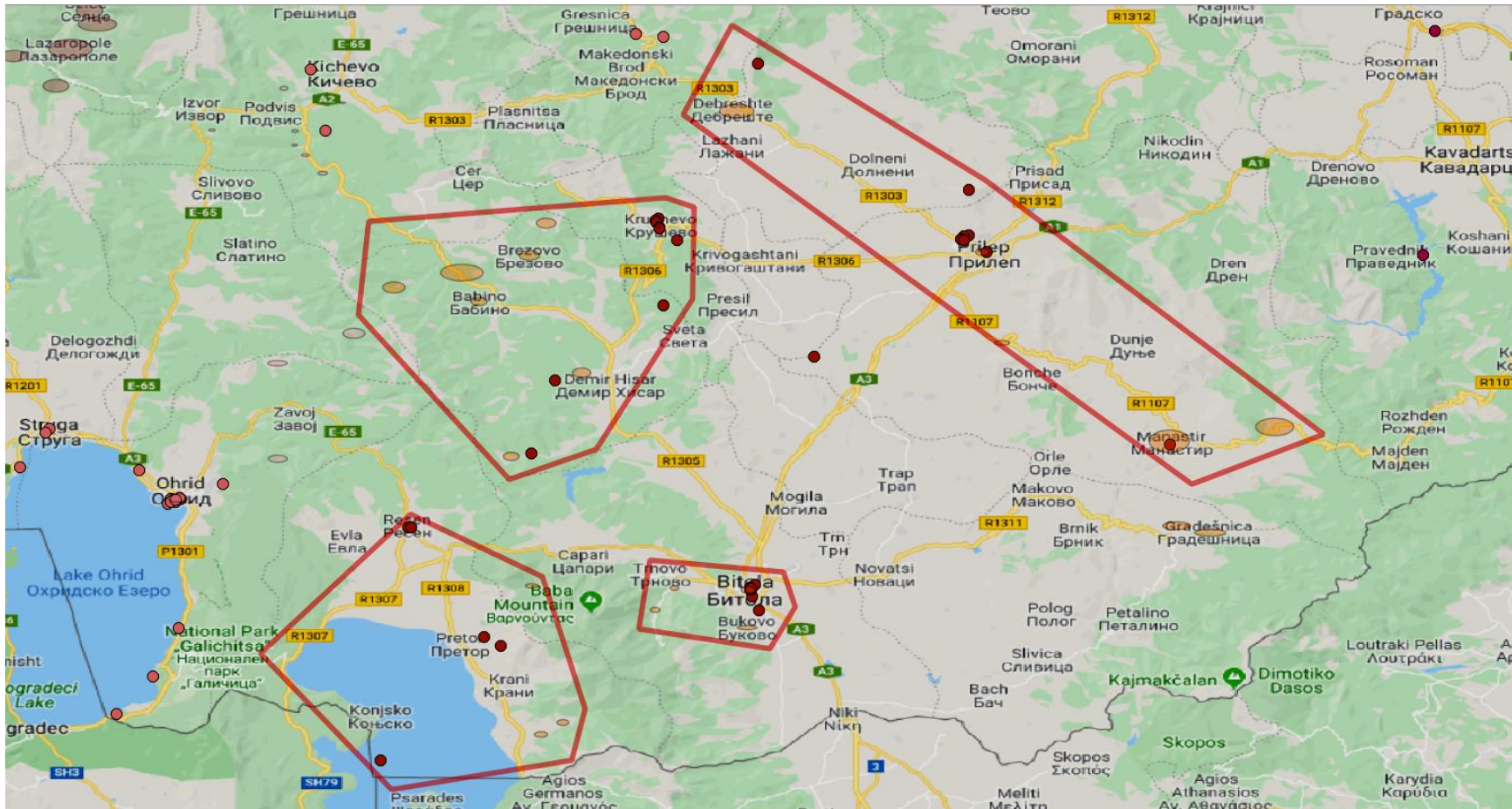




GIS marking of the zones for the development of cultural tourism in VAPR

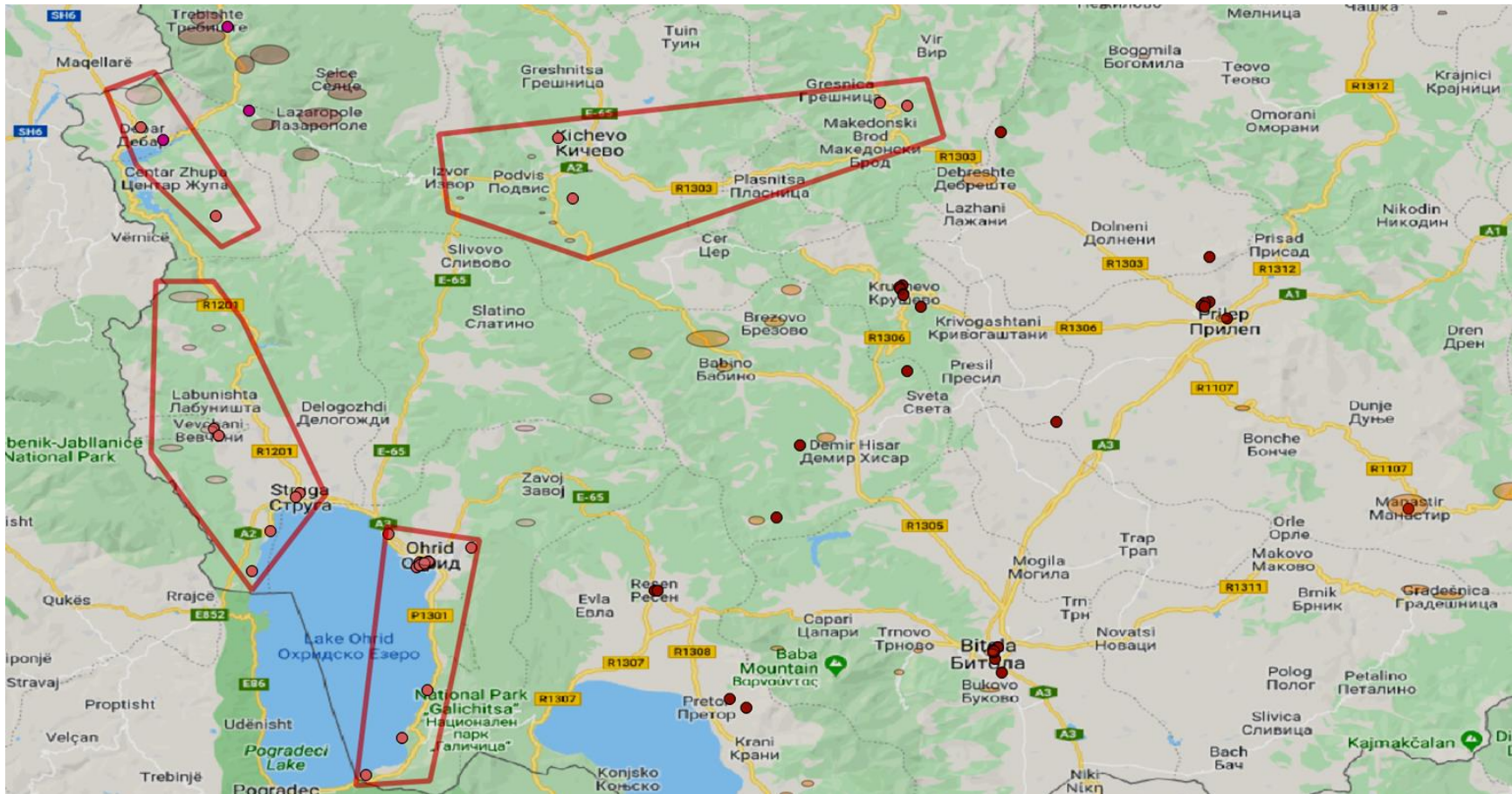


GIS marking of the zones for the development of cultural tourism in PEPR





GIS marking of the zones for the development of cultural tourism in SWPR





## ***Chart overview of cultural values present in Republic of N. Macedonia by region***

### *Chart overview of the potentials and attractions of the Skopje Planning Region - SKPR*

#### Integration of traditional architecture into the existing natural landscape - SKPR

House of Durkovci in v. Chucher
Houses in Ljubanci and Gornjani
Tourist settlement „Makedonsko Selo“ (Skopje, Vodno)
Houses in v. Ljubanci

#### Traditional architecture (complexes in urban areas) - SKPR

Old Skopje Bazaar
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#### Sacral Architecture - SKPR

St. Panteleimon in v. Nerezi (Skopje)
Monastery St. Nikita
v. Banjani (Skopska Crna Gora)
Markov Monastery (v. Sushica)
Monastery St. Andreja (Matka)
Church Holy Savior (Skopje)
St. Kliment Ohridski (Skopje)
Sultan Murat Hjunkjar Mosque (Skopje)
Ishak Bey Painted Mosque (Skopje)

#### Profane Architecture - SKPR

Aqueduct
Stone Bridge
Millennium Cross
Daut Pasha Hammam
Kurshumli An
Suli An
Kapan An
Clock Tower
Feudal Tower
Bezisten
Sarcophagus of Goce Delchev
Church Holy Savior
Monument of the fallen in Skopje
Memorial House of Mother Theresa
Chifte Hammam
Monument of Aleksandar Urdarevski – v. Chucher Sandevo

#### Archaeological sites - SKPR

Cerje (v. Govrlevo)
Tumba (Madzari)
Skopje Kale
Zlokukjani Kale
Scupi
Kisel Vir

Krivi Dol (v. Arachinovo)
Archaeological site in v. Brazda

#### Museums - SKPR

Archaeological Museum of RN Macedonia
Ethnological Museum of RN Macedonia
History Museum of RN Macedonia
Holocaust Museum
Mineralogy and Petrographic Museum
Museum of the City of Skopje
Museum of the Cinematheque of RN Macedonia
Museum of the Liberals
Museum of the Revolutionary Struggle of RN Macedonia
Museum of Fisheries
Museum of Contemporary Art
Natural Sciences Museum
Museum of Technology and Technical Items

