

BITOLA DESTINATION FOR CULTURAL TOURISM – 7000 YEARS OF HISTORY – (FROM GURGUR THROUGH TO HERACLEA BITOLA)

Nikola V. Dimitrov, PhD, Profesor, Faculty of Tourism and Business Logistics - Gevgelia, University "Goce Delchev" - Stip; e-mail: nikola.dimitrov@ugd.edu.mk

Abstract: Bitola is a major city in the country with several millennium history. It is a city which played hundreds of important historical events, town center of provinces, cities that were born, lived or resided important historical figures, and the city its cultural - historical heritage tourist successfully managed. In Bitola, today, are the most important tourist valorized cultural - historical monuments, events and ambient parts. Bitola, the more tourism fairs in Europe, successfully launched its cultural - historical heritage and cultural events, becoming the most avant-garde tourist destination in cultural tourism in the Balkans.

Key words: *tourism, historical monuments, cultural events, ambient sections, lifestyle.*

Introduction

Bitola is a city with more history millennium (Dimitrov 1998; authors Group 2004). The vanguard of Bitola prehistoric settlement Gurgur Mound (Saneva & Sanev 1976, Vasuleva 2005), today a settlement consisting of the city. In Gurgur Mound is discovered archaeological material of various ceramic products belonging to the early Neolithic period, about 5000 years old. The continuity of life is confirmed by the ancient period through Heraclea Linkestis (Mikulcik 2007; Gjorgjievska, 2007, 2012, 1998 Janakievski; Adzievski 1996), a city founded by Philip II in 349 g. BC Today Heraclea and is part of the city of Bitola. Heraclea evolved from a military base, first through town as an important station on the Via Egnatia, and later as a bishop's seat. Life in this city lasted more than a millennium, ending a disastrous earthquake in 518. Remnants of rich life Heraclea are several

basilica , mosaics, theater , thermal, portico, episcopal palace, fountain city, the main street and a variety of artifacts .From the ashes of the old city, near it begins to shape a new settlement, medieval Bitola (Todorovski 2002). City that exists under that name more than a millennium. Centuries of new Bitola, were filled with many tumultuous events of military attacks, destructions, looting and downs. So the city throughout history often have changed their rulers, and the longest was under the Ottoman Turks. History of Bitola register and growth when it becomes important trade and craft center, capital of Vilayet - Province, the city of rich and poor people, cosmopolitan city of many nations and religions . A significant period of Bitola was the 19th century when the city has increased significantly reaching over 50,000 people, and became (in Thessaloniki) second largest city in the European part of Turkey. At that time, the city of Bitola were rich merchants and craftsmen, rich Bazaar with over 2000 shops to trade links with many cities and countries in Europe, Asia and Africa, Rumeliskiotelaet city center, a city rich citizenry who copied Western fashion Western lifestyle, architecture and so on. (Dimitrov 1998; Group authors 2004).

However, the events in the first two decades of the 20th century led to Bitola experienced real cataclysm. The adjacent happens Ilinden Uprising (1903), it takes place in the Young Turk Revolution (1908), the Balkan Wars (1912/13 d.) And the First World War (1914/18 d.) Events led Bitola



center developed to reduce the city to not perspective (Tankovski & Minovski 2009) . The state of Bitola , significantly changes the period after the Second World War, when built many commercial facilities, and when strengthens village - city, and emigration abroad. New values of Bitola occurring after 1991, especially in the moment when producing new economic activities, tourism and general economic development. In all previously delivered and fragmented, history or life in Bitola and his predecessors dating back more than 6000



