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**MANUAL FOR
SUSTAINABLE
TOURISM
DEVELOPMENT
WITH PARTICULAR
EMPHASIS ON WINE
TOURISM IN DEMIR
KAPIJA AND LERIN**

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MANUAL FOR SUSTAINABLE TOURISM DEVELOPMENT WITH PARTICULAR EMPHASIS ON WINE TOURISM IN DEMIR KAPIJA AND LERIN

INTRODUCTION

Creating a manual for sustainable tourism development with particular emphasis on wine tourism in Demir Kapija and Florina is a study that should allow identification of the most influential factors that act in this sphere, the core features that are characteristic for this location, the functional expression of the development as well as to determine concrete applicative forms that can be used by the involved stakeholders. This means that the manual should allow an adequate use of the available facilities by the economic entities, the tourism policy makers as well as NGOs without tourism connotation. It is particularly important to note that the Manual represents an opportunity to adequately use the established products and the specific tours by travel agencies, the hospitality sector, as well as by the communication structures.

Given the fact that the manual should include complex contents, the basic approaches should be the general determinations about the importance of wine tourism in the context of sustainable development. In the context of determining the opportunities for sustainable development of wine tourism it is necessary to conduct a tourist valorization of the natural and cultural heritage of the municipalities of Demir Kapija and Florina as a basis for creating the tourist offer which will match the demand. Therefore, the creation of wine and package tours allows a presentation on how the core components can fit in a specific tourism product. Core components in a tourist product mean the attractive natural and cultural forms, catering facilities, communal organization of space, the wineries, events and so on. This arrangement relationship leads towards the situation the specific products to be used by the trip organizers or to serve as an idea in the self-creation within their own tourism offer. This means that travel agencies will use these created arrangements and

under this model they will be able to create similar new content by combining and creating their own offer.

In order to get to the relevant and constructive access to the knowledge for sustainable development of wine tourism, it is necessary to determine the operational definition of the problem which is the subject of the study activities within this manual. This means that even at the beginning we need to define what wine tourism means, which the participants are and how it can be incorporated.

Wine tourism as a sustainable category of development is based on viticulture. Viticulture is a privilege of certain areas. Vineyards in the Tikvesh region and Demir Kapija as well as the territories of Pelagonija and the vicinity of the municipality of Florina represent the result of the features and traditional values of an area.

Sustainable development of wine tourism involves integrative relations that include all components with natural and cultural character, and which should be evaluated in determining the tourism policy. Creating tourism products of wine tourism involves using available resources and determining of roles and responsibilities of the participants in such activities.

GENERAL APPROACH TO THE TREATMENT OF SUSTAINABLE DEVELOPMENT OF WINE TOURISM

The general determinations necessary for the adequate approach towards sustainable development of wine tourism comprise issues with which the categories that are used in this sense should be clearly defined. That means that there exists a need for an operational definition that clarifies wine tourism. In addition, it is also needed to determine its place in the systematization of tourism types to determine the possibilities for creating a tourism offer based on the values it possesses. It is also important to define sustainable development, in order to obtain the optimal use of the relevant core components. The precise definition allows determining adequate relations between sustainability of tourism development and the general development of specified territories, such as the municipalities Demir Kapija and Florina and the regional entities to which they belong. Through the importance of sustainable development of wine tourism it is possible to determine its role in fostering the overall development processes.

Sustainable development of wine tourism is tightly related to the environmental features of a given region. Through their determining it is possible to specify the characteristics of this type of tourism in sustainable terms. Characteristics of a location represent geographic origin of a region as well as the characteristics of the land or soil that is used for grape production. After determining the site's characteristics it is needed to define the distinctiveness. This is possible through determining the characteristics that a specific location has over other wine regions such as the Povardarie region or the peripheral regions of Pelagonija in comparison with other wine regions.



Sustainable development of wine tourism largely depends on the contactibility and connectivity of the resources that are available in the attractive-receptive sphere with the dispersive sphere, from which the arrival of tourists is expected. This means that wine tourism depends on the relations between different regional entities and spaces, as well as the connection of this region that provides services with the sphere where the tourists come from. Connectivity can be perceived in terms of road connections, air-links, rail links as well as the frequency of important transversals through which tourists are traveling.

In order to approach towards the understanding of the overall assumptions for sustainable development of wine tourism, it is necessary to review the current development features. Thus, this space will create the basis for the projection of the development in the context of municipal policy determinations that the municipalities of Demir Kapija and Florina have.

[Definition and meaning of wine tourism](#)

Sustainable tourism development should be defined as an improvement of the results of the developing activities within it, while the economic and social outcomes have

positive features and the processes that are created not affect the environment, but it is protected and promoted. That implies that the sustainable development of tourism represents an activity that has expressive humanistic characteristics, as in the fields of economy and the social sphere, as well as in the ecological stability of the elements of the region.

The approach towards maximum use of resources for the purpose of sustainable development should be present in all selective types of tourism. Through this it is possible to accomplish an optimum both in terms of the factors that affect, so in the functions it performs. Accordingly, wine tourism is a form of tourism that has strong sustainable properties. Sustainability of the development of wine tourism includes activities that are closely related to the natural relations of a region and activities that rely on different heterogeneous varieties of traditional and contemporary character. In practice, wine tourism should be understood as pursuit and aiming for producing of organic wine, organic products and farming of recognizable types of grapes, typical for this area. Organic production is one of the strongest arguments for the sustainable development of wine tourism in the world. Wine tourism means focusing on the use of organic production, and supporting the creation and development of small traditional wineries in rural forms.

The definition of wine tourism finds its basis in the universal definition of tourism. This means that: "Wine tourism should be understood as the sum of the phenomena and relations related to the travel and stay of tourists outside their place of residence and it does not include conducting professional activities, while their needs which are based on the values of wine, are met in the environments in which the wine itself has recognizable features".

Wine tourism can be specified as:

- Typical,
- Inter-typical and
- Programmatic form.

As a typical form wine tourism finds its criteria basis in the gastronomic value and attractiveness contained in its curiosity elements, through its uniqueness deriving from its geographical origin, the taste as a sense of comfort, the beauty of its color and the monumentality as a "gift from the gods", the myths, legends and historical events in which it

exists. In practice, it means that in order to differentiate wine tourism it is necessary to recognize its attractive basis. The curiosity characteristics mean that wine can not be found everywhere in the world but can be produced only in certain regions such as the municipalities Demir Kapija and Florina. Also, curiosity characteristics have specific sorts of wine that exist as indigenous for their quality and long tradition. Geographical origin means the regional location of wine according to soil, climate and hydrographic features. Taste is a sensorial reflection of the quality of wine and is specific in one region relative to another geographical environment. Taste produces pleasure and is a special attraction. The beauty is a mixture of visual and auditory components, enjoying the harmony of colors and shapes and the sound produced during the processes of production, serving and consumption of wine. Monumentality represents the ancient connection of wine and man through all beliefs and religions. Its importance is related to the creating of deities based on wine and its role in human spiritual and physical cleansing. The attractive basis of wine tourism is contained in the recreational characteristics which the activities have that are related to viticulture and the preparation and production of wine. Wine is attractive because of the refreshing effect and the feeling of enjoyment and for its healthy and nutritional properties. Healthy properties mean the positive effects on human health and the nutritional properties of high content of biologically active substances that contribute to the overall psychological health of the human body.

Having in regard the criteria for attractiveness wine tourism is defined as a typical individuality and recognition. Tourism in the systematics of the tourism types has a place as a core category that is based on attractiveness as a criterion. Wine as a typical category is followed by other forms of tourism and tourist activities. Tourist offer of wine tourism should include all the attractive features mentioned above. They are particularly important to be highlighted in the promotional activities on the tourism market.

The inter-typical form of wine tourism derives from its familiarity, or even belonging to other typical forms. Thus, wine tourism can be defined as a form which belongs to agro-tourism, given that viticulture is an agricultural branch, and wine is its most important product. In this sense, there is a mutual affiliation between wine and agro-tourism. Similar are the inter-typical features of wine and rural tourism. As an inter-typical category of rural tourism, wine tourism is included in the traditional way of growing vines, traditional wine

production, the use of bottles and packaging for consumption, the rural elements of the region where wine is being enjoyed or drunk, as well as the traditional food, customs and rituals used. This leads to the view that if in an environment we are determined to develop rural tourism, wine tourism will be an integral component of the tourism offer and rural development. Wine tourism can be put in the context of cultural tourism, with emphasis on cultural elements of wine tourism. A typical example is the event "Days tradition" in Demir Kapija where wine tourism is part of a cultural event. Gastronomic tourism is essentially related to wine tourism, because wine is used in the preparation of special dishes, and it is an essential element of the gastronomic tourism offer.

The programmatic forms of wine tourism are very different, given the wide range of possible elements, which are the components in the combining of this offer. Programs or package tours of wine tourism besides wine activities and attractive-receptive values may also include an offer which is not always related to wine. For example, wine routes that are traced through a region is spanning through a range of environments in which there are attractions such as river or coastal values, types of tourism related to the values of the foot of the mountains, mountain activities, fishing and hunting and so on.

[Location characteristics](#)

Sustainable development of wine tourism depends on a site's location characteristics. Location characteristics mean spatial natural and cultural values that enable the production of quality wine and performing activities related to wine.

Generally, quality wine can be produced at any location where there are facilities for production, fermentation and storage of wine. In order to realize this production it is necessary to provide favorable conditions for the transport of grapes from the vineyards to such locations. In these wine centers wine tourism can be organized in the forms of wine tasting activities and as part of the gastronomic offer. But they are not the optimal location conditions for wine tourism. This means that, in those wineries located in other locations that are distant from the vineyards there is the possibility to produce wine, but they are not the optimal solution for the development of wine tourism.

Location optimality means that if viticulture and wine producing exist in a common location framework, or are in the same region. Such is the case with Demir Kapija and the region of Florina. These conditions allow wine and viticulture to complement. In favor of

such site conditions stands also the tradition. It is present in the cultivation of grapes, the ways of processing and consuming of wine. Also, in these locations it is possible to create other specific grape products. They represent an unavoidable part of the tradition, and thus the tourist offer. The quality of wine has location basis. Thus, the quality of the soil is a branding feature of the wine. Also, a brand represents the geographical origin. It has a promotional value because it indicates that the wine belongs to a site's soil conditions of petrographic-mineralogical, climatic and morphological-configuration character. The closeness of viticulture, grapes and wine in these environments has millennial character. This means that the tradition of all the activities surrounding wine touches deep in the past.

Thus, location conditions not only determine the quality of the wine, but also mark the tradition and lifestyle. Wine and wine products, grape and grape specialties at the same time are the effect of a site's conditions and a characteristic of the region they belong. Demir Kapija and Florina as a result to their location conditions have created their wine tradition that should be part of the tourist offer of wine tourism.