#### Religious events - SKPR

Fires for Christmas Eve (Municipality Aerodrom, Municipality Chucher Sandevo)
Days of the cross (Gjorche Petrov)
Dormition of the Holy Mother of God (Municipality Aerodrom)
Epiphany – Vodici
Bajram
Gjurgjovden
„Day of the Cross“ (v. Kuchkovo)
Prochka and Easter – with a carnival (Municipality Chucher Sandevo)

#### Cultural events - SKPR

Michurinska meeting (Municipality Aerodrom)
Etno - veshta zhena (Municipality Ilinden)
Concert on the 8 <sup>th</sup> of March- (Cultural group „Ilinden 72“) (Municipality Ilinden)
Present a book for an Easter Egg - (Municipality Ilinden)
Easter gatherings (Municipality Aerodrom)
International folkloric children festival (Municipality Gazi Baba)
Voice of the old town (Chair)
Skopje jazz Festival
Creative pottery workshop (Municipality Gazi Baba)
May opera evenings (Skopje)
Baskerfest (Skopje)
Skopje Summer (Skopje)
Horse Marching (Municipality Aerodrom)
Day of solidarity(Municipality Gazi Baba)
Show of folkloric songs and instruments (Municipality Gazi Baba)
White night ( Skopje)
Young Open Theater (Skopje)
Culture event of the old Bazaar (Chair)
Skopje Pivolend
Stankovi days (Chucher Sandevo)



#### Gastronomic Events -SKPR

Michurinska meeting (Municipality Aerodrom)
„Sweet Mystery” (Municipality Gyorche Petrov)
Gourmand weekend Skopje ( Skopje)
Vino Skop ( Skopje)
Tikvijada (Municipality Gazi Baba)
Exhibition of food in Skopje Old Bazaar

#### Ethnographic Heritage - SKPR

Pottery
Straw plaiting
Blacksmithing
Filigree
Leather manufacturing

#### Folkloric values - SKPR

Traditional men's folk costume of Skopska Crna Gora
Specific women's' festive and work folk costume
Folk dances from Skopska Crna Gora
Characteristic clothing of all nationalities - v. Saraj
Folk costumes of the Roma - Shuto Orizari
Serbian folk Costumes - Chucher Sandevo

#### Regional culinary specialties - SKPR

Simit-pogacha
Chomlek in Skopje way
Various sarmas
Turli tava
Stuffed peppers
Stuffed tomatoes
Various meat specialties in a pan
Apples
Pitulici
Shekjer-pare
Gjomleze
Doner
Baklava
Pivtija (pacha)
Komat
Vitkanica
Bakrdan

#### Recognizable regional products - SKPR

Skopje apples
Seedlings for onions
Vegetable
Pepper
Cabbage
Vine leaves
Tomato - Skopje jabber
Arpadzik - onion

*Chart overview of the potentials and attractions of the North-east Planning Region - NEPR*

Complexes in rural area - NEPR

Lipkovo
Staro Nagorichane
Rankovce

Sacral architecture - NEPR

Church of Holy Mother of God
Matejche Monastery (Lipkovo Municipality)
St. Nicholas (Municipality of Kumanovo)
Church of Holy Trinity (Municipality of Kumanovo)
Tatar Said Bey Mosque (Municipality of Kumanovo)
Church of St. Paraskevi (Municipality of Staro Nagorichane)
St. George the Victorious (Municipality of Staro Nagorichane)
Church of St. George (Municipality of Staro Nagorichane)
Zabel Monastery (Municipality of Staro Nagorichane)
St. Nicholas (Rankovce Municipality)
Monastery of St. Joakim Osogovski (Municipality of Kriva Palanka)
Church of St. Demetrius (Municipality of Kriva Palanka)
Karpinski Monastery (Municipality of Staro Nagorichane)
Monastery Skachkovce (Municipality of Kumanovo)
Churches of St. John the Baptist
Saint Nicholas
Saint George of Kratovo

Monuments - NEPR

Reserve for rock art (Municipality Kratovo – v.Trnovac)
Memorial - ossuary of the fallen of WW2 (Municipality Kumanovo - Kumanovo)
Memorial House of the fallen hero Hristijan Todorovski – Karposh (Municipality Kumanovo)
Monument Zebrnjak (Municipality Staro Nagorichane – v. Mlado Nagorichane)
Memorial center – ASNOM (Municipality Staro Nagorichane – v.Pelince)
Monument of the fallen (Arbanashko)
Monument of the fallen of WW2 Kriva Palanka
Medieval towers and bridges in Kratovo

Archaeological sites - NEPR

Early Christian Basilica - Rotonda Konjuh (Kratovo Municipality - Konjuh village)
Archaeological Site "Golema Kulica" (Municipality of Kumanovo)
Archaeological site "Kalishte" (Municipality of Kumanovo)
Archaeological site "Gradiski V'r" (Municipality of Kumanovo)
Archaeological site "Vukosija" (Municipality of Kumanovo)
Archeological site "Zhegligovski Kamen" - "Kostoperska rock" (Municipality of Staro Nagorichane)
Archaeological Site and Megalithic Observatory "Tatikev Kamen" (Municipality of Staro Nagorichane - v. Kokino)
Archaeological site "Golemo Gradishte" (Municipality of Kratovo)
Archaeological site "Cocev Kamen" (Municipality of Kratovo)
Kula Archaeological Site
"Zdravci Kamen" (Municipality of Kratovo)

Archeological site "Gradishte" (Rankovce Municipality - v. Ogila)
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Museums - NEPR

National Institution Museum "Kumanovo"
Museum of the City of Kratovo
Icon Gallery in church St. Nicholas - Kumanovo
Kriva Palanka City Museum

Religious Events - NEPR

Christmas Eve
Vodokrst
Saint Sava
St. Theodore Tiron
St. George of Kratovo
Fiter Bajram
Kurban Bajram
Easter
St. George
St. Paraskevi
Ilinden – Elijah's Day
Petti Kladenci
Holy Mother of God
St. Simeon
St. Nicholas

Cultural events - NEPR

Karadachki poetry gatherings
Martovski esei
Jekipe - unity - folk festival of the Roma
Cvetnici – Palm Sunday
Fiddle orchestras
International jazz festival
Bajlovski gatherings
Days of Comedy - Meeting of Folk groups in NEPR
5 <sup>th</sup> May Roasting a bull in Staro Nagorichane
Kratovo Komprijada
Golden Days in Kratovo
Day of Culture in Kratovo
European fiddle festival in Kratovo
Shopska Wedding (site Kameni kukli, Municipality Kratovo)
International festival St. Joakim Osogovski (theater, folkloric gatherings, concerts)

Gastronomic Events - NEPR

Pivtijada v. Režhanovce (Kumanovo)
Prazijada v. Režhanovce (Kumanovo)
Chvarkijada (Kumanovo)
Bajlovski gatherings (Zelnici)
Zelnici Kratovo
Komprijada (Kriva Palanka)
Kratovo Komprijada

Ethnographic heritage – NEPR

Wood Carving and Icon Painting (Staro Nagorichane)
Weaving (Staro Nagorichane)
Pottery (Tabanovce)
Blacksmiths (Kriva Palanka, Kumanovo)
Horse-shoe makers (Staro Nagorichane, Kumanovo)

Folk values - NEPR

Honoring of the bride on St. Theodor Tiron” - v. Konopnica (Kriva Palanka)
Bajlovska wedding (v. Bajlovce, Staro Nagorichane)
Shopska wedding (v. Kuklica, Municipality Kratovo)

Regional culinary specialties - NEPR

Kumanovo sudzhuk
Mezelek
Pivtija
Flija – turi potpechi
Kratovo Pastrmajka
Kriva Palanka simit with yogurt
Saramasaklija - banica with garlic (Kriva Palanka)
Propekj
Kumanovo hard cheese
Zelnik od Staro Nagorichane
Zeljanche made of minced meat (Kumanovo)
Kratovo mantii

Recognizable regional products - NEPR

Potatoes - Kratovo, Kriva Palanka, Staro Nagorichane (arbanashki)
Lipkovo beans and leeks
Nagorichane honey
Kriva Palanka honey

*Chart overview of the potentials and attractions of the East Planning Region - EAPR*

Complexes of traditional architecture in rural areas - NEPR

v. Lesново (Municipality Probishtip)
v. Zrnovci (Municipality Zrnovci)
v. Razlovci (Municipality Delchevo)
v. Dzvegor (Municipality Delchevo)
v. Grad (Municipality Delchevo)
v. Rusinovo (Municipality Berovo)
v. Radanje (Municipality Karbinci)
v. Chiflik (Municipality Cheshinovo-Obleshevo)
v. Istibanja (Municipality Vinica)
v. Polaki (Municipality Kochani)
v. Jastrebnik (Municipality Kochani)
v. Sasa (Municipality Makedonska Kamenica)
v. Cera (Municipality Makedonska Kamenica)
v. Dramche (Municipality Delchevo)

#### Sacral architecture - NEPR

Church „Holy Mother of God,, (Novo Selo), Shtip
Church „St. Nicholas“, v. Krupishte
Church „St. Nicholas“, Shtip
Church „Holy Savior“, Shtip
Church „St. Archangel Michael“, Shtip
Church „St. John the Baptist“, Shtip
Monastery „St. Archangel Michael“, Berovo
Monastery „Dormition of the Holy Mother of God“, Berovo
Church „Nativity of the Holy Mother of God“, Berovo
Church „Sts. Constantine and Hellen“, v. Razlovci
Monastery „Holy Mother of God-Balaklija“, Delchevo
Church „Dormition of the Holy Mother of God“, Delchevo
Church „St. Paraskevi“, v. Selnik
Church „St. Archangel Michael“, v. Dramche
Church „St. Joakim Osogovski“, v. Jakimovo
Lesново Monastery, v. Lesново
„Dormition of the Holy Mother of God“, v. Pirog
Women’s’ Monastery „St. Spiridon Miracle worker“, Probishtip
Church „Sts. Apostles Peter and Paul“, Pehchevo
Church „St. Demetrius“, Zrnovci
Monastery “St. Simeon Stolpnik“, v. Morodvis
Monastery „St. Paraskevi“, v. Vidovishte
Temple „St. Archangel Michael“, v. Spanchevo
Church „Dormition of the Holy Mother of God“, Makedonska Kamenica
Monastery „St. Panteleimon“, v. Pantelej
Monastery „St. Elijah“ v. Beli
Church „St. George“, Kochani
Monastery „Holy Savior“, v. Polaki
Monastery „St. Basil the Great“, Ponikva
Church „St. George“, v. Gorni Kozjak
Monastery „St. Paraskevi“, v. Kalauzija
Church „Ascension of Christ“, Karbinci
Husamedin Pasha Mosque, Shtip
Kadin Ana mosque, Shtip
Mosque Sultan Fatih Mehmed, Delchevo