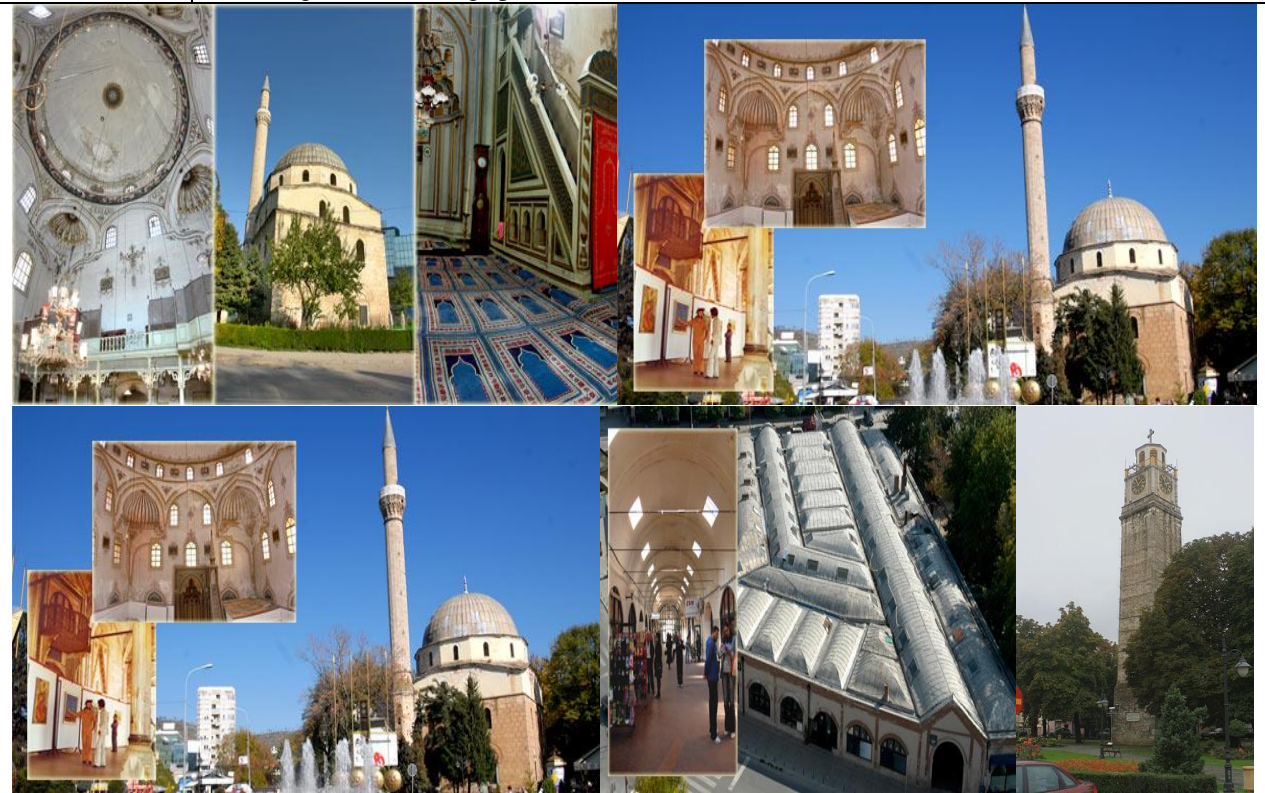
years. The rich history, in terms of promotion of cultural heritage, Bitola, so far, successfully presented its cultural - historical heritage of visitors to the city, and visitors to various tourism fairs in Europe and the world, where Bitola is present.

1. Cultural - historical monuments (short cut) Within the space, we will try to do a brief overview make short section of the important cultural - historical monuments in the city of Bitola, the time of occurrence, location - location and name of the monument.

REVIEW

cultural - historical monuments in the city of Bitola period of occurrence

Period of occurrence	Place and the name of the monument	
Prehistory (5000 year B.C.)	Gurgur locality - the northeastern outskirts of the city. Multi-layer settlement - Early Neolithic, the slightly elevated mound, 150 meters long and 3 meters high. Ceramic material containers and cylinders. This locality is now an integral part of Bitola.	
Old age (from IV BC to VI century AD)	Heraclea Linkestis - today part of Bitola. Founded in 349 g. PR. AD by Philip II, father of Alexander III of Macedon. City with over 1000 years of history. City Centre Province and later episcopal seat. City of ancient theater capacity of 2000 seats, several basilicas, large and unique mosaics, sculptures, and various other artifacts.	
Middle age (from VII to 14 th century)	Medieval churches and monasteries (St. were known. George, St. Demetrius, St.. Elijah St. Nicholas St. Physicians - Cosmas and Damian, Sts. Petka, St. Saviour and others, and over there Heraclea former medieval fortress Fight and on nowadays city core in Bitola there were 70 churches and monasteries, while north of Bitola's highest hill hill, was a medieval fortress and a large church) that the occupation of Bitola by the Turks converted into mosques. There were places with holy water, more mills, large trees - maple trees, ...	