[Connectivity and accessibility](#)

Sustainable development of wine tourism is closely related to the character that the attractive and receptive values possess. Also, it should be noted that the attractiveness and receptivity are conditioned by connectivity and accessibility that the region in which they are located has. In this sense, there are some important features which must be taken into account. Connectivity and accessibility are determined by mathematical parameters, physical-geographical and spatial-geographical location and the functional characteristics the municipalities Demir Kapija and Florina possess.

As mathematical parameters for the location of the municipality of Demir Kapija the parameters for geographical width and length can be taken. The municipality is located between $41^{\circ} 15'$ and $41^{\circ} 30'$ North latitude and $22^{\circ} 30'$ Eastern longitude. The average elevation measures 94.30 m above sea level. It is located 95 kilometers from Skopje, from Thessaloniki 103.3 km, or 120 km travel distance.

In physical-geographical sense, the municipality is located in two morphological units: Tikvesh valley and Demir Kapija gorge. It is characteristic that it is a part of the composite valley of the river Vardar. Composite means that in this region exist a broad

valley and a tight valley of the type of gorge or canyon. This morphology is very attractive because of the contradiction that exists, and the contrasting elements in this region.



From a spatial point of view, Demir Kapija is located in the central direction of tourist movements in Macedonia and has excellent mutual relations with the surrounding regions because it takes the central position in the Balkan Peninsula and also links to the other parts of the Republic of Macedonia and Greece.

In functional terms, connectivity and accessibility is expressed with the highest degree transit characteristics. Transit characteristics are contained in the fact that it is located on one of the most important routes in Europe with remarkable natural predispositions of space that allows controlling the movements from Europe to the Middle East. This means that there are conditions for retaining a large number of passengers passing through this space.

Significant value in this context is the presence of communications from different character. The Skopje Airport is located 81 km from this area and from the airport in Thessaloniki the municipality is about 135 km away. This allows accessibility of foreign tourists from Europe and the World. However, for sustainable development of wine tourism of utmost importance is the connection and contactibility through road communications. The E-75 highway is the main road artery in our country. It provides outstanding connectivity with Greece. It is followed by the communication lines to Prilep, Bitola and Ohrid in the western part of Macedonia; Stip, Kocani Delcevo to Blagoevgrad in Bulgaria, or Strumica above Novo Selo, also to Bulgaria. The connectivity of Demir Kapija with Western Europe and Greece is accomplished also by rail which highlights connectivity as a value.

The above mentioned characteristics represent sustainable basis for wine tourism from several aspects:

Through this it is allowed an accessibility of tourists from the nearby neighborhood, the Republic of Macedonia and abroad, to the attractions and facilities that are part of the tourism offer within wine tourism. Connectivity allows establishing catering facilities with viticulture and wine offer, immediately next to the communications. The movement of passengers represents a favorable circumstance for the sale of wine in specialized stores, through which quality wine is directly sold. This sale has souvenir character and is an important component in the sustainable development of wine tourism. In this function it is needed to determine the nearby locations to the communications, the E-75 highway in order to realize the selling of wine and wine products. Such functionality of the region represents a great opportunity to promote wine tourism in Demir Kapija through billboards and signposts next to the road communications.

From the above mentioned it can be concluded that wine tourism is closely related to transit tourism and represents an inter-typical form connected to the communications that pass through this region.

As mathematical parameters also for the position of the municipality of Florina the parameters of geographical width and length are taken. It is located at 40°50' north latitude and 21°50' east longitude, and has an average altitude of 650 m above sea level.

The municipality of Florina is open towards Lake Prespa and with the modernization of the road system also towards the old city of Kastoria. In terms of its physical – geographical position, the municipality is located west of Edessa, northwest of Kozani and northeast of Ioannina and Kastoria. From an international aspect it is characterized by a favorable position because it is located in a relatively proximity of Korca in Albania and Bitola in the Republic of Macedonia. The nearest airport is located in the eastern direction, or towards the airport “Macedonia” in Thessaloniki.

Accessibility and connectivity of the municipality Florina is relatively favourable because it has a good road communication with then Republic of Macedonia with the road E-65 and through the regional road E-86 Florina is connected to Kastoria. With the communication E-86 Florina binds to the Via Egnatia communication road towards Thessaloniki. To Igoumenitsa it is connected via Kozani.

The nearest international airport is the airport of Thessaloniki. It is located 135 km away, which means it is about the same distance of Demir Kapija from Thessaloniki. Also,

Florina is well connected by rail communication with Thessaloniki and other major cities in the Republic of Greece. Florina owes its relatively good connection to the regional roads GR-2 (Prespa Lake - Edessa) and GR-3 (E-65) which connects Kozani, Florina, Niki and Bitola. The new road communication towards Bitola is planned to be built eastwards of the municipality of Florina.

Current state and development characteristics

Viticulture and wine represent an iconic image of the municipality of Demir Kapija. In the past the rudimentary production has been exchanged with advanced and standardized production. In the region of Tikvesh the leading role has the winery "Tikvesh" which tradition originates from the mid-nineteenth century. In Demir Kapija in this sense the vineyards and winery built by the royal family Karadjordjevic, in 1930, represent the foundation of modern production. The winery "Villa Maria" through nurturing the traditions in quality production has established a relationship with the monumental features of the region. This refers to the interest by the royal dynasty for production of grape and wine in the region.

During the last decade, the number of wineries has notably increased in this area. This tendency should positively reflect on encouraging the development of tourism. Positive examples in this sense are the wineries "Popova Kula", "Kapija" and "Tikvesh Sun".

Characteristic of the wine production in the past was the sale of wine in glasses or wine tanks. It seems disparaging of the labor and creativity that has been invested in a product that anywhere in the world has the characteristic of uniqueness and nobility. In modern conditions increasingly the system of final product is being applied such as bottled wine. In addition it takes into account not only the quality, selectivity and adaptability to the wine lovers with different retail packages, but also for different recognizable types of bottles which are being used. Labels and outer packaging more and more include luxury features and promotional text content. These trends have positively been reflected in the use of wine as tourist souvenir. In the hospitality industry the luxury packaging meets the satisfaction of the visitors. It is very important to use this bottled wine in different animation forms of wine tastings.

But even though the tradition of grape production, wine and wine products exist for several centuries, some wineries date back to the XIX and XX century, the tourist and

catering offer, as part of wine tourism has its roots set only in recent years. In the hospitality industry, the restaurant services can be found in wineries as the mentioned: "Villa Maria", "Tikvesh" and "Popova Kula". Some of these wineries as in the example of "Popova Kula" have orientated themselves into offering highly classified hotel services. That is in a direct function of the stay of tourists from the country and abroad in the municipality of Demir Kapija.

In the tourism industry the first professional advances have been made by the "Wine routes Foundation". Prevalence of expertise and enthusiasm contributed to establishing international cooperation in creating and tracing the wine routes. With this, the wine tourism in Tikves region and Demir Kapija got recognizable features. These are also the first initiatives on this plan in the whole territory of the Republic of Macedonia.

The developmental states of wine tourism in rural regions have only initiative features. Social conditions and emerging tourism trends are the cause for the increased engagement in tourism activities. It involves placing the excess of housing space, which the population has in the function of accepting tourists as guests. But in this processes there are many problems that need to be resolved. In this regard, the development of wine tourism should be seen in the direction of establishing relatively small, family-operated and individual wineries. The analysis of the situation shows weak representation of this segment in the production of wine. Also, absent are small and specialized wine restaurants in which as part of the offer should be the serving of own wine and own food associated with it.

The existing hotel facilities in the municipality of Demir Kapija and the close region represent only the first accommodation capacities of this kind, which are specialized for wine tourism (Winery "Popova Kula") and should be aimed at the development of future hospitality offer of this nature. The situations related to accommodation facilities show weak expression of household supply. This implies a situation of not being able to conduct a categorization and standardization in accordance with the prescribed norms. It is necessary through education and popularization of wine tourism to encourage the individual households to adjust their capabilities for including the tourist offer in wine tourism. In order to ensure the promotion of development situations it is necessary to eliminate existing prejudices, to create positive attitudes which will be transformed in habits in the domains of accepting tourists as guests.

The situations that arise in the creation of package tours with wine and viticulture contents are not on a desirable level that may encourage the development of selective types of tourism. It is necessary the travel agencies to be encouraged in order to create appropriate package tours based on the values of wine tourism. Therefore, it is necessary to improve the knowledge and culture in this area, which will allow optimal attitude towards wine tourism. Networking, which is a prerequisite for any tourism development should be directed towards the goals and objectives of CENET (Center for Education and Networking in Tourism) because it will connect all stakeholders in the network services.

The above mentioned characteristics are related to the municipality of Demir Kapija, but it should be noted that the municipality of Florina also possesses outstanding values and promising opportunities for the development of wine tourism. The soil in the municipality of Florina is mostly sandy, with a relatively good permeability and is PH neutral. The microclimatic conditions in this region are mostly characterized by cold winters and hot summers with low humidity. Therefore the region of Florina is characterized with outstanding opportunities for grape growing and wine growing. The dominant place in the development of wine tourism in this area takes the "Wine route of lakes" which is located in the region of Western Macedonia in Greece. Specifically, in the region of Florina it is centralized around the Amindeo vineyards, where the same called quality wine is being produced. The rosé and red types of wine are produced from the dark blue (Ksinomavro) grapes. Additionally the white wines are very popular for the municipality. In the surrounding region of Amindeo, there are the places of interest which include the lakes Vegoritida and Petres, the prehistoric settlement St. Panteleimon and the village Nymphéo with its rich wildlife.

The leading role of the wineries in the region of Florina has the winery "Pavlou" which produces several red, white and rosé wines of high-quality. The winery has won several international awards, and production is mostly organic. There are no accommodation facilities within the winery.

In the town of Florina there exist about 10 smaller hotels that allow using of catering services. Important to mention are "Veltsi" "Lingos", "Pheidon", "Pliades", "La Moara" "King Alexander", "Nives Nymphéo" "Antigone" and others.

Guidelines for sustainable development of wine tourism

In order to ensure optimality in sustainable development of wine tourism it is necessary to include relevant factors primarily from the local government, state structures, NGOs and economic sector. In this sense, sustainable development should focus on the following specific activities:

- establishment of a coordinating body within the local government that will enable the stimulating of sustainable development of wine tourism. Members of the coordinating body should be representatives from the state government, the local government and the economic sector;
- adoption of an act for recording the interested participants in wine tourism;
- education of all stakeholders of wine tourism by CENET;
- mapping of suitable locations for sustainable development of viticulture and wine tourism;
- determining priority activities for improving the connectivity of sites designated for development of wine tourism;
- adoption of a program for signaling and marking the locations and facilities;
- making decisions and solutions to encourage the development of individual wineries and vineyards;
- encouraging organic production of grapes and other agricultural products;
- encouraging the use of renewable energy sources (solar, wind) and determining the processes for recycling of waste materials;
- using materials and technologies that are suitable for the environment;
- expanding the wine paths in the Povardarie region of Florina and creating common tourist products between Demir Kapija and Florina;
- encouraging the travel agencies' operations for establishing sustainable package tours in the field of wine tourism; and
- networking of stakeholders within CENET.