#### Profane architecture - NEPR

Bridge of the sultan Emir Kjuchuk, Shtip
Clock Tower, Shtip
Bey Tower
Bezisten, Shtip

#### Monuments - NEPR

Monument of deported Jews, Shtip
Monument of the fallen in WW2, Shtip
Monument of Dame Gruev, v. Rusinovo
Monument of nation’s hero Vera Jocikj, Makedonska Kamenica
Memorial bust of nation’s hero Vera Jocikj, v. Sasa
Monument of Mile Janevski – Dzhingar, Makedonska Kamenica

Memorial of Nikola Karev, Cheshinovo - Obleshevo
Monument of freedom, Kochani
House of ASNOM, Delchevo
House of culture, Probishtip
Last Watermill on Kochanska River, locality Bavchaluk
Kukulje, Nov Istvenik
Medieval towers, Kochani
Kulata – Medieval site, Delchevo
Medieval city Raven, Pehchevo
Nikola Petrov Rusinski, Berovo
Dedo Iljo Maleshevski, Berovo
Dimitar Pop-Georgiev Berovski
14 Makedonska Storm Brigade
General Apostolski, Mitrashinci
Aco Karamanov, Berovo

#### Archaeological sites - NEPR

Archaeological site Isar, Shtip
Archaeological site Grncharnica, v. Krupishte;
Archaeological site Pilavo, Burilchevo, Cheshinovo Obleshevo;
Archaeological site Bargala, Karbinci;
Archaeological site Crkvishte, v. Morodvis;
Archaeological site Lokubija, Kochani;
Archaeological site Vinichko Kale, Vinica;
Archaeological site Gradishte, v. Grad, Delchevo;
Archaeological site „St. Paraskevi“, Pehchevo;
Archaeological site Kalata, Kalimanci;
Site "Vrshnik", v. Tarinci, Municipality Karbinci

#### Museums - NEPR

Ethno-house, v. Morodvis (rich ethnographic collection)
Ethno house and city Museum, Kochani (photos and traditional authentic items)
Museum of Vinica (collection of terracotta icons)
Memorial ossuary, v. Cera
Makedonska Kamenica
Museum of grad Delchevo (archaeological- ethnological collection)
Memorial-home of Razlovci uprising , v. Razlovci (library, permanent historical exhibition, Exhibition of Artworks)
Museum of the city of Berovo
City Museum, Shtip (archaeological collection, ethnology, history, history of art and modern Macedonian art)
Museum of the founders of VMRO

#### Religious events- NEPR

Custom „Chetrse“, Shtip (non-material cultural heritage of UNESCO)
Easter Egg, Berovo
Wallach gatherings on Petrovden, Kochani
Pavlovden, Vinica

#### Cultural events - NEPR

Ethno festival, Berovo(27 <sup>th</sup> and 28 <sup>th</sup> august)
Pijanechko-Maleshevska Wedding, Delchevo- organizer „Goce Delchev“
Istibanjsko zdravozhivo, Vinica, in organization of group „Kitka“ from v. Istibanja

Reaping of rice, Cheshinovo Obleshevo- 21 <sup>st</sup> September (Mala Bogorodica)
Kochani days of rice, Kochani in v. Dolni Polog
Festival of brass orchestras, Pehchevo- Pavlovdan
Festival „Joy of the city“, Probishtip
Profest, Probishtip
World day of the Roma, Kochani (8 <sup>th</sup> April)
Amateur Theater Festival, Kochani (May)
Art colony Lesново, Probishtip
International Painting Colony „St. Panteleimon“, Kochani (august)
Raspeano Maleshevche – festival of children songs, Pehchevo
Golacki folkloric gatherings on the mountain Golak, Delchevo
In Vinica Veritas festival of humor and satire, Vinica
Days of fashion, Shtip
Makfest, Shtip
Shtip cultural summer, Shtip

Traditional economic activities - NEPR

<b>Makedonska Kamenica</b>
Barrel making, weaving, knitting and making of rakija on a traditional way.
<b>Vinica</b>
Weaving, filz products, weaving cotton and wool products, belts, gloves, kjosteci and tacni from monistra in various techniques
<b>Zrnovci</b>
Nalbatstvo and making of rakija in a traditional way
<b>Probishtip</b>
Watermilling, woodcarving, pottery.
<b>Cheshinovo-Obleshevo</b>
Weaving on razboj, needlework, knitting, producing wine and rakija on a traditional way, woodcarving.
<b>Karbinci</b>
Weaving, needlework, knitting, making of wine and rakija, watermilling.
<b>Shtip</b>
Woodcarving, blacksmiths, knitting, making of wine and rakija.
<b>Berovo</b>
Woodcarving, silversmiths and papukchijstvo.
<b>Kochani</b>
Watermilling, valavici, blacksmiths,
Barrel making, saddle makers, Weaving in Orizari, needlework and knitting making of wine and rakija, barbers, tinsmiths, clock-makers, goldsmiths, shoemakers, etc.
<b>Pehchevo</b>
Weaving on razboj, needlework, knitting, making of wine and rakija.
<b>Delchevo</b>
Making of bagpipes and small drums in Dzvegor and making of folk costumes

Folkloric values - NEPR

<b>Macedonian traditional dances in NEPR</b>
Kopachka, Maleshevo, UNESCO list
Potrčulka, Kochani region
Berovka, Maleshevo
Pomnish li libe Todoru, in Shtip and surroundings
Osogovka, Kochani and surroundings
Zhetvarki, Kochani and surroundings

Ratevka, Maleshevo
<b>Customs in NEPR:</b>
Reaping of rice, Kochani and Cheshinovo -Obleshevo
Symbolic beginning of plum picking– Pijanechki days of plums (Delchevo);
Wedding customs:
Pijanechko-Maleshevska Wedding
„Chetrse“– Shtip

Regional products - NEPR

<b>Probishtip</b>
Lesново lamb
Potatoes
Grain
<b>Karbinci</b>
Wheat
' Rye
Barley
Corn
Sunflower
Poppy seed
Potato
Onion
Garlic
Beans
Peas
Leek
Cabbage
Tomatoes
Pepper
Watermelon
Cherries
Sour cherries
Apricots
Quince
Apples
Pears
Plums
Peaches
Nuts
Almonds
Vineyards
<b>Makedonska Kamenica</b>
Banica pod vrshnik
Komitsko lamb
<b>Berovo</b>
Berovo cheese
White potato
Sour milk
Pine honey
Klisi with leek



Bulamach
Blue plum and sour cherry
Wild strawberries
Blackberries
Raspberries
Blueberries
Thorns
Cornel cherry
Mushrooms
Medicinal herbs for teas
Bela rada
Ajduchka treva
<b>Shtip</b>
Shtip green beans
Kjofte in onion
Shtip pastrmajlija
<b>Zrnovci</b>
Endemic river trout
River crab
Hot pepper „Zrnovski lut“
Industrial pepper of the kinds „Amfora“ and „Kurtovska kapija“
Zrnovo leek
Zrnovo eggplants
Peas
Blue plums
plums (dzhanka)
Peach
Cherry
Pears
<b>Pehchevo</b>
Pehchevo yellow cheese
Cheese
Potato
Maleshevo cheese
Maleshevo potatoes
<b>Kochani/Cheshinovo-Obleshevo</b>
Sutlijash
Lapa
Oriznik
Rice with chicken
Pilav
Zelnik pod vrshnik
Baked zelnik
Banica
Stuffed Pepper
Musaka
Sarma
Sheep cheese
Goat cheese
Cow cheese

Roasted pig
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*Chart overview of the potentials and attractions of the South-east Planning Region - SEPR*

Traditional architecture - SEPR

Smiljanci (Radovich)
Nivichino (Vasilevo)
Smolare (Novo Selo)
Koleshino (Novo Selo)
Mokrino (Novo Selo)
Veljusa (Strumica)
Gabrovo (Strumica)
Bansko (Strumica)
Gradec (Valandovo)
Bashibos (Valandovo)
Nikolikj (Dojran)
Furka (Dojran)
Stojakovo (Bogdanci)
Gjavato (Bogdanci)
Selemlj (Bogdanci)
Huma (Gevgelija)
Konsko (Gevgelija)
Sermenin (Gevgelija)
Monospitovo (Bosilovo)
Drvosh (Bosilovo)

Sacral architecture - SEPR

<b>Municipality Strumica</b>
Monastery Holy Fifteen Martyrs of Tiberiopol
Monastery Holy Mother of God Eleusa (Veljusa)
Monastery St. Leontius (Vodocha)
Church St. Cyril and Methodius
Church St. Panteleimon
Orta Mosque
<b>Municipality Radovich</b>
Church Holy Trinity
Church St. Elijah
Monastery St. Stefan (Konche)
Monastery St. George (Oraovica)
Monastery St. Panteleimon (Brest)
<b>Municipality Gevgelija</b>
Church St. Cyril and Methodius
Church Holy Ascension of Christ
Church Holy Savior
Church St. Panteleimon (Huma)
Church St. George (Serminin), Church St. Athanasius the Great (Gabrovo)
Church Ascension of Christ – Holy Savior (v.Petrovo)
Monastery St. Athanasius (v.Petrovo)
Church „St. Constantine and Hellen“ (v.Miravci)

Church „Nativity of Holy Mother of God“ (v.Davidovo)
Church „St. Elijah“ (v.Davidovo)
Church „St. Demetrius“ (v.Kovanec)
Church „St. Athanasius the Great“ (v.Negorci)
Church „St. Archangel Michael“ (v.Moin)
Monastery „St. Elijah“ (Smrdliva Voda)
<b>Municipality Valandovo</b>
Monastery St. George Victorious
Church St. Demetrius
Church St. Athanasius V.Gradec
<b>Municipality Bogdanci</b>
Church St. Athanasius
Municipality Dojran
Church St. Elijah

Profane architecture – SEPR

<b>Strumica</b>
Building of the Parliament of the Municipality of Strumica
Hotel „Srpski Kralj“
House of D-R Aleksandar Belev
House of Hadzhitosevi
House of Arsovi
Old Court
Momin Bunar
Strumin Grob
Urban Palace of Late Antiquity
Carevi Kuli
Roman Bath
<b>Valandovo</b>
Isarot
Idomena
<b>Radovich</b>
Isarot

Archaeological sites – SEPR

Prehistoric (Neolithic) settlement (v. Angelci - Municipality Vasilevo)
Prehistoric settlement Kanli Chair (v.Damjan – Radovich)
Mining settlement Borov Dol (Konche)
Krsla and Tumba – late antiquity (v. Dobroshinci – Vasilevo)
Stakina cheshma (Valandovo)
Stranata (v. Angelci)
Vardarski Rid (Gevgelija)
Pilav Tepe (Radovich)
Roman Villa (Miletkovo)
„Crveno Pole“ (v. Barbarevo)
Kjeramidarka (v. Mokrino)
Pirgo (v.Mokrievo)
Golema Trpeza (v. Novo Konjarevo)
„Kofilak“ (v.Bogorodica)
„Keramidarnica“ (v.Prdejci)
„Tufka“ (v.Smokvica)

„Bishov Javor“ (v.Smokvica)
„Atici“ (Dojran)
„Bolovan“ (Bogdanci)
„Bogorodichin rid“ (v.Bogorodica)
„Bashot-Gorna Korija“ (v.Negorci)
„Brdanov kamen“ (Bogdanci)
„Bisterna“ (v.Prdejci)
„Gradishor – Mramor“ (v.Miletkovo)
„Gradishte“- (v.Smokvica)
„Gradishte“ (v.Nikolikj)
„Glos“ (v.Grchishte)
„Isar“ (v.Marvinci)
„Kulata“ (Nov Dojran)
„Kula“ (Valandovo)
„Karaula“ (Nov Dojran)
„Milci“ (Gevgelija)
„Mamino“ (Bogdanci)
„Monastery“ (Nov Dojran)
„Paragon“ (Gevgelija)
„Toplec“ (Nov Dojran)
„Suva reka“ (Gevgelija)
„Selishte“ (v.Gabrovo)
„Raulj“ (Gevgelija)
„Petkova Vodenica“ (Bogdanci)
Tumba (Brdanov kamen – Bogdanci)
Sveta Gora (Bogdanci)
Vodenichar strazharski punkt (Bogdanci)
Drumot 1 and Drumot 2 (Stojakovo)
Zad Kamen (Stojakovo)
Koshkut settlement and necropolis (Stojakovo)
Manastirec – medieval church and necropolis (Stojakovo)
Sred Selo (Stojakovo)
Shipkov Dol (Stojakovo)
Begovo (Stojakovo)
Korija (Stojakovo)
Golema Cheshma (Selemli)
Molnik (Gavoto)
Ramnishte (Gavoto)
Selishte (Gavoto)

#### Museums - SEPR

Museum of the city Gevgelija
National Institution and Museum – City of Strumica
Museum of The First World War in Dojran
Natural Sciences Museum – Dojran
Existing Exhibition of Milka Eftimova – library Radovish
Ethnologic collection – Radovish

Religious events - SEPR

Christmas Fair
Kolede
Orthodox New Year
Vodici - Epiphany
Gjurgjovden
Petrovden (celebration of the Municipality of Konche)
Stranchinarski igri (Mokrievo)

Cultural events – SEPR

Event “Martinki”
Hid Bah Shen Fest (v.Chalakli – Valandovo)
Strumica Carnival
Folk Fest Valandovo
Holy Trinity – Folkloric festival “Oro Veselo” (Radovish)
Strumica Open Festival
Easter gatherings – Festival (v. Oraovica)
Festival of old instruments “Gajda” (v. Injevo – Radovish)
Festival of chamber theater Risto Shishkov
Emigrant gatherings (Municipality Bosilovo)
International Strumica Painting Colony
Painting Colony (Radovish)
Painting Colony (Gevgelija)
Painting Colony (Novo Selo)
Festival of documentary films ASTRION (Strumica)
Dojranski Rakuvanja
D festival
Bogdanci cultural summer (Bogdanci gatherings)
Aprilijada – Carnival (Bogdanci)
International graphic workshop “Sofija”
Poetry evenings “Karamanovi gatherings,, (Radovish)

Gastronomy events– SEPR

Smokvijada
Prazijada (Municipality Vasilevo)
Kostenijada
Rakijada
Somun em Tatlija
Festival of wild figs (Bogdanci, Valandovo and Dojran)

Traditional economic activities - SEPR

Pottery
Sarachi
Blacksmiths
Coppersmiths
Tinsmiths
Silversmiths
Tub – makers

Folkloric values – SEPR

Rusaliski dances
Folk costumes from Bojmija
Folk costumes in Municipality Strumica

Gastronomic specialties – SEPR

Jam from wild figs
Homemade ajvar
Strumka
Strumica mastika
Fish prepared on reed
Amambalajdi

*Chart overview of the potentials and attractions of the Vardar Planning Region - VAPR*

Integration of buildings in the natural landscape - VAPR

Old city architecture of the city of Veles
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Traditional architecture in rural areas – VAPR

v. Bogomila (Municipality Chashka)
v. Popadija (Municipality Chashka)
v. Krajnici (Municipality Chashka)
Novo Selo (Municipality Veles)
v. Oraovec (Municipality Veles)
v. 'Rlevci (Municipality Veles)
v. S'lp (Municipality Veles)
v. Gorno Vranovci
v. Papradishte
v. Vojnica

Traditional architecture (complexes in urban areas) - VAPR

Memorial house of Jordan Hadzhi Konstantinov-Dzhinot
Memorial house of Kocho Racin
Memorial house of Vasil Glavinov
Memorial house of Kasapovi (Municipality Veles)
Street Alabakot (Municipality Veles)
Complex of houses in the locality Varnalii - Veleshko Kale

Sacral architecture – VAPR

<b>VELES</b>
Markova church (Peshna)
Monastery St. Demetrius
Church St. Panteleimon
Church Holy Savior
St. Kyriaki
St. John
St. Nicholas (Bashino Selo)
Church St. Elijah (S'lp)
Church St. Athanasius (v. Novachani)

Church Ascension of Christ (v. 'Rlevci)
Church St. George (v. Crkvino)
<b>NEGOTINO</b>
St. George
St. Athanasius
<b>KAVADARCI</b>
St. George-Poloshki Monastery
St. Nicholas (v. Mokliste)
St. Bogorodica (v. Drenovo)
Markova church (v. Dradnja)
Holy Mother of God (v. Dabnishte)
Holy Savior (v. Pravednik)
St. Athanasius (v. Galishte)
St. Lazarus
<b>GRADSKO</b>
Monastery of St. Archangel Michael (Gorno Chichevo)
Church of St. Basil (v. Grnchishte)
Church of St. Athanasius (v. Dolno Cicevo)
Church of St. Nicholas (v. Nogaevci)
Church of Holy Trinity (v. Podles)
Church of St. Athanasius (v. Svetani)
Monastery of Sts. Constantine and Helen (v. Svetani)
Church of Holy Savior (v. Ulanci)
Church of St. Trinity (v. Obaogo)
DEMIR KAPICA
Holy Mother of God
St. Nicholas (v. Klisura)
<b>LOZOVO</b>
Church in Lozovo (Gjuzemelci)
Mosque in Lozovo
<b>CHASHKA</b>
Church of St. George (v. Bistrica)
Church of St. Mother of God (v. Bistrica)
Church of St. Elijah (v. Bogomila)
Church of St. Athanasius (v. Bogomila)
Church of St. Nicholas (v. Krajnici)
Church of St. Nicholas (v. Krnino)
Church of St. Peter and Paul (v. Papradishte)
Church of St. Athanasius (v. Vojnica)
Church of St. Athanasius (v. Teovo)
Church of St. Nicholas (v. Mokreni)
Mosque-Partizan Hospital (v. Gorno Vranovci)
<b>SVETI NIKOLE</b>
St. Nicholas
Holy Mother of God
St. Kyriaki
St. Nicholas - Burilovci
St. John the Theologian (v. Bogoslovec)
Gjurishki monastery – Holy Mother of God

Profane architecture-memorial houses– VAPR

<b>VELES</b>
House of Kasapovi
House of Jordan Hadzhi Konstantinov Dzhinot
House of Kocho Racin
House of Vasil Glavinov
<b>KAVADARCI</b>
CHASHKA
House seat of the presidium of ASNOM (v. Gorno Vranovci)
House of Petre Pop Arsov (v. Bogomila)
House - Seat of the Headquarters-printing house(v. Gorno Vranovci)
Mosque – Partisans hospital (v. Gorno Vranovci)
CHASHKA

Profane architecture-Monuments – VAPR

<b>VELES</b>
Memorial ossuary
Veleshki ilindenci
Monument Panko Brashnar
Monument Kosta Solev Racin
Monument Gemidzhii
<b>KAVADARCI</b>
Memorial ossuary
<b>DEMIR KAPIJA</b>
Memorial of the fallen
<b>SVETI NIKOLE</b>
Memorial ossuary of the fallen from WW2 – City park (Sveti Nikole)
Memorial monument of Sveti Nikolaj
Memorial – locality „Pusto Valevci“
Memorial monument of Aleksandar Serafimov - City park
Memorial monument „Eternal Struggle“ (v. Nemanjici)

Public buildings – VAPR

<b>VELES</b>
Clock Tower
Library „Goce Delchev“
Youth park
Theater Jordan Hadzhi-Konstantinov Dzhinot
<b>KAVADARCI</b>
City Park – Park Polana
Clock Tower
<b>NEGOTINO</b>
Clock Tower
Youth park
<b>DEMIR KAPIJA</b>
Train station
Watermill
Blacksmith workshop
<b>CHASHKA</b>
Stone Bridge(v. Bogomila)