TOURIST VALORIZATION OF THE REGION

Sustainable development of wine tourism involves using the total attractive basis of the region of the municipalities Demir Kapija and Florina. This derives from the integrity of the tourist offer. Namely, the development of wine tourism should not be observed isolated from other selective forms. On the contrary, the emphasized selectivity and alternativeness allows subjectivity of wine tourism, which encourages the complementarity and sustainability of development. On the tourism market through the cooperation of wine tourism with other types of tourism competitiveness is being promoted, and that allows optimal developmental sustainability.

The integrity of the tourist offer implies that tourism resources with their attractiveness represent a value that can be used in a variety of selective types of tourism, and therefore they are a part of the basic sustainability of wine tourism. Therefore, it is necessary to approach towards valorization of the natural and cultural tourism resources.

TOURIST VALORIZATION OF NATURAL RESOURCES

The region of the municipalities Demir Kapija and Florina possess significant natural potentials. Their tourist valorization should allow determining forms and contents that are in the function of sustainable development of wine tourism and other types of tourism, and are part of a complex and integrated tourism offer in these areas. Tourist valorization will enable determining activities and types of tourism that have optimal developmental and market character.

In order to be able to approach towards tourist valorization it is necessary to perform the following study approaches: inventarization of the resource basis, determining the agricultural soil conditions for growing vines, valuation of the geomorphological, climatic, hydrographic, hydrological and biogeographical natural resources valorization of the contemporary recourse potentials for sustainable development of wine tourism, determining and creating heritage routes.

[Inventarization of natural recourses](#)

Inventarization represents an approach that determines the phenomena and relations in these spatial units, which should be valorized as basis for sustainable

development of wine tourism and of activities compatible with it. Inventarization includes gathering records and classification of resources that are the core components of the environment in this region, and have natural character.

The municipality of Demir Kapija lies in the Povardarie region. This region is characterized by the presence of specific soils and the location and configuration of the terrain shows rich characteristics. In a landscape-morphological sense it represents a valley and canyon region. This means that it is surrounded by mountains that can be used for diverse activities as part of the tourist offer. The mountain Konecka (Serta), the Mariovo-maglen Mountains and the mountain Klepa are resources that deserve attention.

The Demir Kapija Gorge is the largest and most impressive gorge in the Republic of Macedonia. In the valley of Boshava River there exist earth pillars. On top of these pillars there are volcanic rocks. The coastal area of Demir Kapija is characterized by alluvial plains and river terraces. In this area there exist the caves Bela Voda and Goren Zmeovec.

Demir Kapija represents a space where the Mediterranean, continental and mountainous climate mix. The weather station in Demir Kapija is the oldest in the Republic of Macedonia. The climatic conditions and the measurement of climatic elements allow conducting activities related to successful viticulture.

The river Vardar is the dominant hydrographic tourist resource. In it flow the rivers Boshava and Doshnica. Special value have the falls in Doshnica and the locality Koprishnica, as well as the fish farm on this river.

Biodiversity represents a true treasure. In the valley of Iberliska River between the villages Iberlija and Chelevec exists a special natural sanctuary of plane trees (*Platanus orientalis*). Interesting is the black walnut (*Juglans nigra*), which grows in this area. Special value has the spatial unit of endemic cacti (cacti), the only such existing complex in the Republic of Macedonia.



Significant importance of the protected animals has the Whiteheaded Vulture (*Gyps fulvus*) which is a kind of trademark of the Demir Kapija Gorge, then the bearded Yellowheaded Eagle (*Gypaetus barbatus*), the Egyptian Vulture or Kanja (*Neophoron percnopterus*) and the Black Vulture (*Aegipiusmonachus*).

The region is characterized by the presence of animals for hunting and the fish represent a tourist attraction of the aquatic resources. The region has communication predispositions that should be put in the context of sustainable tourism development, its selectivity and total economic prosperity.

In the municipality of Florina the economy that dominates is based on trade, agriculture, forestry, summer and winter tourism, cross-border trade. It is one of the four prefectures that make up Western Macedonia in the Republic of Greece. It is located in a close proximity of two neighboring Balkan countries, Macedonia and Albania. The Prespa Lake is located on a triangular position of these three countries. Within Greece the municipality borders the prefectures of Pella, Kozani and Kastoria.

The region around Florina has a rich and diverse landscape, and the highest point is at 2,524 meters above sea level. The region is characterized by an interesting morphology and the landscape is of mountainous, hilly and valley character. Within the closer region of the municipality there are 6 lakes. The compact mountainous region which is stretching in a northwestern direction consists of the mountains Varnoutas, Vernon and Voras.

The climatic characteristics of the region around Florina are influenced by the geographical position and altitude, combined with the stretches of mountain chains, and the relative proximity of the Prespa Lake. The climate is mostly continental, with relatively low

temperatures and relatively higher snow and rainfalls during the winter months. The average annual temperature measures 11,5°C. The proximity of the lake affects the creation of distinctive microclimatic conditions that allow moderate values during the winter months. Influenced by the climate in the given territory, numerous important crops are being grown: wheat, barley, rye, corn, beans (excellent quality), sugar beet, alfalfa, potatoes, strawberries, grapes (from where also the Amindeo wines originate with superior quality), cauliflower, leeks, cabbage, tomatoes, onions, peppers, apples, pears, chestnuts, walnuts and so on.

The region around the municipality of Florina is known as the "land of lakes". The six beautiful lakes of this region are the following: Vegoritida, Petron, Zazari, Ksimaritida, Small and Large Prespa Lake. These lakes are populated with numerous coastal settlements. The mountainous terrain allows development of ski tourism activities. The city is divided naturally into two parts with the Sakulevas River.

At only 45 km distance from the municipality of Florina, on the borderline with Macedonia and Albania one of the most important protected and cross-border areas in Greece is located, the first of its kind in the Balkans. The Prespa National Park is a moor landscape that is characterized by rich biodiversity which covers an area of approximately 4,900 km². The plentitude of the biodiversity is reflected in the fact that about half of the birds, amphibians and mammals that exist on the territory of the Republic of Greece can be found in this area. Several fish species are endemic. A part of the National Park is included in the Natura 2000 network of protected areas. Unlike the Large Prespa Lake, the Small Prespa Lake is located almost entirely in the territory of Greece (with a small part in Albania). On the shores of the Large Prespa Lake there exist traditional settlements with a large number of traditional fish restaurants. Smaller boats can be rented to cruise the lake. Besides the favorable conditions for recreational activities that include swimming, fishing and sailing activities, the lake provides ideal conditions for bird watching. This activity is also being facilitated with the existence of four bird observatories (at Kula, Palea Pili, Mikrolimni and Vromolimni). Other recreational tourism activities include hiking and mountain-biking which are being allowed with the numerous marked trails in the region. In the recent years a number of initiatives for the development of local tourism with emphasis on the protection of cultural and natural heritage have been undertaken.

Determining and valorization of the soil conditions for the cultivation of grapes

Vine has cultural roots in Babylon from 2000 BC. Today it is widespread in the world as on the northern, so on southern hemisphere. It thrives in the regions defined in the latitudes from 30° - 45° from the equator. This shows that the cultivation of vine depends on climatic preconditions, the altitude and soil characteristics. The wide spreading is due to the fact that it not only grows on quality fertile lands, but also on those which are poor in humus.

The Povardarie is a region where most of the grape production in the Republic of Macedonia is being realized. Vines are planted on low hilly areas in the valley of the river Vardar, on the terraces and the flat surfaces, as well as on the spinal parts of such landforms. Gentle slopes and aspic exposures are highly prevalent in this space. This configuration is ideal for the cultivation of this crop. It is particularly important to conclude that the soil base is coated with appropriate soil types such as: crvenica, limestone-carbonate, sandy-gravel and sandy-clay soils. The soil conditions are closely related to the climatic characteristics. The absence of precipitation and the relatively high temperatures cause the soil to be dry. But only in such conditions vine manages to give an authentic seal of the Povardarie region.

From a tourist point of view, these conditions are an excellent opportunity for the presentation of the use of humus-deficient soils in the production of grapes, thus having an educational value. Visitors, such as pupils and students who would visit this region could learn about the properties of these pedological features. The cultivation of the vineyard itself, tailoring rarefaction and harvest of grapes represent activities that can be part of the activities within the wine tours. Feature of these activities is the seasonal character of the presence of tourists. Thus, each tour should take into account such seasonal features.

Evaluation of the natural recourses for sustainable development of wine tourism

Natural resources possess properties that allow selectivity, sustainability of tourism and concrete activities. Sustainability of wine tourism means a tourism offer in which the contents do not only have wine character and are not only in connection with the cultivation of vines and grapes or the products obtained in the process of processing. The complexity of the tourist offer means including values of different types of tourism and

activities. Resource assessment involves determining their attractiveness and possible purpose. The evaluation processes provide regulating, protection and promotion of these spatial components of the environment. Based on the valorization assessment of resources and wine roads it is possible to creating wine tours and other programs in which the activities related to wine are complimentary. As an example can serve the fact that wine tours can include contents of eco-tourism, protected complexes and biotopes, hiking tours and other activities.

Assessment of landscape related resources. The mountainous landscape that surrounds the Povardarie region consists of relatively low mountains and hills. It represents a tourist resource with attractiveness of different values. The assessment of the low mountains and hilly areas suitable for the cultivation of vine, involves determining the value basis for development of wine tourism. That means an area for construction of vacation homes related to the use of wine. In addition, the mountainous terrain in the Povardarie region is suitable for tracing hiking and trim tracks. The flattened mountain areas are suitable for establishing picnic sites and camping places in which the wine and wine products can be part of the content of friendship activities.

The highest and most remarkable points of the mountain Konechka (Serta), Mariovo-maglens Mountains and the mountain Klepa are suitable places for establishing viewpoints from where panoramic views of the surrounding areas and to the vine plantations extend. The most suitable location for such purpose is Krastavec. There are also opportunities for marking mountain-bike trails that will allow the inclusion of such activities in the tourist offer.

The Demir Kapija Gorge as the largest and most impressive gorge in the Republic of Macedonia should be assessed as a special curiosity. Observing the high slopes is a tourist activity that allows true admiration of the power of nature. These sections are suitable for climbing and alpine training activities. The explanations on the other hand, about the formation of the gorge have educational value. Particularly attractive in this regard is the site on the Canyon of Iberliska River that presents the high slopes and canyon features of this valley. In addition, they can be used to create excitement and for educational activities.

Visiting the earth pillars in the valley of the river Boshava has educational importance and curiosity values. Also in this case the natural uniqueness of the selective

erosion and volcanism is emphasized. This phenomenon can be assessed as a cultural and educational resource. Its regulating allows it to be connected to the wine-tourism content.