<b>LOZOVO</b>
House of culture
<b>SVETI NIKOLE</b>
Clock Tower
House of culture „Krste Petkov Misirkov“ (Sveti Nikole)
National Museum (Sveti Nikole)

Archaeological sites – VAPR

<b>VELES</b>
Speleological site Peshti – paleolithic findings
Caves Makarovec 1 and 2
Kale Veles
Old Town
Meri (v.Karaslari)
Kozhle - Markovi Kuli (v. Letevci)
<b>NEGOTINO</b>
Gradishte
Antigonea
Chair rid
<b>KAVADARCI</b>
Tikvesh city
Moklishko kale (v.Moklishhte)
Tikvesh Fortress – island Grad (Tikveshko Lake)
<b>LOZOVO</b>
Karatmanovo complex – Site Vršnik
Dumanlija
Meshantlak and Srma
<b>GRADSKO</b>
Stobi
Abdovi Karpi
<b>DEMIR KAPIJA</b>
Abdovi Karpi
Temple of Artemida and Dioskuri
Varnici
Ramnishhte–Refugium
Penov Kamen
Ilimov rid
Crkvishte Chiflik
Ergela
Prosek
Gorni Zmejovec
<b>ROSOMAN</b>
Village graveyard (v.Rosoman)
V.Palikura
Savkova cheshma
Medieval Tower (v.Manastirec)
<b>SVETI NIKOLE</b>
Bila Zora
Barutnica
Rut Bair

Gradishte
<b>DEMIR KAPIJA</b>
Markov grad
Kale – Strezov grad
Ramnishte
Stojkova niva
Prosek

Museums - VAPR

<b>VELES</b>
National Museum Veles
<b>NEGOTINO</b>
National Museum
Gallery of wine
Collection of old-timers
Art M Gallery
<b>KAVADARCI</b>
City Museum
Museum of tastes and smells
<b>DEMIR KAPIJA</b>
Museum of wine
<b>SVETI NIKOLE</b>
National Museum
<b>CHASHKA</b>
Ethnological Museum

Religious events – VAPR

Monastery evening in Church St. George - Mala Bogorodica (Negotino)
Celebration of Pentecost (Rosoman)
Todorica (Sveti Nikole)
Vasilica (Demir Kapija)
Golema Bogorodica (Demir Kapija)
Mother of God Bajlaklija (Monastery St. Demetrius)-Veles
St. Kyriaki (v. Ranchenci, Sveti Nikole)
Nativity of the Holy Mother of God (Monastery „Sveta Bogorodica“ Gjurishte)
Sveti Nikolaj – celebration of the patron saint (Sveti Nikole)

Cultural events – VAPR

Racinovi gatherings (Veles)
International festival of Ancient Drama Stobi (Gradsko)
In the heart of Macedonia (International folkloric festival-Gradsko)
Painting-woodcarving colony “Papradishki masters” (Veles)
Children Racinovi gatherings (Veles)
International folkloric festival (Veles)
Week of wine St. Trifun (Negotino)
Negotino evening
Tikvesh grape-picking(Kavadarci)
St. Trifun (Kavadarci)
Week of tradition St. Trifun (Demir Kapija)
Picking of peaches(Rosoman)
Spring-Laughter-Love (Sveti Nikole)

Aprilijada (Sveti Nikole)
Todorica - International festival of traditional folklore(Sveti Nikole)
Cultural Summer (Sveti Nikole)
Playback and Karaoke show for children Dzvezdichki
Children painting colony (Chashka)

Gastronomic events – VAPR

Pitijada (Veles)
Kompirijada (Chashka)
Fair of healthy food (Chashka)
National competition for the best traditional dish (Demir Kapija)

Ethnographic values – VAPR

<b>VELES</b>
Making of violins – family Bogdanovski
Wood-carving (Ljubomir Bisin)
Pottery
Saddle-making
Traditional building (locality Varnalii)
<b>KAVADARCI</b>
Traditional building (v.Resava, v. Dabnishte, v.Moklishte)
<b>DEMIR KAPIJA</b>
Traditional building (Klisura, Chelovec, Dren, Przhdevo, Besica, Barovo)
Barrel – making
<b>SVETI NIKOLE</b>
Coppersmiths

Folkloric values – VAPR

Veles folk costumes
Ovche Pole folk costumes (Men’s, Women’s and Wallach folk costumes)
Ovche Pole dances (Men’s Arnautka, Women’s Krstachka, Men’s Krstachka, Men’s tresenica)

Regional culinary specialties – VAPR

Veles pastrmajlija
Veles Gjomleze
Taranenik
Sveti Nikole pastrmajlija
Zhetvarka
Sveti Nikole banica
Pogacha
Bakrdan

Regional products - VAPR

Madzhun
Grape honey
Veles alva
Negotino alva
Ovche Pole honey

*Chart overview of the potentials and attractions of the Pelagonija Planning Region - PEPR*

Traditional urban architecture - PEPR

Traditional Architecture in Krushevo
Traditional Architecture Bitola Bazaar
Traditional Architecture Prilep Bazaar

Traditional architecture in rural areas - PEPR

Malovishte
Dihovo
Ljubojno
Brajchino
Staravina
Gradeshnica
Zovikj
Bukovo
Slepche
Babino
Brezovo
Zashle
Golemo and Malo Ilino
Zheleznec
Debreshte

Sacral architecture - PEPR

St. George (v. Kurbinovo, Prespa)
St. Nicholas (Varosh, Prilep)
St. Archangel Michael (Varosh, Prilep)
Monastery „Holy Transfiguration“ (Zrze, Prilep)
Charshi Mosque (Prilep)
Orta Mosque (Prilep)
St. John the Baptist (v. Slepche, Demir Hisar)
St. Athanasius (v. Zhurche, Demir-Hisar)
Dormition of the Holy Mother of God (v. Suvodol, Demir Hisar)
Dormition of the Holy Mother of God (Treskavec, Prilep)
Nativity of the Holy Mother of God (v. Slivnica, Prespa)
Nativity of the Holy Mother of God (v. Slivnica, Prespa)
Nativity of the Holy Mother of God (v. Novaci, Bitola)
Ajdar-Kadi Mosque (Bitola)
Jeni Mosque (Bitola)
Ishak Chelebi Mosque (Bitola)
St. Demetrius (Gradeshnica)
St. Nicholas (Gradeshnica)
Holy Mother of God (Municipality Krivogashtani in Bela Crkva)
Monastery Sts. Cyril and Methodius (Loznani)
St. John the Baptist (Beranci)
Monastery St. Paraskevi (Brajchino)
Monastery Holy Savior (Evla)
Church St. John the Baptist (Krushevo)
Monastery Holy Savior (Krushevo)

Monastery „St. Basil“ (Krushevo)
Monastery „Holy Transfiguration“ (Krushevo)
Church Dormition of the Holy Mother of God (Krushevo)
Church St. Nicholas (Krushevo)
Church Holy Trinity (Krushevo)

Profane architecture – PEPR

Magaza in Bitola (used for exhibitions)
Dzhepaneto (Bitola)
Officers' Home (Bitola)
Walls from the World War on Kajmakchalan
Ditches from First World War on Galichica at the locality Tomoros
City clock and Clock Tower (Bitola)
Deboj Old Hammam (Bitola)
Usni Hammam (Bitola)
Jeni Hammam (Bitola)
Bezisten (Bitola)
Saray of Ahmed Nijazi Bey (Resen)

Monuments – PEPR

Mogila of the undefeated (Prilep)
Alley of the national heroes (Prilep)
Locality and monument Mechkin Kamen (Krushevo)
Sliva (Krushevo)
Monument of Nikola Karev (Krushevo)
Monument of Pitu Guli (Krushevo)

Archaeological sites - PEPR

Archaeological site from paleolithic era Krstoar (Bukovo)
Neolithic site (Porodin)
Neolithic site Velushinska Tumba (Velushino)
Remains from Roman road Via Egnatia (Bukovo)
Eneolithic site (Crnobuki)
Archaeological site Chepigovo (Prilep)
Varosh (Prilep)
Karamani (Bitola)
Archaeological site from iron age (Beranci)
Ancient Archaeological site and early Christian period Heraclea Lyncestis (Bitola)
Archaeological site from roman period (Chepigovo)
Early Christian basilica Treskavec (Prilep)
Early Christian basilica Zrze (Prilep)
Early Christian basilica Debreshte (Prilep)
Early Christian basilica Brailovo (Prilep)
Early Christian basilica Kurbinovo (Resen)
Markovi Kuli (Prilep)
Archaeological site from roman period and Church St. Peter on the island Golem Grad (Prespa Lake)
Archaeological site Radoborska tumba
Neolithic settlement (Mojno)
Archaeological site from iron age Elenik
Archaeological site Tumba 1 and 2 (Mogila)
Archaeological site from neolith Vrbjanska Chuka (Krivogashtani)

Archaeological site from roman era Lokvensko Kale
Archaeological site „Petrov grob“ (Gorno Divjaci)
Archaeological site „Crkvishte“ (Norovo)
Archaeological site „Alkomena“ (Buchin)
Roman bridge (Buchin)
Fortress Peshta (above v. Gradeshnica)
Kale (Shurlenci)

#### Museums – PEPR

National Museum in Bitola with exhibition dedicated to Kemal Atatürk
Museum exhibition for Richard Wagner (Bitola)
National Museum (Prilep)
Memorial Museum 11 <sup>th</sup> October (Prilep)
Museum of tobacco (Prilep)
Museum of WW2 (Prilep)
Museum Collection in House of culture Dragi Tozija (Resen)
Monument Makedonium - Ilinden (Krushevo)
Museum of Ilinden Uprising and Krushevo Republic (Krushevo)
Gallery of Nikola Martinovski (Krushevo)
Memorial house of Toshe Proevski (Krushevo)
Museum of WW2 (Krushevo)
Museum-workshop of old weaponry „Learnica“ (Krushevo)
Museum exhibition „Wallach room“ (Krushevo)
Home of Tatarchev
Ethnological Museum (Podmochani)
Museum of old-timers (Krkolino)
Private ethnological museum (Podmochani)

#### Religious events – PEPR

Kolede (Municipality Bitola)
Celebration of religious holiday Deva (Municipality Krushevo)
Celebration of „Marta“ (Krushevo)
Transfiguration of Christ
Celebration of the holiday 40 martyrs of Sebaste in Krkardash (Bitola)
Celebration of orthodox New Year – Vasilica in v.Pusta Reka and v.Dolno Divjaci (Municipality Krushevo)
Vodici - Epiphany (Municipality Krushevo)
Vasilica (Municipality Resen)
Vasilica wedding (Municipality Krivogashtani)
Concert gathering for the holiday Vodici – Epiphany in settlement Bela Crkva (Municipality Krivogashtani)
“Ivanden“ (Municipality Demir Hisar)
„Petrovden“ (Municipality Demir Hisar)
“St. Nicholas“ - patron saint of the city (Municipality Prilep)
Commemorating the patron saint of Municipality Bitola „St. Nektarij Bitolski“ (Municipality Bitola)
„Spiritual journey through Bitola“ (Municipality Bitola)
Gjurgjovden (Cult place dedicated to St. George in Gorno Orahovo)
Kulten Kamen near Dedebalci

#### Cultural events – PEPR

Cinematheque Weekend - Krivogashtani (Municipality Krivogashtani)
Prochka Laughter for all (Municipality Krivogashtani)
Carnival „Prochka“ (Municipality Prilep)

Day of the teacher of Albanian Nationality in Crnilishte (Municipality Dolneni)
Pottery colony in Oteshevo
Painting colony in Nizhepole
Days of spring (Municipality Resen)
Days of Macedonian folk costumes (Municipality Krivogashtani)
Days of masks and jokes (Municipality Resen)
“Days of the Smilevo Congress“ (Municipality Demir Hisar)
Day of Europe (Municipality Bitola)
Days of Krali Marko (Municipality Prilep)
World day of museums (Municipality Bitola)
Mal Bitolski Monmartr (Municipality Bitola)
IBCHE FEST (v. Lazhani)
Mariovo-Meglen gatherings in v. Vitolishte (Municipality Prilep)
“Babinski gatherings“ (Municipality Demir Hisar)
Festival of monodrama (Municipality Bitola)
Bitola cultural summer „BIT FEST“ (Municipality Bitola)
International youth art festival „Bitola open city “ (Municipality Bitola)
Exhibition of old-timers (Municipality Bitola)
Festival Prespanski slavej (Municipality Resen)
Macedonian Theater festival "Vojdan Chernodrinski" (Municipality Prilep)
Pivofest
Festival of traditional instruments and songs „Pece Atanasovski“ (Municipality Dolneni)
Actor of Europe (Municipality Resen)
Warm cultural wave (Municipality Krushevo)
Ethno fair (Municipality Krushevo)
Krushevo Ethno city (Municipality Krushevo)
Krushevo cultural summer, Culture winter (combination of several events throughout the year ) - (Municipality Krushevo)
Krushevo Awake (Municipality Krushevo)
Commemorating 8 <sup>th</sup> September
Liberation day of Krushevo and Independence Day of RM (Municipality Krushevo)
In Memory of Toshe – ultra marathon Nova Gradishka (Municipality Krushevo)
Days dedicated to Karev – patron holiday of elementary school „Nikola Karev“ (Krushevo)
Day of joking – Masquerade (Municipality Krushevo)
Winter and Summer fairs of books (Municipality Krushevo)
Open air festival „Krushevo niz korija“ (Municipality Krushevo)
Open Air Festival „When in X“ - (Municipality Krushevo)
Krushevo Workshop – music workshop in Memorial house of Toshe Proevski (Municipality Krushevo),
Prespa emigrant gatherings (Municipality Resen)
Pivo festival (Municipality Prilep)
Ljubanski emigrant gatherings (Municipality Resen)
Workshop of Resen Ceramic Colony in v. Oteshevo (Municipality Resen)
Traditional gatherings of the children refugees from the Aegean part of Macedonia (Municipality Bitola)
Ilinden in Smilevo (Municipality Demir Hisar)
“Ilinski gatherings“ (Municipality Demir Hisar)
Celebrating of St. Paraskevi (Municipality Demir Kapija)
Warm cultural wave (Municipality Krivogashtani)
„Potpelisterski gatherings“ v.Trnovo – Fair of local products and services (Municipality Bitola)
Prespa Apple picking (Municipality Resen)
IFFK „Brothers Manaki“ (Municipality Bitola)

Festival of amateur singers - Dobrushevo
Paint art event „Graphic triennale“ (Municipality Bitola)
International festival of Classical music „INTERFEST“ (Municipality Bitola)
Ethno festival „Festival of music from around the world“ (Municipality Bitola)
ATTUTIDE – Festival of modern art (Municipality Bitola)
International festival of video art and experimental films „STAV“ (Municipality Bitola)
Celebrating New Year’s Eve (Municipality Bitola)
Celebrating New Year’s Eve in Krivogashtani (Municipality Krivogashtani)
Festival of duets in Mogila
Pelagonija cultural scientific gatherings in Novaci
Ilinden Days – Bitola

#### Ethnographic values - PEPR

Cultivating and processing of tobacco on a traditional way in Prilep and surrounding areas
Mariovo as a shepherd’s region
Silversmiths in Krushevo
Filigree in Krushevo
Coppersmiths in Krushevo and Bitola
Tinsmiths in Krushevo
Wood-carving in Krushevo
Barrel - making – Krushevo
woven and embroidered handicrafts in Krushevo
Weaving - Prespa and Bitola
Pottery – Resen

#### Folkloric values - PEPR

Mariovo festive women’s folk costumes
Wallach folk costumes in Krushevo
Prespa folk costumes
Urban folk costumes from Resen with fur decoration
Urban folk costumes from Bitola
Prilep rural folk costumes
Demir Hisar folk costumes

#### Gastronomic specialties - PEPR

Shirden
Bitola pacha
Kukurec
Krushevo smoked sausage
Cirkosani cironki in Prespa
Prespa village and city zelnik
Carp prepared on Prespa way
Chomlek
Kachamak
Krushevo grne
Krushevo pita
Shkembe chorba
Pitulici
Gjomleze
Zelnik
Orizalnik



Taranalnik
Mlechnik
Bitola turlitava
Sviripile
Sarma from vine leafs
Ashlama
Bitola white and black alva

Local and Regional products – PEPR

Carpets
Woolen jambolii
Wooden barrels
woven and embroidered handicrafts
Domestic ecological products from Krushevo
Baskets in Bitola and Prespa
Dried cironki
Prespa apple
Prespa Carp
Bukovska pepper
Mariovo hard cheese
Krushevo sausage
Krushevo lokum
Celuvki

*Chart overview of the potentials and attractions of the South-west Planning Region - SWPR*

Traditional architecture complexes in urban area– SWPR

Debar
Ohrid

Complexes in rural areas- SWPR

<b>DEBAR</b>
Groups of houses Gari
Groups of houses Osoj
Groups of houses Banjishte
<b>VEVCHANI</b>
Groups of protected houses
<b>STRUGA</b>
Groups of houses in Oktisi
Groups of houses Drenok
Groups of houses Modrich
<b>KICHEVO</b>
Groups of houses Brzhdani
Groups of houses Koforci
Groups of houses Srbjani
Groups of houses Malkoec
Groups of houses Dobrenoec
Groups of houses Jaorec
Groups of houses Lavchani

Groups of houses Dushegubica
Groups of houses Belica
Groups of houses Brzhdani
Groups of houses Vidrani
Groups of houses Svinjishta
Groups of houses Prostranje
Groups of houses Gorno Brzhdani

Sacral architecture – SWPR

<b>ОПШТИНА ОХРИД</b>
Monastery of St. Clement - St. Panteleimon
St. Sofia
Holy Mother of God Perivleptos
St. John Theologian – Kaneo
Holy Mother of God Bolnichka
St. Nicholas Bolnichki
St. Nicholas Gerakomija
Holy Mother of God Kamensko
St. Paraskevi (Velgoshti)
Monastery St. Naum (Ljubanishta)
Holy Mother of God Zahumska (Trpejca)
St. Stefan, Holy Mother of God Peshtanska
St. Erasmus
Holy Savior (Lakocherej)
Mal St. Clement
St. Demetrius
Mali St. Vrach
St. Constantine and Hellen
St. Nicholas
St. George
Turbe of Imaret Mosque of Sinan Chelebi
Ajdar-pasha mosque
Zeinel Abedin Pasha mosque
Ali pasha mosque
Krst (Cross) Mosque Hadzhi Turgut
<b>MUNICIPALITY DEBRCA</b>
Church dedicated to All Saints Day (Leshani)
St. Nicholas (Velmej)
St. George (Velmej)
Holy Mother of God Immaculate – Kjelija (Velmej)
St. George (Godivje)
Sts. Peter and Paul (Mesheishta)
St. Nicholas (Mramorec)
Holy Mother of God and St. Kyriaki (Slatino)
St. George (Vrbjani)
<b>MUNICIPALITY STRUGA</b>
Monastery in v. Kalishta and St. Athanasius (Kalishta)
Archangel Michael (Radozhda)
Holy Savior (Vishni)
St. Vlasij (Lozhani)

St. Nicholas (Vranishta)
St. Nicholas (Podgorci)
Gorna Mosque (Oktisi)
Mosque (Frangovo)
Dolna Mosque (Labunishta)
Mosque (Podgorci)
Turbe (Radolishta)
Halveti Tekke
<b>MUNICIPALITY DEBAR</b>
St. George the Victorious (Rajchica)
St. Varvara (Rajchica)
Dormition of the Holy Mother of God (Gari)
Mosque (Dolno Kosovrasti)
Mosque (Mogorche)
Hjunkjar mosque
<b>MUNICIPALITY VEVCHANI</b>
St. Nicholas
Holy Savior
Holy Paraskeva
St. Demetrius
Holy Savior Dolni
St. Kliment
Chapel Rusa Sreda
Chapel St. Kyriaki
Chapel St. Epiphany
<b>MUNICIPALITY KICHEVO</b>
Sts. Peter and Paul (Tajmishte)
St. George (Lazarovci)
St. Athanasius (Ehloec)
Monastery St. George (Knezhino)
Kichevo Monastery- Holy Mother of God Immaculate
St. Nicholas (Vraneshtica)
St. Nicholas (Cer)
St. Elijah (Velmevci)
Mosque (Bichinci)
Alikurtaj Mosque and Mosque (Greshnica)
Mosque (Dolno Strogomishte)
Mosque (Zajas)
<b>MUNICIPALITY MAKEDONSKI BROD</b>
Holy Mother of God
St. Demetrius (Trebino)
St. Athanasius (Modrishte)
Holy Mother of God (Gorni Manastirec)
Church St. Nicholas (Oreovec)
St. Elijah
Monastery - Resurrection of Christ
Church and Turbe St. Nicholas
<b>MUNICIPALITY PLASNICA</b>
St. Nedela (Dvorci)
St. Nicholas (Plasnica)