The coastal area in the valley of the Vardar River in Demir Kapija is characterized by alluvial plains and river terraces which are an area where vines successfully grow. The alluvial soil has substances rich with humus that allow the cultivation of crops that should be used in the gastronomic offer, along with grapes and its products. These are favorable locations for building vacation homes and small family wine cellars.

The caves Bela Voda and Goren Zmeovec can be estimated as basic resources for speleological tourism in Demir Kapija. The Bela Voda cave in the valorization process is defined as a natural rarity, while Goren Zmeovec as a remarkably valuable cave. Bela Voda cave is considered to be the largest in the Republic of Macedonia. The length of the channel measures 955 m. It can be used for educational activities because the accessibility is convenient. Since visiting Bela Voda cave is not regulated in its interior it is necessary in the first period of valorization use to establish a plateau in front of the cave entrance, where a map of the interior and photo documentation will be provided, and thus the cave to be presented.



Assessment of climatic resources. Demir Kapija etymologically means “Iron Door”. This name refers to the historical role it has played in a civilization context. But also, Demir Kapija should be assessed as a space where the Mediterranean and continental climates overflow. It represents one of the factors that makes it possible to grow high quality grapes and produce the best quality wine. The mix of the different climatic conditions has promotional tourist character because rarely where such mixture of climate types can be

found. This air circulation allows in Demir Kapija health tourism to be developed. Health tourism is encouraged by the favorable climatic values. Thus, the air temperature in the summer part of the year, has a value of 22.4°C in June, in July 24.7°C, in August 24.4°C and in September 20.1°C. That itself speaks about the remarkable gentleness of the summer temperatures and optimal bioclimatic health values. Winter temperatures do not lower below zero, ranging from 2.1°C in January to 4.8°C in February. The relative absence of rainfall during the summer months, have positive impact on tourism stay in this part of the year. In August it has a value of 24,2 mm and is among the lowest values in the Republic of Macedonia. The annual duration of sunshine is 2253 sunny hours or in July 322, and in August 313 hours. This positively reflects on the development of health tourism and is part of the sustainable development of tourism in the context of the use of solar energy as a renewable energy source. In the treatment of the activities for the development of health tourism and conducting recreational activities, positive parameters are the average values of the relative humidity. The relative humidity measures 68% moisture which is ideal for the respiratory and cardiovascular functions. The favorable conditions develop a pleasant feeling during conducting wine and other tourist activities.

Assessment of hydrographic resources. The river Vardar can be evaluated as a suitable tourist resource for walks and resting on its shores. There should be organized regattas in the waters of the Vardar River, rafting and adrenaline water sports. For organizing adrenaline water sports suitable is the space around the mouth of the river Chelovechka in Vardar River. Also the rivers Boshava and Doshnica flow in Vardar River. The impressive waterfalls are suitable for educational activities and excitement for the creativity of nature. At the site Koprishnica there is the possibility for river climbing as one of the forms of adrenaline sports. River alpinism involves climbing along the section of the waterfall through which the water flows from the upper basin of the river.

Polyvalent functionality shows the complex Doshnica with the fish farm that represents the basis for creating a quality gastronomic offer. The existing climate and ventilation of the area creates opportunities for health tourism.

Assessment of biogeographic resources. The developed biodiversity is the basis for creating eco-tourism activities. The Cacti Valley represents a suitable space for educational and cultural activities. In this sense it is a unique opportunity to visit the cacti complexes on

open skies at these latitudes. The reserve of plane trees and the endemic black walnut are part of the tourist offer within eco-tourism.

The appearance of the Yellowbeaked eagle and a variety of rare birds can be assessed as an opportunity for the tourist offer as type of bird watching and camera hunting. Diversity of hunting animals that is present in the Povardarie region is a basic value of hunting tourism. Hunting tourism in the use of meat from the hunted animals can successfully be connected to wine tourism. Hunting tourism as a resource should use the catchment areas for large and small hunting animals, especially the hunting ground of Koprishnica for hunting larger animals while hunting grounds Koreshnica, Besvica and Lipa are established as grounds for smaller animals.

The abundance of different fish species is determined by the river Vardar, the rivers Doshnica and Boshava and represents the basis for fishing activities. These sites along with the fish farm are part of the gastronomic offer of fish and wine within the complementary tourist offer.

[Assessment of the complementary potential resources for sustainable development of alternative and wine tourism](#)

As complementary resources for sustainable development of wine tourism are considered the resources that are not directly involved in the activities related to wine tourism, and which contribute in programmatic sense wine tourism to be enriched with contents of the tourist offer. In this regard special place have the mountain values which are located on mountain tops, sides and bases. They allow consideration of the space for wine purpose and conducting special activities contributing in this regard. The viewpoints, picnic areas and camping spots are closest to the heterogeneous tourist offer. The significance of selective erosion and educational components successfully connect the areas of such forms with the forms that are present in the locations for the cultivation of vines.

Specific complementarities have the river terraces and alluvial plains. These forms are suitable not only as an opportunity for locating houses and small wine cellars, but also for camping accommodation facilities that will enable transit passengers to use wine products outdoors. The climatic conditions and its bioclimatic effects are important complementary activities of wine tourism in the form of health and recreational benefits.

The most important complementary activities are activities related to hunting on the hunting grounds for small and big animals.

Defining and creating natural heritage routes

Based on the conducted tourist inventarization and valorization of Demir Kapija, we can determine the characteristic tourist paths as the basis for the formation of package tours in the region of this municipality. The determination to establish tourist routes is defined by the natural predispositions of this region.

The main tourist route is the route along the valley of the Vardar River, from Staro Lozje and Bistrenci, across the bridge on Koreshnica, Gorni Lozja to Kula.

The second route is along the canyon of Chelovechka and Iberliska River.

The third route would be along the valley of Boshava River.

The fourth route would be along the valleys of Doshnica and Drenska River.

Guidelines for tourist valorization of the region

In order to use the values of the region in a concrete and applicative way it is necessary to implement the following recommendations:

- acceptance of valorization as a basic category in the documents relating to sustainable development of wine tourism by the local government;
- adoption of a Registry for natural and cultural resources on the basis of the executed valuation in the Manual;
- making the Register available to the interested parties (stakeholders) through modalities of public information (website, information boards);
- inclusion of the natural attractions in compiling specific package tours and individual services;
- establishing a document with defined routes for the regions of Demir Kapija and Florina which will be given for use to the makers of specific and integrated tourism products; and
- determining priorities for sustainable development of wine tourism based on the valorization of natural values.

TOURIST VALORIZATION OF CULTURAL HERITAGE AND WINE TOURISM

History, culture, buildings, or generally, cultural heritage is one of the main motives for visiting a tourist destination. Therefore, the promotional materials for a tourist destination are rich with cultural heritage motifs. In such promotional materials the cultural, aesthetic, historical or other properties are emphasized or other values and characteristics of the monuments are shown. However, it does not end the role of cultural heritage in tourism. The proper tourist valorization of cultural heritage starts with cultural heritage valorization, but it is upgraded with elements important for their use in the sense of tourism. This means that it is needed properly to assess the interaction between heritage and tourists that has their adventures and experiences as a final result. Therefore the interpretation of cultural heritage is very important, because only through this it can generate a positive experience for the tourists. It should be avoided the practice where cultural monuments are treated only as objects with significant values that tourists should visit without to take into consideration the complexity of the notion of values by the tourists. Modern tourists experience cultural heritage as part of the so-called living culture, which means they are also interested in folklore, gastronomy and want to be in contact with the local residents. This means that the tourist offer which includes elements of cultural heritage should match the interests and needs of tourists. Only tourist destinations that offer a variety of activities, that foster local traditions and adjust their offer according to the needs and requirements of the tourists can be successful on the tourism market.

Nowadays, cultural heritage in tourism should be offered as a cultural product. However this product is very complex and its main components are: access to the attraction and the first visual perception, physical appearance and the condition of conservation, accessibility, presentation and interpretation of cultural resources, the availability of audiovisual and other auxiliary materials and events, hospitality of the employees. All this should be in correlation with quality promotional materials and information on the web sites that create the initial expectations of the tourists about the quality of cultural resources. So, the cultural resources in a cultural product does not represent only the physical elements (buildings, works of art, archaeological objects), but also the manner of their presentation and interpretation. Through visiting the tourists meet different needs (cultural, educational, recreational), and thus specific experiences are generated. On such

experiences influence many factors, like specific parts of the offer presented by cultural values, then the offered service, expectations, attitudes and behavior of tourists, all to a series of uncontrolled variables such as: crowding during the visit, loud noises, hygiene, good or inclement weather, etc.

Inventarization of cultural resources

When cultural heritage should be assessed in terms of a competitive tourist offer, then the complex of cultural heritage should be broken down into individual categories. Then, each of them should be analyzed and in a tourism sense to evaluate its potentials. In the standard terminology, cultural heritage is divided into two basic categories: material cultural heritage and spiritual heritage. In the first category are included all tangible manifestations of culture (buildings, complexes, theme parks, etc.). Intangible cultural heritage is more subtle for detection and evaluation, because it includes categories such as: language, customs, ethical norms etc. Spiritual heritage is more complex and therefore more difficult to protect against threats during tourist valorization. If a building can be protected by conservation actions of its structure, then a ritual, custom or traditional celebration, with the involvement of tourists in its formal manifestations, can easily be commercialized and lose its original values. Therefore, the tourist valorization should include sustainability, for the complex cultural values not to be affected by the negative effects of tourism.

When an inventarization of cultural values should be done in the function of tourism, the division of types and sub-types of cultural heritage must be flexible and tailored to the region that is valorized. Classifications of cultural heritage should thematically be suited to the interests and needs of the tourists. In the concrete inventarization we used a typology already applied in several European countries, adapted for the region of Demir Kapija and Florina.

1. Attractions

1.1. Monuments

1.1.1. Religious buildings

In the municipality of Demir Kapija there should be noted the two religious buildings that possess values that may be of interest for the tourists. The city Church of St. Mother of God is located at the highest point of the city. The church was built in 1935, with impressive

dimensions and characteristic forms for churches built between the two world wars. By type, it belongs to the churches with tri-conchonal developed plan, with a deep narthex. On the outside the church is formed by a dome above the nave and a bell tower above the narthex. At the bottom clearly are expressed the elements of articulation of the facade made with framed colonets and niches. In general, it gives an impression of a well-conceived building, performed with already checked spatial models and refined proportional assemblies. The Church of Holy Mary in Demir Kapija is a representative of the conservative current in religious architecture, which in the period between the two world wars has clear reminiscences of the architecture of the XIV-XV century, or more specifically in the buildings from the "Morava" style group.

The second church dedicated to St. Nicholas is in the village Klisura, 7 miles away from Demir Kapija, along the old road 103 to Gevgelija. Situated in a picturesque area, the church is performed in a characteristic form of a three-nave basilica, continued on the outside with an open porch. On the south-east end of the platform, there is also a square bell tower with a wooden construction. To the modest exterior of the building, opposed is a picturesque interior, composed with wooden iconostasis to the east, columns with capitals, flat wooden ceilings and colorful walls covered in fresco decoration. As a characteristic performance in the iconography of the frescoes, is a grandiose representation of the Last Judgment, unusually located on the north wall. Through the vast area around the whole northern wall, presented are the righteous, the sinners, the blessings and torments of eternal life, the hellish fiery river, fighting of the angels and the demons and many other episodes incorporated into the dramatic scene of the Last Judgment. The church of St. Nicholas is part of the rich architectural traditions of the XIX century in which are incorporated rich creative inspirations of the revival period in Macedonia.



1.1.2. Public buildings

The railway station of Demir Kapija is located in the city center and is the main communication point from which the settlement began to develop after the earthquake in 1931. The old building of the railway station underwent changes and modifications over the decades of existence. So today it misses one wing, which was built as an open porch with decorative derived columns and arches. On the other hand, the central part and the right lower area attached to it, have today a modest appearance without some special characteristics and symbols.

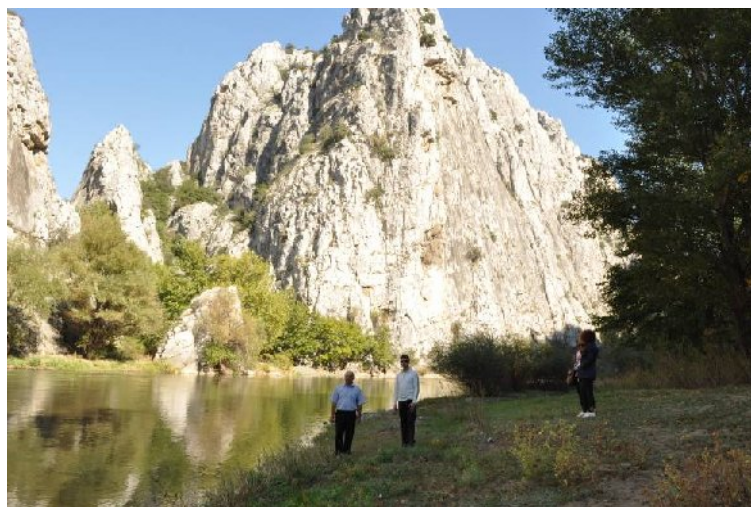
The old Railway Station in Demir Kapija belonged to the type of characteristic transit railway stations built in the forties of the twentieth century. Similar stations can be encountered around Demir Kapija and in the neighboring settlement Gradsko. Despite the changes that have not improved the original appearance, with small interventions, thanks to the preserved older photographs of the station, it can be restored to its original appearance with a great amount of precision.

Besides the railway station, as supporting elements of a historical communication complex there also can be noted the old locomotive and one railway passenger wagon. In this list also should be included the tunnel made by the German troops in the wake of World War I, that is, according to an inscription, from the year 1916.

The building of the Old Post-office in Demir Kapija can be a part of a broader concept for a town square. According to older photos, the Old Post-office had an interesting architecture, which through several alterations is lost today. However, it can be restored to its original state because there is photo documentation of its old looks.

1.1.3. Fortresses

The strategic location of Demir Kapija, at the entrance to the steep gorge, as a natural barrier to the lower reaches of the river Vardar, have created conditions for natural control of the area. Thus, in the past, numerous rulers in this region, at the natural amenities have upgraded a system of fortifications with excellent position from which one of the most important communications in history - Via Militaris was controlled. Thus, in the famous Peutinger map, there can be recognized the place Stenae, which means gorge or ravine as a name for the ancient Demir Kapija. In the Middle Ages, the term is replaced by the Slavic name Prosek.



The locality Markov Grad is a fortification on the first rocky massif on the left side of Vardar River. From the fortress there is only left some parts of the acropolis built in drywall technique (Cyclopean walls), which suggests that the age of the fortress can be located around early antiquity. The discovered pottery and coins of the Kings (Amyntas III, Philip II, Cassander and Demetrius Poliorket) confirmed that the fortification was in operation in the Classical and Hellenistic period (V-III century BC). According to the dominant position it can be assumed that the fortress had been used before, in the Archaic period and represents a key control point on the entrance from the Paeonian into the ancient Macedonian kingdom. The labeling of the site as Markov Grad should point out that King Marko in the late Middle Ages (after 1371), performed some adaptations in order this more accessible fortress to be put into operation in the defense of the country from the Turkish conquests after the battle of Marica. The remains of four towers that are connected to the outer wall of the fortress have features of medieval fortifications.

The locality Kale - Strezov Grad is located on the highest limestone cliff of the gorge (220 m) and from the neighboring fortress it is separated by the Iberliska Gorge. This fortification has a complex architectural structure created by the merging the two acropolis. According to its natural position, this complex has guarded the approach from the east to the Demir Kapija pass, and it seems that it has slowly taken over the defense function of the fortification Markov Grad. According to the characteristics of masonry it can be assumed its creation in the Justinian period, as part of the system of fortifications built by the Byzantine Emperor Justinian I (527-565) in order to defend against the attacks of the Avars and Slavs in the VI century.

In the XI century, the famous chronicler Skilitza, describing the events surrounding the wars of Emperor Basil II and Tsar Samuil, for the first time mentioned the already amended name Prosek and that only as a fortress as a part in the system for defense organized by Samuil (Pernik, Prilep, Stip, Matsukion - in Strumica, Melnik, etc.). The fortress Prosek, gets the meaning in the unstable times by the end of XII century and the beginning of the XIII century. Then actually it receives the second name as Strezov Grad. In fact, it is named in honor of the ruler of Prosek, the sevastokrator Strez that suddenly appears on the historical scene in 1207 and disappears from it in the year 1215. There exist data about him from the records of the Archbishop of Ohrid and his contemporary Dimitrija Homatian, as well as some Serbian historians (about him also writes Terodosij – the biographer of St. Sava). Anything before that, in the years from 1198-1202, with Prosek rules the archont Dobromir Hrs. These are nobles who exploited the turbulent years during the Fourth Crusade and the conquest of Constantinople by the Latins in 1204, who created independent feudal principalities, whose core was stationed in the area of Demir Kapija.

On the opposite side of these two powerful fortifications, on the right side of the gorge, the third fortress called Ramnishte is located. This actually is the highest fortress, located above the highest peak Gorni Krastavec, at a height of 899 meters. According to the found pottery and coins of Alexander the Great and Demetrius Poliorket, we can conclude that it functioned at the same time as the fortress Markov Grad (IV-III century BC).

1.1.4. Archeological sites

In Demir Kapija and its close surroundings several archaeological sites have been excavated, which provide continuity of the settlement located in the foothills, on the right

side of the river Vardar. These are sites that mark the settlement as one of the most important settlements of the Archaic period when Paeonia has got its independence. The archaeological material provides indication for the higher cultural level of the citizens of the settlement, and as a proof for this serves the discovered hydria made in red-figurative style, which because of the quality of workmanship is attributed to the painter Medias who worked in Athens at the turn of the V to the IV century BC.

The most important archeological site is called Crkvishte. The early Christian three-nave basilica with an opened narthex to the west, accompanied with side rooms on the north and south side. One room was designed for the katehumeni while according to the remains of the stone mobiliar, we can assume that in one room was situated the baptisterium. As a specific characteristic of the usual forms of a three-nave basilica appears the open narthex which was open to the outside area with a porch. It is believed that during the Middle Ages, the central nave of the basilica served as a basis over which a modest single-nave church was placed that was in use throughout the entire Middle Ages (IX - XIV century).

1.1.5. Industrial heritage

As part of the industrial heritage the site Varnica can be considered. At this place a fragment of a Roman temple made of marble was found.

The most important winery that has a long tradition and that still is in use is the winery Villa Maria. In 1927 the Serbian King Alexander Karagjorgjevic sent a group of experts in Macedonia in search of fertile land for his property that he wanted to establish in this region and as most suitable for farming was proposed the region of the village of Banja. The king bought the land from the Turkish landlords in 1928 with a surface area of 2700 hectares. The golden coins were sent by the Consulate of the Kingdom of Yugoslavia by the Romanian King Ferdinand, who gave them to his daughter Marija, wife of the Serbian king Alexander. The main agricultural activity of the royal estate was viticulture, and right at this place a winery was built which produced high quality red wine, meant only for the royal family in Belgrade. The capacity of the winery was 150.000 liters for which production four glass pools from Austria were used for the fermentation processes, and from Serbia wooden barrels with a capacity of 4.000 to 6.000 liters were brought. Right on this property the villa "Queen Marija" was built, at which entrance two statues called caryatidi were placed, made

in Romania, with which King Alexander and satisfied the wishes of his wife. The Serbian Queen Marija visited the property in 1934, after the assassination of King Alexander in Marseilles, France. The property in Demir Kapija remained royal until 1947. In 1948 the property was nationalized. In 2002 it was acquired by the firm "Agropin", with which it was privatized by the family Elenovi whose goal is to continue the tradition of producing quality wine in a traditional way, for which the same equipment is still being used. Since 2003 the property has been placed under the care of the Department for Protection of Cultural Heritage, and a few years ago the villa is placed under the protection by a committee of UNESCO.

As an industrial heritage can be considered also the old mill which is preserved in the upper part of the city. Namely, it can be revitalized along with several channels of water that passed through the city and served the mills.

1.2. Museums

1.2.1. Ethnological museum – Museum of wine

The museum in Demir Kapija is located in the courtyard of the elementary school Dimce Angelov Gaberot. On an area of 120 square meters two exhibitions are located. One of them is archeological, while the other exhibition represents the Museum of wine. In its confines are the following galleries:

Archeological gallery – in this exhibition the continuous life in this region is presented.

Wine gallery – the cult of wine consumption in this region is presented - dated from the distant past to the present.

Art gallery – there is a hall for presentation of audio-visual archival footage of archeology, history and natural rarities of Demir Kapija.

Historical gallery – the 3.000 year history of Demir Kapija is presented.



2. Events and manifestations

2.1. Cultural – historical events

Liberation Day of Demir Kapija is celebrated every year on November 7. A formal session is organized and fresh flowers for the fallen soldiers are placed.

2.1.1. Religious festivals

Each year a fair is organized dedicated to the religious holiday Dormition of Holy Mother of God (Great Mother of God) from 27-28 August.