Nurli mosque
Jeni mosque
<b>MUNICIPALITY CENTAR ZHUPA</b>
Remains from an old Mosque (Evla)

Profane architecture – SWPR

<b>KICHEVO</b>
Locomotive „Kjira“
House of art-Knezhino
Home of culture „Jordan Piperkata“ (Kozica)
First school in Albanian language(Drugovo)
First school in Macedonian language(Podvis)
Specific Partisan’s grave with pentacle (Gorni Osoj)
Bunkers from WW2 (Izvor, Ivanchishta)
Functional watermill of the Monastery Holy Mother of God Immaculate – Kichevo
<b>DEBAR</b>
Turkish bath – Banja Banjishte
Old watermills (Dolno and Gorno Kosovrasti)
Bridge Elen Skok
<b>CENTAR ZHUPA</b>
Old watermills in Kodzadzik
Old watermills Novak
Old watermills Brezhani
Old watermills Pralenik
Old watermills Elevci
Saray and prison
<b>MAKEDONSKI BROD</b>
Underground war tunnels– Samokov

Archaeological sites – SWPR

<b>OHRID</b>
Early Christian Basilica St. Erasmus
Samuel Fortress
Plaoshnik
Antique theater
Upper Gate
Early Christian Basilica Studenichishta
Early Christian Basilica and Roman bath (Ljubanishhta)
Fortress above Gradishte – and underwater Archaeological site „Mikjov Grad“ – Bay of bones
Gabavski Rid
<b>DEBRCA</b>
Necropolis of Trebenishta
Fortress in Trebenishta
Medieval complex Manastirishte between Brezhani and Velmej
<b>STRUGA</b>
Archaeological site „Usta na Crn Drim“
Archaeological site „Crkovni livagje“ (Vranishta)
Remains from section of Via Egnatia above Radozhda
Site St. Martinija (Tashmarunishta)
Early Christian Basilica(Radolishta)

Early Christian Basilica(Oktisi)
Underwater Archaeological site „Vrbnik“ (Kalishta)
<b>VEVCHANI</b>
Archaeological site Vajtos – Remains of Via Egnatia
Remains of church Holy Mother of God
<b>DEBAR</b>
Roman site Vit e Kaurit
Church and graves (Spas and Konjari)
<b>CENTAR ZHUPA</b>
Fortress Kodzadzik
„Sveti grad“
Remains from old Mosque (Evla)
Remains from Via Egnatia
<b>KICHEVO</b>
Fortress Kitino Kale
Markulija – „Markovi kuli“ (Arangel)
Archaeological site „Stara House“
Archaeological site „Gradishte“ (Podvis)
Remains from floor mosaic in Monastery St. George (Knezhino)
<b>MAKEDONSKI BROD</b>
Devini Kuli- Devich
Fortress Gradec (Zdunje)

Museums - SWPR

<b>OHRID</b>
House of family Robev
Gallery of Icons
House of „Hristo Uzunov“
House of „Grigor Prlichev“
House of „Uranija“
Museum on Water – Bay of Bones
<b>STRUGA</b>
Museum „D-r Nikola Nezlobinski“
Gallery „Vangel Kodzoman“
Ethnological Museum (Livada)
Ethno-Museum (Vranishta)
Memorial house (Lokov)
<b>VEVCHANI</b>
Memorial-house of Mihajlo Pupin
<b>KICHEVO</b>
Museum of West Macedonia
Small exhibition of ethnologic items
Collection of brides' trunks (Svinjishta)
Collection of books in Monastery Holy Mother of God Immaculate
Ethno-Museum of 6 communities
Private Collection of traditional folk costumes (Cer)
Private Museum Collection of ethnologic items (Kozica)
<b>CENTAR ZHUPA</b>
Memorial-house of the father of Mustafa Kemal Ataturk (Kodzadzik)

<b>MAKEDONSKI BROD</b>
Collection of Old items (multifunctional room)
Museum-exhibition for Old items (weapon)

Religious events - SWPR

<b>OHRID</b>
Epiphany – Vodici
Celebrating of Easter
Festivity of St. Basil the Great – Vasilica
Dormition of Holy Mother of God (Skrebatno)
Celebration of St. Kliment and St. Naum
Celebration of St. Paraskevi (Velgoshti)
Celebration of St. Erasmus
Celebration of Bajram
Celebration of Vasilica in Kuratica (Masquerade)
<b>STRUGA</b>
Dormition of Holy Mother of God (Kalishta)
Procession of St. George
Celebration of Bajram
<b>VEVCHANI</b>
Vevchani carnival , Celebration of Vasilica
Transfiguration of Christ
St. Lazarus Day
<b>DEBRCA</b>
Celebration of All Saints Day (Leshani)
Petrovden – St. Peter (Mesheishta)
Vodici - Epiphany
Celebration of Bajram
<b>MAKEDONSKI BROD</b>
Celebration of Vodici in Poreche
Celebration of Easter „Veligidenski kuli“
<b>KICHEVO</b>
Celebration of Epiphany – Vodici
Celebration of Dormition of the Holy Mother of God
Celebration of Bajram
Celebration of St. George (Knezhino)

Cultural events - SWPR

<b>OHRID</b>
„Ohrid Summer festival“
„Balkan festival of folk songs and dances“
„Ohrid Fest“
„Prlichevi besedi“
Ohrid swimming marathon
Ohridski starogradski sredbi - festival
Poetry night (Velestovo)
„Ohridska trpeza“
Carnival (Kuratica)
Festival of wine and cheese (Ohrid)
Festival of honey – Days of honey (Ohrid)
Ohridska sofrata – Gjomlezijada

<b>STRUGA</b>
Struga poetry evenings
Show of folk costumes
Kenge Jehoo
Fair of honey
<b>VEVCHANI</b>
Art colony „Vevchanski viduvanja“
Vevchani Cultural Summer
„VEVKUL“
International folkloric festival „Pobrazhenje“
<b>DEBRCA</b>
Cultural-Art colony (Belchishta)
Event „Rodoslovni izvori“
Cherry-picking (Trebenishta)
Micro festival for indigenous agricultural products
<b>KICHEVO</b>
Art colony
Ethno-festival
Fair of honey
International children choir festival
„Belichki gatherings“
Open day for multiculturalism
Event „Mountaineering and hiking march“
Mountaineering march (Cer)
Auto-motor race (championship of circular tracks) and jeep rally (autodrome in army barracks )
State Championship in cycling
Traditional Easter football competition (Osoj)
Traditional football competition (Popolzhani, Dobrenoec, Izvor)
Festival of fish (Belica)
Celebration of battles from Second World War in Klenoec
<b>MAKEDONSKI BROD</b>
„Kostenijada“
„Porechki gatherings“
Poet event „Potpisi of srceto“
Art graphic colony
Swimming marathon in the lake Kozjak
<b>DEBAR</b>
Theater days
Festival of folklore
Cup in futsal
<b>CENTAR ZHUPA</b>
Celebration of the Patron of the school „Mustafa Kemal Ataturk“ international event
Celebration of 19th May
Day of Youth and Sport
August event for welcoming emigrants
Events for traditional wrestling „Pehlivan“

Ethnographic heritage – SWPR

<b>OHRID</b>
2 families for making Ohrid Pearls
Traditional manufacturing of paper
Woodcarvers
Icon painters
Mosaic makers
Stained Glass makers
Coppersmiths
Filigree makers
Manufacturing traditional folk costumes
<b>STRUGA</b>
Filigree makers
Manufacturing traditional folk costumes in Veleshta
<b>VEVCHANI</b>
Façade makers
Watermilling
Manufacturing traditional folk costumes
<b>KICHEVO</b>
Pottery (Vraneshtica, Velmevci)
Carpentry
Watermilling
Valavici
Weaving
Wood-carving
Coppersmiths
Blacksmiths
Shoe-makers
Manufacturing traditional folk costumes
Shopska folk costume in Trebishte
Mijak folk costumes in Ehloec
folk costumes from Prekuturla
Collection of folk costumes in Cer
Traditional folk costumes in Belica
Manufacturing traditional music instruments
<b>DEBAR</b>
Wood-carving
Weaving
Weaving -handicrafts
Manufacturing traditional folk costumes(Gorno and Dolno Kosovrasti)
<b>CENTAR ZHUPA</b>
Wood-carving
Turkish folklore
Manufacturing traditional folk costumes (Kodzadzik, Broshnica, Novak, Breshtani, Pralenik, Elevci, Turkish folk costumes)
<b>MAKEDONSKI BROD</b>
Wood-carving
Manufacturing traditional folk costumes –Porech folk costumes



Gastronomic specialties - SWPR

<b>OHRID</b>
Ohrid chomlek
Traditional preparing of fish on ember (Ohrid trout, Carp)
“Tresena riba” – fish specialty
Fish broth
Broth of fish roe
Stuffed Carp
Carp in earthenware pot
Roasted plashici
Gjomleze
Compotes
Kadaif
Baklava
Ohrid Cake
Topla rakija
<b>STRUGA</b>
Preparing fish on ember (Eel)
Kebabs made of eel
Fish broths
Eel prepared on Struga way
Eel in earthenware pot
Carp prepared on a traditional way
Bungur
Przhejnca
Juices from wild berries (blueberry, strawberry, cranberry, raspberry)
Chocolate cake
Marasca cake
<b>DEBRCA</b>
Piperkojca with eggs and milk
Stuffed dried peppers with cheese
Pepper with leek
Broths
Popara
Compotes
<b>DEBAR</b>
Traditional food (Banjishte, Mogorche)
Kachamak
Turi-potpechi
Various pies
Natural honey
Traditional homemade sheep and goat cheese
<b>CENTAR ZHUPA</b>
Kachamak
Sheep cheese
Keshkek
Pies
Pitulica
Baklava
Various sweet desserts for the celebration of Bajram