2.1.2. Secular festivals

Week of tradition St. Trifun. This event is dedicated to the day of the vinegrowers and includes numerous secondary cultural-artistic events. Thus, the central event is held on the celebration day of St. Trifun (February 14) and is celebrated with a rich cultural and artistic program in the town square. This celebration day includes events that are closely related to vine and wine activities. Such are the competitions in traditional wine and rakija, competition for best vine tailoring, an exhibition entitled "Wine producing and grape growing in Tikveshija throughout the centuries" forum themed "Wine and Oak Tree", "COGNAC-French water of life" and an auction of archival wines. All above mentioned activities are organized by the local government of Demir Kapija. It can be assessed that viticulture provides an active holiday or vacation through working. Additionally, the vine plantations can be assessed as favorable locations for organizing picnics and excursion visits. The wineries in this sense have a creative role.

A futsal tournament is also organized which ends on the celebration of the Dormition of the Holy Mother of God.

3. Ethnographic heritage

Demir Kapija is characterized by nurturing the habits, customs and traditions. The forms of ethnographic culture are expressed by contents with different character. Given the fact that it is folklore creation, the total creative potential is expressed by the lifestyle, working habits, creations and behaviors which are fostered by the generations in these areas. These are values for themselves, and through the valorization processes they are assessed as an attractive and receptive component of the tourism offer.

Given the different values that exist in this region, the inventarization of ethnographic resources includes their classification. That involves the following ethnographic values: traditional architecture, distinctive economic activities, traditional crafts, local specialties that are part of the food and beverages of this region, customs, traditional clothing, folk songs and dances.

3.1. Traditional architecture

Within the traditional architecture in Demir Kapija, the exteriors of interesting houses should be assessed, the interiors and their evolution as well as the auxiliary buildings, facilities and equipment. The value of traditional architecture is contained in the possibility the houses which are characterized with distinctive features to be used as wineries. Complexes of houses with traditional architecture and equipment can be found in the villages of: Dren, Przhdevo, Besitsa and Barovo. It is important that these villages have active population that can be engaged in activities related to wine tourism.

3.2. Economic activities

Economic activities in Demir Kapija that should be included in wine tourism have different character. They can be divided into activities with close ties and those which are part of the content of tourist stay in a broader sense.

From agricultural activities the one with the closest ties is the viticulture. These activities begin with the ritual cutting the grapevine, with the desire for rich and marry bear of vines. Thus this festive approach to viticulture has customary and religious character, because traditionally it is held during the celebration of St. Trifun, dedicated to the holy protector of viticulture and fruit growing.

The manufacturing of pottery follows the wine tradition therefore we can assess this as a part of the equipment in the wineries. It also provides an opportunity to shape authentic souvenirs within wine tourism. In the vicinity of Demir Kapija in the neighboring municipality of Negotino, there are two masters who kept the tradition of pottery making.

From the traditional crafts in Demir Kapija barrel-making and carving are prevalent. Wineries are directly related to barrel-making. Vessels of this craft are used to produce rakija, serving of wine and spirits. Moreover, the ornaments on the products of this craft are a part of the ambience of wine and the souvenirs with motifs with wine meaning are suitable for promotion of wine tourism.

The tradition of manufacturing folkloric embroidery is used by local residents of the town and villages. The motives on the embroideries often are associated with viticulture and winemaking, and they find their place in the wineries as decorative elements.

The wineries have favorable opportunities to enrich their offer with wine, rakija, and other products that are being served to incorporate different traditional dishes of food. The stuffed vine leaves, goulash of snails, and pumpkin jam are typical products of this area.

3.3. Traditional clothing

Traditional clothing, or folk dresses can be part of the decorative component of the ambience in the wineries, but it is best presented by Cultural Artistic Group "Milka Ginova" which is the basic carrier of the animation features of the offer expressed through folk songs and dances from this region. In this regard interesting is the linkage of the viticulture and winemaking with the performances of specific songs and dances known as "dodolinja" which have the function of praying to God for a richful year.

The original Byzantine name of Florina is Χλέρινον (Chlérinon, "full of green vegetation"). Within the boundaries of the present-day city lie the remains of a Hellenistic settlement on the hill of Agios Panteleimon. Many of the findings of the Hellenic settlement now are placed in the Archaeological Museum of Florina. Archaeologists point out that human activity in this region was present as early as the Neolithic period, and as a proof serve the settlements Armenochori, Meliti, Agios Panteleimonas, Agii Anargyri and Varykos. There exist a number of monuments from the Byzantine period (especially churches) which speaks of the importance of this area in the Middle Ages. These monuments still exist today

and represent an attraction for visiting by tourists from different parts of the world. The city of Florina experienced significant cultural and economic development after the construction of the railway to Thessaloniki in 1893.

1. Attractions

1.1. Monuments

1.1.1. Religious buildings

In the municipality of Florina several important sacral buildings exist. One of the oldest is the church St. Petka built in 1570. In 1827 it was burned down and destroyed. The church St. Nicholas was built in 1856 and the church St. Demetrius in 1859.

Also important to mention are the byzantine churches found in the closer surrounding of the municipality of Florina. Special significances have the churches in the Prespa region in the Republic of Greece, or the ones around the Large and Small Prespa Lake which are characterized with significant cultural - historical heritage. These are the following:

On the island of St. Achilles (Golem Grad) are the remains of the basilica dedicated to St. Achilles - built at the end of the X century. Also on the island stands the church dedicated to the Twelve Apostles - a shortened three-nave basilica from the end of the X century, with remnants of ancient spolia, and then there are the remains of the basilical church of St. Demetrius (X - XI century); a one-naive church building – Catholicon of the monastery of Panagia Porfiras built in 1524 with well-preserved frescopaintings - painted in three stages. The island itself is characterized by a rich cultural - historical heritage. Namely, besides the rich natural heritage, the whole region around Prespa Lake was inhabited continuously from the ancient period to the present - more precisely, that is the area with the ancient name "Lemos". This region has experienced its peak from the VIII century under byzantine rule and then under the rule of Tsar Samuil in the X and XI century with the establishment of the Ohrid Archbishopric. In the XIV century it fell under the reign of the Serbian kingdom led by King Stefan Dusan and in 1386 under Ottoman rule. The rich cultural heritage is especially evident through the numerous built anchorite cells and cave churches from the XIII to the XVIII century.

In the village of Vidronisi there can be found the remains of an unnamed church from the Palaeologi period.

In the village Pili there are the remains of a church dedicated to St. Nicholas which has a distinctive three-conchonal shape inscribed in a square, and originates from the XIII century.

In the settlement Plati the church St. Nicholas is located – a single-nave building built in 1591.

In the village of Lemos, on the shores of the Great Prespa Lake a single-nave church is located with well preserved wall murals that originate from the XV century - dedicated to St. Mother of God.

In the village of St. German there is a wonderful church with the same name. It is a building in the shape of a cross in an inscripted square with a dome, with preserved interior murals painted in three phases, which is built at the beginning of the XI century.

In the village of Psarades exist stone wall frescopaintings of a cave church dedicated to the Mother of God Blahernitisa, dating from 1455-56; then there is also stone wall frescopaintings of the church Mother of God Eleusa (1373), as well as of the church St. Nicholas (1827).

On the southwest coast of the Great Prespa Lake the church of Holy Transfiguration (Metamorphosis) is located which is an ascetic settlement (skit) with a domed single-nave church with frescoes dating from the year 1409 to 1410.

1.1.2. Public buildings

The Old railway station where the art gallery is located can still be seen today. Numerous workshops of local artists can be found in the city from which important is the House of Voyiatzis. Then there's the House of Peyos which is an impressive, traditional city residency. Other notable buildings are the old jailhouse and the turkish baths.

At a distance of only 53 km from Florina the Nymphéo stone settlement is located, east of Mt. Vitsi at an altitude of 1,346 m. The village flourished significantly between the 17th and 19th century, when it was an important centre of gold and silver trade. For many years the settlement was abandoned, but was again restored by the Ministry of Culture and Tourism and today it represents an attractive traditional village. Important sites in the settlement are the houses of notable merchant families (Boutari, Missiou, Mertzou, Tsirli, Papadopoulou and others). The church St. Nicholas and the school Nykios are centers where conferences and trainings are organized by the Thessaloniki Aristotle University. Other

buildings that can be found are: Folk Art and History Museum, as well as numerous goldsmith and silversmith workshops.

1.2. Museums and institutions

Contemporary artistic expression and creativity includes numerous artists in painting, sculpture and music. They are also incorporated within the University of Visual Arts. Also, in the given region there operate networks of associations with a common goal to preserve and display other forms of contemporary cultural creativity (cinematic club, etc.).

For the cultural development important to mention are:

- Theatre
- Folklore museum
- Art Gallery
- Cinematic club
- Cultural Centre of Southeast Florina
- Contemporary Art Gallery of Florina
- Art Gallery of Florina Artists

In terms of the development and promotion of contemporary culture in the region of Florina there is the Society of Friends for Education - "Aristotle". Within this cultural association the following departments are active:

- Chorus
- Ethnography and Dance department
- Theatrical Department
- Byzantine and Demotic Music Department
- Visual Arts Department

Another important cultural association is the "EUXINE CLUB" which includes departments for dancing, choir and department for rhythmic gymnastics, as well as sports and a library.

2. Events and manifestations

The rich history of the region around the municipality of Florina contributed to the development of interesting traditions (music, customs, games) which are preserved to this day. Local customs are expressed annually through numerous events and celebrations, carnivals and other activities.

Significant events that are being held in the city of Florina are:

- Florina's Fires at midnight on 23. December
- "Barbaria" on 1. January
- "Leyístia" are held during the first ten days in August.

The most important cultural event is "Prespia" which is held annually at the end of August, and within are held musical events, exhibitions, publications, choral singing, and traditional games.

[Evaluating the monastery values and monastic wine as features of the region](#)

Wine is associated with the monasteries from their origin because according to the records in some of them they wine was the basic drink. The records of Studios monastery in Constantinople show that consumption of wine in the monastery was in fairly liberal quantities, 3 cups during the meal and 2-3 cups at dinner. The importance of wine and its serving is confirmed with the appointing of a servant of wine, and the consumption of wine itself was followed by a well defined ritual. In one of the most important monastic complexes the Pantocrator Monastery in Constantinople the process of consuming wine starts with hitting the monastery table three times with a wooden spoon. The monastery servant would say "God bless", then each of the monks would hold up their cups and the servant of the wine would fill them to the desired extent. Then hot water was blessed and it was passed from one to another monk to soften the wine with water in an amount corresponding to their liking. Thus, every monk before adding water did a cross sign over the cup of wine. Drinking of each glass of wine was followed by a prayer, so the first cup was drunk in the glory of the Holy Trinity, the second cup was blessed in the name of the Holy Virgin and the third cup was a prayer for help.

Managing with the quantity of produced and drunk wine in the monastery was entrusted to the servant and he was responsible the wine to reach the end of the season. These rituals can be part of the church and monastery offer in the Povardarie region where there are monasteries, which are near the municipality of Demir Kapija. So the wine tours get their content and specificity of the wine as part of a belief related to the quality and quantity of drinking.

Evaluating the religious significance of wine

The first written word for wine is the Hittites record wee-an, as soon as 1500 BC. Georgians also are credited for a similar vocal reference for wine. According to the Oxford English Dictionary, the modern English word wine comes from the Old English word win, that is related to the Latin word winum, which in turn derives from the Greek oinos and ancient Greek word woinos. The Greek oinos logos ("wine logic") is the source of the term oenology (British), which means the science of making wine.

The exact time when people have included wine into their diet may never be found, but we can be sure that it precedes long before the beginning of recorded history. The genesis of wine binds to the origin of the world and the basic religious beliefs. Therefore it can be considered that it has biblical character, namely Noah anchored his Ark on Mount Ararat, and later planted vines and was making wine.

„Noah, a man of the soil, proceeded to plant a vineyard. When he drank some of its wine, he became drunk and lay uncovered inside his tent“. (Genesis 9:20-21)

Ancient Egyptians believed that wine was a gift from their almighty god Osiris, the son of Heaven and Earth. The spirit of Osiris came from Palestine, where it is considered that his work appeared from the sea. Hieroglyphic records represent Osiris as the "Lord of the blossomed vine". Good wines were often identified with an inscription on the amphora in which they were kept. These hieroglyphic "labels" usually indicated certain hierarchy of quality as "Pharaoh wine" or "wine for glorifying the souls in the heaven". Egyptians kept some wines for special purposes, such as attractive perfume based on wine, which was used by the Queen Nefertiti. Wine was even used as cleansing fluid as part of the balsamic procedures before mummification.

The Greek god of wine and fertility, Dionysus, is thought to come from the Orient, and his cult evolved in seasonal gatherings, which were held four times a year. Dionysus in Greek art is represented with leaves and grapes in his hair, considering him as a real "god of wine", which gave people wine that made them happy and productive. The drinking of unmixed wine in ancient Greece was considered barbaric. The Greek wine retsina that is being produced today is a good example for the flavor of those times. Such blends are made in earthen vessels called krater. Greeks drank their wine from wide glasses with two handles

known as skyphos. All Greek wine containers were made of rich black clay and were superbly decorated with devotions to Zeus, Aphrodite, Dionysus and all their gods and goddesses.

One of the characteristics of ancient burial customs was the placing of items of the personal property of the deceased, which were buried with him. An integral part of the items that were buried with the deceased were also the containers for drinking wine. There is almost no ancient-Macedonian male grave (especially military), where archaeologists haven't discovered containers for drinking wine. This tradition continued to the Roman period when Ancient Macedonia, which by the end of the sixth century is part of the Eastern Roman Empire, was one of the most important wine regions of the empire. During the rule of the Romans in these regions, in honor of the god of wine Bacchus, twice a year so-called bacchanalia were held. Beautiful marble slabs are found near Kavadarci in the most famous wine-growing region called Belgrade, from where derive the Belgrade winemakers from the song "Biljana was whitening the linen", in which vividly are portrayed the images of the festive bacchanalia in honor of the god Bacchus.

Throughout history there have been many influences on wine and its meaning for mankind, but none was as powerful and strong as that of Jesus Christ.

Nearby stood six stone water jars, the kind used by the Jews for ceremonial washing, each holding from twenty to thirty gallons. Jesus said to the servants "Fill the jars with water"; so they filled them to the brim. Then he told them, "Now draw some out and take it to the master of the banquet." They did so, and the master of the banquet tasted the water that had been turned into wine. He did not realize where it had come from, though the servants who had drawn the water knew. Then he called the bridegroom aside and said, "Everyone brings out the choice wine first and then the cheaper wine after the guests have had too much to drink; but you have saved the best till now." What Jesus did here in Cana of Galilee was the first of the signs through which he revealed his glory; and his disciples believed in him.

(New Testament, gospel to John 2:6-11)

Thus, wine has become an element of Christian ritual - and the church. Where Christianity flourished, wine became necessary. The importance of wine is determined by its place in the Holy Eucharist. The wine is part of the sacred particles through which the liturgy

should turn to the blood of Christ. Thus sanctificated wine has the power to purify the body and to introduce Christians into a new condition.

Evaluation of traditional wineries

In the Republic of Macedonia wine represents one of the symbols of the country along with the sun, food and endless natural beauty. The biggest secret of the taste of the Macedonian wines is the sun, which in the region of Central Macedonia gives his specifics of each grape. Macedonia is one of the first European countries in which grown viticulture has developed. In science it is considered that the vine in the Balkans was already widespread since before 4000 years.

People in ancient times cherished special respect towards wine as a drink for all classes, the rich and the poor. Wine was used also as currency, and even taxes were paid with it.

The tradition of growing vines continued after the arrival of the Slavs, and freely developed until the fourteenth century. During the Ottoman Empire (1350-1918), winemaking in the Povardarie region was done in many Orthodox monasteries. Here viticulture reaches its peak during the eighties of the last century, when the Povardarie region was one of the most important wine regions in the Socialist Federal Republic of Yugoslavia.

Especially significant contribution to the development of winemaking winery has the winery „Elenovi“, which cherishes the tradition of the production of this precious drink.

The kingdom of King Alexander Karadjordjevic stretched across the territory of present day Macedonia, Serbia, Montenegro, Bosnia, Croatia and Slovenia, including the coast of the Adriatic Sea and the Pannonian Plain. Thus, the king had numerous opportunities to choose sites for planting vineyards throughout the kingdom. But following the advice of his trusted French advisors he made the right decision and chose the micro-region of Demir Kapija as an ideal location for its vineyards.

King Alexander I Karadjordjevic in 1928 bought the land where today the winery "Elenov" is located. By orders of the king on the land he created vineyards. In the same year of 1928 the king wished that beauty, that peace, to give to his queen, his Marija. The royal family built a villa with a beautiful view towards the complete property and named it Villa

Marija. After the end of the Second World War, the winery was nationalized. Since 2002 the winery Elenov is a completely owned by „Agropin“ from Skopje.

Today the winery has a capacity of 7 million liters. Production varies each year and is usually half the capacity. The philosophy of the winery is to produce wines that are accessible to everyone. Most of the wines are exported to Germany, but also in Bosnia, Serbia, Croatia, Austria, USA and China. Most exports go as bulk wine, and 20% of the production that is bottled is sold on the domestic market. Elenov winery has two lines of wines. Villa Maria is the baseline that includes 10 wines. Within the winery exist tasting rooms, a restaurant and facilities for corporate events.

Besides the winery Elenov, in the region of Demir Kapija also is the famous Popova Kula winery. This winery was named after an important tower, Popova Kula which once served as an important control point on the old Roman road that passed near its location. Popova Kula was a significant landmark in the region, but unfortunately it was destroyed. However, the site itself is called Popova Kula, and also today's appearance of the building is inspired by the look of the old tower. In this winery wine from 11 different grape varieties is being produced: Stanushina, Vranes, Prokupec, Cabernet Sauvignon, Merlot, Sauvignon Blanc, Temjanika, Chardonnay, Zilavka, Muscat Ottonel, Muscat Hamburg. In the vineyards this winery grow: Stanushina, Vranes and Cabernet Sauvignon and the other grapes are purchased from small local producers. In the region of Demir Kapija there are more than 700 families that have small vineyards. Popova Kula winery is collaborating with some of them that are located within 10 km of the winery and which produce high quality grapes. During the year, the officials are in constant cooperation with selected producers to ensure that the grapes will have the desired quality and health. The grapes are handpicked in small crates and are immediately brought to the winery.



Popova Kula winery has a restaurant with a capacity of 60 guests and a summer terrace with a capacity of 80 guests as well as a wonderful view of the surroundings. For the enjoyment to be complete, the wine tastings are held on the 17 meters high tower that offers a view of the spectacular gorge of Demir Kapija. The hotel "Popova Kula" has 4 unique suites and 7 double rooms, each named after the varieties of wines produced in Popova Kula and decorated in the colors of wine.



[Wine - traditions, beliefs and superstitions](#)

In the Povardarie region highly expressed is the piety towards wine and grapevine. This derives from the fact that they are vital contents for the population. Namely, in viticulture the root tradition of production also conditions phenomena that have mystical character connected to the beliefs and superstitions. Their positive social dimension turns them into customs practiced in day-to-day life.

Given that the durability of the vine is related to its adaptability in soil conditions that have character of markedly unfavorable quality such as sandy, grainy and even rocky substrates, within the people the opinion is cherished that it is a sin to destroy or prevent its development. The myth to its durability is associated with the cutting but not eradicating or cutting the root. Thus it is believed that if the vines are grown with love and is cut it will give happiness in the family. It is a superstition that the vines can curse if they are cut to the root or is rooted out, and a new one is not planted.

The tradition of cutting the vines has not only agricultural character but also has formal features associated with organizing rituals with the desire for a larger harvest of grapes. In order to increase the soil moisture during conditions of great droughts that are common in the Povardarie region, it is a traditional custom to include priests who say prayers and sing with which they pray to God to be mercy and to provide rain. He will dip the vineyards and increase the harvest. There is a belief that singing "dodolski" songs with pagan nature also can help to overcome problems with drought and increasing prosperity.

Increasing the harvest is encouraged with separating a piece of bread on Forgiveness Day for the vineyard. In the Povardarie region it is believed that if the vines are fed, it will be more prosperous. Thus, along with the pieces of bread for the Lord, the home and the family also it is being separated for the vineyards, with which its importance is elevated to the highest level.

In the direction of increasing the fertility of the vineyards also is the burial of Easter eggs in the vineyards. This tradition is associated with the belief in the fertility of the egg, as the basis for the conception of life. The population of this area wants to convey these properties to the vine, grapes and wine.

Scarecrows can be associated also with the belief that through this the birds will be deterred from destroying the harvest. There is a belief that the scarecrow can deter also thieves who may attack the vineyard. In order to draw away the wicked phenomena it is a custom to beat on copper vessels in the area of the vineyard. The beating has a significant dimension in the use of wine as a drink. Given that wine and rakija make people drunk, the beating has a function of drawing away the evil of the cup. It is actually connected to getting drunk.

It is customary when drinking wine and rakija in these areas to make toasts. In this sense, in this region the folklore is based on making toasts in honor of the host and guests coming in the home. In the Povardarie region there is a belief that wine should not be left unfinished in the glass, that it should be drunk to the end because wine can curse and harm the one that drinks. Also, very often, before drinking the wine, it is poured on the ground when it is drunk in honor of someone who is not among the living in the belief that it is the way to reach the one that is honored.

In the Povardarie region also exists a view that if by chance and without any conscious influence the cup is spilled, that wine will bring happiness and prosperity in the family. Wine as a drink with highest piety should not be spilled on the ground without the need or on unsuitable places. It is believed that in that way something will happen that is be uncomfortable for the one who spilled the wine.