Lamb specialties
<b>KICHEVO</b>
Making of ecological cheese in Krushino
Goat cheese Kozica
Pechivo
Burek
Poreche kachamak
Gravche-tavche
Pitulici
Sarma
Tatlii
Jufki
Bakrdan
Oshmara
Trout
Making of specific homemade rakija (plum rakija with honey) propolka in Klenoec
<b>MAKEDONSKI BROD</b>
Making of plum rakija
Poreche chestnut
<b>VEVCHANI</b>
Homemade sausage – lukanec
Vitkalnik
Kashanik
Zolenik
Homemade cheese
<b>CENTAR ZHUPA</b>
Traditional specialties (pies)
Sweets made from pumpkins
Chestnuts
Various sweet desserts
Baklava shekjerpare
Kemalpasha tatlisi

Regional products – SWPR

<b>DEBAR</b>
Manufacturing traditional filz - monistra (processing of wool)
Natural honey
Traditional homemade sheep and goat cheese
Traditional specialties (burek)
Wild chestnut
<b>KICHEVO</b>
Characteristic pottery (Vraneshtica)
Large number of beekeepers and honey producers (Drugovo, Lavchani, Podvis, Ehloec, Klenoec, Brzhdani, Svinjishta, Kladnik, Prostiranje)
Making of specific homemade rakija (plum rakija with honey) propolka in Klenoec
Large number of herbalists
Manufacturing traditional music instruments (e.g. tambours)
Cultivating chestnuts
Goat cheese (Kozica)

<b>MAKEDONSKI BROD</b>
Cultivating Krushevo potato
Making of plum rakija
Poreche chestnut
<b>VEVCHANI</b>
Manufacturing masks for the Vasilica Carnival
<b>OHRID</b>
Ohrid pearls
Mountain tea
Ohrid tomatoes
Ohrid cherries
<b>CENTAR ZHUPA</b>
Making of traditional sheep cheese
Sheep pastrma

*Chart overview of the potentials and attractions of the Polog Planning Region - POPR*

Traditional architecture in rural areas – POPR

v. Bitushe
Mala Reka villages Rosoki and Tresonche
v. Selce
v. Galichnik
v. Lazaropole
Gari and Janche
v. Brezno

Sacral architecture – POPR

<b>MUNICIPALITY BRVENICA</b>
Church „St. Constantine and Hellen“ (Blace)
Church „Holy Trinity“ (Blace)
Church „St. George“ (Blace)
Church „St. Athanasius“ (Brvenica)
Church „St. Archangel Michael“ (Brvenica)
Church „St. Athanasius“ (Radiovce)
Mosque (Radiovce)
Mosque (v. Gorni Chelopek)
Mosque (v. Novi Chelopek)
Mosque (v. Chelopek – nova mosque)
Mosque (v. Miletino)
Mosque (v. Gurgurnica)
<b>MUNICIPALITY BOGOVINJE</b>
Mosque (v. Bogovinje – old Mosque)
Mosque (v. Bogovinje – new mosque)
<b>MUNICIPALITY VRAPCHISHTE</b>
Jeni Mosque (v. Vrapchishte)
Eski Mosque (v. Vrapchishte)
Hadzhi Ahmet Mosque (v. Vrapchishte)
<b>MUNICIPALITY GOSTIVAR</b>
Clock - mosque

Mosque Novo Maalo
Old Mosque (Chegrane)
Old Mosque (Balindol)
Mosque (Dolna Banjica)
Old Mosque (Raven)
St. Martyr Demetrius
St. Paraskeva
Holy Mother of God
St. Nicholas (v. Balindol)
St. Nicholas (v. Belovishte)
Holy Savior and St. Anastasius
Holy Mother of God
Gorna Mosque (v. Zhelino)
Dolna Mosque (v. Zhelino)
Mosque (v. Sedlarevo)
<b>MUNICIPALITY JEGUNOVCE</b>
Church „St. Archangel Michael“ (Jegunovce)
Church „St. Athanasius“ (Jegunovce)
Church „St. George“ (Jegunovce)
Church „Holy spirits“ (Vratnica)
Church „St. Paraskevi“ (Belovishte)
Church „Holy Mother of God“ (Belovishte)
Church „St. John the Baptist“ (Belovishte)
Crkvishte (Jazhince)
<b>MUNICIPALITY MAVROVO ROSTUSHA</b>
St. John Bigorski
Holy Apostles Peter and Paul (v. Tresonche)
<b>MUNICIPALITY TEARCE</b>
Leshok Monastery
Church St. Athanasius
Old Mosque
<b>MUNICIPALITY TETOVO</b>
Painted Mosque
Temple „St. Cyril and Methodius“
Arabat Baba Tekke
Church „St. Athanasius“

Profane buildings – POPR

Clock Tower (Gostivar)
Konak of Halil Derala (Tetovo)
Old Hammam (Tetovo)

Archaeological sites – POPR

Tetovo kale (Tetovo)
Jegunovce Fortress
Stenchevska Fortress
Orashko kale – Sobri (Jegunovce)
Roglevska Fortress (v. Rogle)
Archaeological site „St. Nicholas“ (Mavrovo - Rostushe)
Dolnoleshnichka Fortress (Tetovo)

Museums – POPR

Memorial Museum – Ethnological Museum (Dzhepchishte)
Museum of the Tetovo area

Religious events – POPR

28 <sup>th</sup> August – Holy Mother of God
Vodici – Epiphany
Easter
Bajram

Cultural events – POPR

Colony of painters (Gostivar)
Gosfest (Gostivar)
Tetovo folk filigree (Tetovo)
„Days of Naim“- poetry event (Tetovo)
„Teho“- choir festival
„Bletezat“ (Tetovo)
„Tetovo Apples“ (Tetovo)
„Fair of books“ (Tetovo)
„Shara sings“ – folkloric event
Galichka wedding
Galichka painting colony
Rekansko cultural summer

Ethnographic heritage – POPR

Barrel- makers
Carpentry
Silversmiths
Weaving
Needlework
Making of carpets
Wood-carving

Folkloric values – POPR

Galichka wedding
Dolnorekanska wedding
Glasechko men’s characteristic two-voice singing (Tetovo)

Traditional gastronomic specialties – POPR

Bakrdan
Komat
Pies
Zelnik
Shar lamb
Shar Cheese
Hard cheese
Galichnik cheese
Galichnik yellow cheese
Tetovo beans
Tetovo apples

*Photographs for cultural tourism*



St. Nikita – Banjani (Zone Matka – Vodno – Torbeshija) – SKPR  
Source: [https://journeymacedonia.com/wp-content/gallery/CMSK\\_Gornjani-%20St\\_Nicetas/SvNikitaGornjani-042701-06.jpg](https://journeymacedonia.com/wp-content/gallery/CMSK_Gornjani-%20St_Nicetas/SvNikitaGornjani-042701-06.jpg)





St. Joakim Osogovski – Kriva Palanka (Zone Kratovo-Kriva Palanka) - NEPR

Source:

[https://upload.wikimedia.org/wikipedia/commons/thumb/b/b0/View\\_of\\_Osogovo\\_Monastery%2C\\_Macedonia.JPG/800px-View\\_of\\_Osogovo\\_Monastery%2C\\_Macedonia.JPG](https://upload.wikimedia.org/wikipedia/commons/thumb/b/b0/View_of_Osogovo_Monastery%2C_Macedonia.JPG/800px-View_of_Osogovo_Monastery%2C_Macedonia.JPG)



Archaeological site Morodvis (Zone Shtip – Vinica) - EAPR

Source: [https://upload.wikimedia.org/wikipedia/commons/4/4f/Morodvis\\_-\\_IV\\_century.jpg](https://upload.wikimedia.org/wikipedia/commons/4/4f/Morodvis_-_IV_century.jpg)





Archaeological site Vardarski Rid – Gevgelija (Zone Gevgelija - Valandovo) – SEPR  
Source: [https://upload.wikimedia.org/wikipedia/commons/thumb/e/e0/Forum\\_02484.JPG/1024px-Forum\\_02484.JPG](https://upload.wikimedia.org/wikipedia/commons/thumb/e/e0/Forum_02484.JPG/1024px-Forum_02484.JPG)



Archaeological site Bila Zora – Knezhje (Zone Veles – Sveti Nikole) – VAPR  
Source: [http://www.twinning.org/uploads/twinning/pictures/411\\_\\_bila-zora.jpg](http://www.twinning.org/uploads/twinning/pictures/411__bila-zora.jpg)





Monastery Zrze (Zone Prilep) - PEPR

Source: <https://i.pinimg.com/originals/1d/e0/e1/1de0e112513a3e5e2154eabc097dbee4.jpg>



Monastery Holy Mother of God the Immaculate – Kichevo (Zone Kichevo – Makedonski Brod) - SWPR

Source:

[https://upload.wikimedia.org/wikipedia/commons/0/00/%D0%92%D0%B8%D0%BA%D0%B8%D0%B5%D0%BA%D1%81%D0%BF%D0%B5%D0%B4%D0%B8%D1%86%D0%B8%D1%98%D0%B0\\_%D0%B2%D0%BE\\_%D0%9A%D0%BE%D0%BF%D0%B0%D1%87%D0%BA%D0%B0\\_314.jpg](https://upload.wikimedia.org/wikipedia/commons/0/00/%D0%92%D0%B8%D0%BA%D0%B8%D0%B5%D0%BA%D1%81%D0%BF%D0%B5%D0%B4%D0%B8%D1%86%D0%B8%D1%98%D0%B0_%D0%B2%D0%BE_%D0%9A%D0%BE%D0%BF%D0%B0%D1%87%D0%BA%D0%B0_314.jpg)



Traditional architecture in Galichnik (Zone Mavrovo – Rostushe) - POPR

Source: [https://upload.wikimedia.org/wikipedia/commons/0/07/Gali%C4%8Dnik\\_03.jpg](https://upload.wikimedia.org/wikipedia/commons/0/07/Gali%C4%8Dnik_03.jpg)