The above mentioned traditions, customs, beliefs and superstitions can find a notable place in the creating of animation contents related to wine and wine tourism and thus retaining the attention of tourists and to raise the cultural level of visitors. It has not only the character of favorable content in the tourist offer but also has promotional character of the culture in the Povardarie region.

There are many traditions and customs in the Povardarie region one of which reads: On the Feast of St. Forty Martyrs - Mladenci on 22. March if it is begun with wine drinking, 40 glasses of wine should be drunk in honor of the 40 Martyrs from Sevastopol. Interestingly, this tradition is practiced by senior people and consumers of wine.

On 14. February at St. Trifun, apart from the great celebrations that are organized by the wineries and which on that date are opened for visitors, one of the more interesting traditions is that the vinegrowers on that day cut the vineyards and pour some wine on the vine. Spilling the wine is done in the belief that it will contribute to a richer harvest of the vineyard in that year. After the blessing of the priest it is continued with the drinking of wine all day long.

Also one of the interesting stories that attract attention is the story of an old wine grower from Negotino. He says that after completion of the hard work at the end of the day, all workers would sit in the vineyard, with a glass of wine to toast the completion of the work with the purpose, as he says the grapes to "weigh" more that year.

The older generations also had a tradition, in the morning before sunrise on Eastern, three red painted eggs to be buried in the vines in order to protect it from hail throughout the year.

[Guidelines for valorization of cultural heritage](#)

The optimal use of the values associated with cultural heritage should be realized through the following guidelines:

- adoption of the completed valorization of cultural values of Demir Kapija and Florina;
- harmonization of the spatial and urban plans aimed at forming Demir Kapija and Florina as cultural landscapes;
- determining the most relevant segments of the cultural heritage that may be involved in sustainable tourism development;
- arranging and adjusting the locations with cultural heritage for visiting by tourists;
- creating information boards with basic information on the most important sites in the region;
- education of local tourist guides;
- promotion of the Museum of wine as a relevant factor for the development of wine tourism;
- adoption of a program for manufacturing of authentic souvenirs which will be certified by the local government;
- training of the population to organize and participate in events;
- creating new event related contents in the spirit of viticulture and wine tourism;
- supporting the preservation and promotion of local building heritage;
- stimulating the traditional grape growing and wine production;
- creating an ethnographic collection of traditional dishes;
- inclusion of cultural - artistic associations in the animation forms of wine tourism;
- animation related presentation of traditional consumption of wine in the monasteries;
- establishment of a special exhibition at the Museum of wine dedicated to the historical and religious importance of wine;

- encouraging the creation of new wineries associated with traditional production equipped with tasting halls;
- adapting existing wineries with a special line of traditional winemaking;
- preparing a menu with traditional dishes and drinks that will be part of the gastronomic offer related to wine tourism;
- initiation a procedure for obtaining certificates (PDO - Protected Designation of Origin, PGI - Protected Geographical Indication and GTD – Guaranteed Traditional Distinctiveness);
- training of the population for an attractive offering of local wines and gastronomic specialties; and
- Using the rituals associated with the cultivation of vines and wine production as specific animation events.

CREATING WINE PACKAGE TOURS

Creating wine tours in the area of Demir Kapija should include the contents and the goals, the preparations for research of the tourist market, creating the package tour, calculation, the way of realization, sale of the tour, and implementation of the activities within this tourist product and the success control of these processes.

Determining the importance of wine tours

Wine tours should provide introduction of the region through which the wine paths are stretching and the use of the basic content connected to food and wine, transport and accommodation conditions and design of the program contents which are part of the resources that exist in the region.

Determining the duration of the wine tours

This tour will be an announced type of tour. The duration of this tour will be three nights.

Determining target segments of the users of the tour

The clientele to whom the tours are meant for is of a medium age and of the type who loves wine and traditional food. The target market will be the foreign market, especially Belgrade, as one of the biggest outgoing centers of the Balkans.

Determining the basic services

The basic services are transport, accommodation and food. For better realization of the tour the tourist agency N.N. will make a Contract for passengers' transportation with the transport enterprise N.N. With the winery N.N. a Contract for hotel services in the duration of three days for use of accommodation services in the stated period will be made, as well as a Contract for hospitality services. This type of contract will be made with other wineries and restaurants. This is in a function of determining the timing for the accommodation and hospitality services of the tourists.

Determining the programmatic services and values

Special services include visit of the wineries, vineyards, observing the impressive sections of the Demir Kapija canyon including the fortresses of Markov Town and Prosek, visiting the entrances of the caves Bela Voda and Zmeovec, bird watching, camera hunting, visit of the Museum of wine, the church St. Nicholas, the antique sites Crkvishte, Cacti Valley, the site Besvica, visit of a fishpond and ethno-gastronomic experiences.

In function of creating possibilities for successful realization of this tour, it is necessary to mind the time in which the service providers will be able to provide the services with programmatic character. That means that a Contract for cooperation with the Museum of wine will be made in which the entrance fees and times of visit will be determined. Also a contract with the church of St. Nicholas will be made so it will be open during the visiting hours arranged in the tour.

There is no need for making a specific contract for the other values included, because they are in an open space and no fees are paid for their visit.

Determining the fun related contents in the wine tour

The fun related activities will be provided in the frameworks of the Contracts with the wineries, and will be of the type of tasting, festive dinners and socializing with music.

Determining the conditions of using the tour

The tourists will be given the following conditions:

- The tourists should follow the time schedule of the tour. The consequences of a contrary behavior will be on the burden of the service users;

- The tourist agency for its own economic protection will approach to a minimum number of tour users. That means that organizing a tour will happen only if a minimum of 30 tourists have signed for the tour;
- A legal obligation represents the signing of a Contract for travel organizing with the service users;
- The tourists are obliged to have passports and visa for certain countries;
- The foreign tourists will be informed that the paying currency in the Republic of Macedonia is the denar, while in the Republic of Greece it is the euro;

Completing the package tour

The completion of the tour includes booking. In this sense instruments are used such as driving, rooming and mailing lists. The driving list provides the seats of each traveler to be determined. The rooming list provides accommodating the tourists in their rooms, while the mailing list provides communication between the tour providers and the service users.

Realization of services

Realization of services will be made by arranging tour companions, guides and animators. In addition the vouchers and documentation that are needed for the tour realization will be presented and the actual implementation of the elements of the itinerary will be made.

Research and analysis of the expected results

The analysis will include the financial gains of the tour realization and the satisfaction of the service users. The financial effects will be seen by the profit and loss account, while the level of satisfaction will be determined by a questionnaire that will be given to the service users during their traveling back home.

Organizing costs

The organizing costs for the tours should include the following elements:

- transport
- overnight stays
- festive dinner
- tasting of wine with snacks
- lunch
- entrances for the Museum and other contents

- tourist guide
- tourist escort
- animator
- traditional music

The travel agency will provide incomes based on the commission which it would get from providers which ranges typically from 5-10% from the cost of the service.

In addition is given a model of a tour which is related to wine tourism

- Price of the package tour ***** (denars/euros per person);
- Intermediary commission ***** (%)
- Character of the tour: ***** (wine tour for foreign tourists)
- Location: ***** (Demir Kapija / Florina)
- Duration: ***** (overnights)
- Date: ***** (time of year when the tour will be active)
- Size of the group: ***** (minimum number of persons)
- Place of departure: *****
- The tour includes: ***** (substantive explanations of the basic and programmatic services)

In addition two programs for two virtual tours are given:

1. Wine tour in Demir Kapija

first day

- Arriving in "Popova Kula" and accommodation
- Breakfast in the hotel, sightseeing of Demir Kapija
- Organized visit of the Museum of wine
- Visit and sightseeing the waterfalls Doshnica and the fishpond
- Lunch with wine tasting in the winery "Popova Kula"
- Sightseeing the winery and the procedure for producing various types of wine
- Festive dinner with national folklore as a welcome

second day

- Visiting the localities Crkvishte, observing the antique fortifications Markov Grad and Prosek
- Visiting the entrance of the cave Zmeovec and overview of the bank of Vardar.
- Visit and sightseeing the winery complex Vila Marija, winery “Elenovi”. Tasting of wines with snacks.
- Visit of the old railway station and the old tunnel.
- Visit of the winery “Kapia” and the vineyards.
- Dinner in the winery “Popova Kula”.

third day

- Bird watching in the Canyon of Demir Kapija.
- Visit of the entrance of the cave Bela Voda.
- Visit of the church St. Nicholas, village of Klisura.
- The rare biodiversity of Demir Kapija can be seen with the visit of the locality “Cacti Valley”.
- Lunch in restaurant “Lovec” – Demir Kapija.
- Visit of the vineyards and winery “Tikveshko sonce”.
- Visit of the site Besvica
- The end of the tour will be marked with Entertaining-ending dinner titled “Wine for good health” in Popova Kula.

fourth day

- Breakfast and departure of the guests.

2. Combined wine tour Demir Kapija and Florina

first day

- Arrival at “Popova Kula” and accommodation
- Breakfast in the hotel, sightseeing of Demir Kapija
- Organized visit of the Museum of wine
- Visit and sightseeing of the waterfalls in Doshnica and the fishpond
- Lunch with wine tasting in the winery “Popova Kula”
- Visiting the winery and the processes of production of various types of wines

- Festive dinner with national folklore as a welcome

second day

- Visit of the site Crkvishte, observing the antique fortresses Markov Grad and Prosek
- Visit of the entrance of the cave Zmeovec and overview of the bank of the river Vardar.
- Visit and sightseeing the winery complex Vila Marija, winery “Elenovi”. Wine tasting with snacks.
- Visit of the Old railway station and the tunnel.
- Visit of the winery “Kapia” and the vineyards.
- Dinner at the winery “Popova Kula”.

third day

- Travelling from Demir Kapija to Florina
- Accommodation in hotel “Vetsi” and welcome drinks
- Visiting the Archeological museum in Florina
- Sightseeing the churches St. Nicholas, St. Petka and St. Dimitrija
- Lunch with wine tasting in the winery Amindeo
- Visiting the vineyards and sightseeing of the winery “Amindeo” with information about the processes of wine production and types of wine
- Festive dinner with national folklore

fourth day

- Breakfast and departure to the island St. Achilles
- Sightseeing of the island with the remains of the basilica St. Achilles and the church St. Demetrius
- Picnic with friendship activities, music and wine
- Visiting the Neolithic settlements Armenochi, Meliti, Agios Panteleimonos, Agii Anargiri and Varikos

fifth day

- Breakfast and departure of the guests.

- using the detected natural and cultural attractions in preparing the tours;
- integrating the accommodation capacities in the offer;
- identifying target markets for individual and integrated services and products
- creating specific wine products defined as basic and programmatic services;
- defining the terms of using the products;
- adoption of a system of calculation of the package tour;
- determining the duration of using the product and itinerary;
- providing a system of distribution of the tourism product;
- implementation of activities related to the tourism product;
- adoption of a system for assessing the success of the implementation of the tourism products;