	
<p>New age (from 15 to 17th century)</p>	<p>Mosques (Isak Celebi 1506 Yeni Mosque in 1558, Ghazi Haydar Kadi Mosque in 1561, etc.), Clock Tower (17th century), a covered bazaar - bazaar (15th century), Old Bazaar (18 - th - 19th century) with 2000 stores, warehouses - Magaza (19th century), caravan Saray, religious-schools seminaries, ten bath, several deboi, turbo, Zandan tower, several public fountains, cemeteries, more neighborhoods, large plane trees and the like.</p>
	<p>(from 18 and 19th century)</p> <p>Churches (St. Demetrius 1830, St. Mary in 1870, St.. Sunday 1863, St. Constantine and Helena, St.. Nahum and others, 19 - th century). Cathedral ("Sacred Heart of Jesus" 18th / 19th century). Ambient units of urban architecture "Main Street" (19th century). Mosques, synagogues, cemeteries, independent town houses, banks, insurance companies, caravan, inns, theater, over 2000 shops, photographic studios, movie theater, dozens of bridges, 9 consulates, more civil and religious schools - seminaries, two barracks, a military school several hospitals, pharmacies, printing companies, factories, libraries, Metropolis, more cemetery, park, fountain, public fountains, picnic areas, "Tumbe Coffee", "almond Ballarat", "Budej Well", "Bimbil Stone", "Deveani "" Strchin "and others.</p>

	
<p>Newest century (from 20th century till nowadays)</p>	<p>In Bitola 22 Orthodox churches, 10 mosques, 1 cathedral Catholic Church, evangelical 1, 1 Methodist, more civil cemetery military cemetery from the First and Second World War (Civil: Christian Orthodox, Vlach, Catholic, and Muslim and Jewish; and military: French Serbian, German, and partisan of the Second World war), reestablished "Russian Cross" Sedona built an army, two squares, a national institution and museum Bitola Institute, Cultural, National - National Theatre Bitola, several city parks, over 100 monuments and commemorative plaques, memorial houses the revolutionary "Goce Delchev" memorial house of the National Hero "Stevan Naumov - Steve" memorial museum room "Mustafa Kemal Ataturk" memorial Hall of Bitola Congress, Old City room, House of culture 12 consulates, 18 primary and secondary schools, two universities, one academy, six faculties, over 20 hotels, hostels, villas and apartments, over 100 restaurants, bars, cafes and pizzerias, 3 souvenir shop, 7 galleries, 16 travel agencies, etc. 3 crates.</p>

In the urban area of the city of Bitola found several hundred objects of cultural heritage rich history and culture of the city. The greatest concentration of cultural - historical monuments found in the downtown area or along and adjacent to ambient walk street "Main Street" (formerly named "Marshal Tito" , "Tsar Boris III", "King Peter" , "Hamid" the course depending on the time that " ruled " by the

city and Republic. Macedonia as a whole). In fact, the most beautiful, most representative and unique street along with two squares, or the Museum of Bezisten south to north, a length of about 1 km, which brings together more than 50 important buildings and monuments of cultural heritage in Bitola. Main Street is one of the oldest city streets (whose contours are first mentioned in the first half

of the XV century) the main features of the modern streets of European capitals. Street in the rich history was economic, political, educational, cultural and social center, was and still is the center of events, the events center, promenade of fashion, youth, culture, which fully reflects the lifestyle of the city of Bitola. City with a glorious past, consuls city, capital of pianos, cosmopolitan and wealthy city, bohemian town where singing (praised in over 200 songs), eating and drinking, city of culture and a style of life

2. Infrastructure for the purpose of tourism (short review)

In terms of promotion of cultural monuments in the city of Bitola things Institution National Museum and Gallery - Bitola Tourist Information Center (Petrovska 2012) Department of Economic Development and Public Affairs, Department of Economic Development (Municipal newsletter, 2010, 2011, 2012) which has role of tourism bureaus, most hotels, travel agencies, restaurants, places of worship, banks, consulates, shops in the old bazaar, department stores, sports facilities and so on. So, just in the center of Bitola, ie along and in the vicinity of ambient street " Main Street " are numerous cultural - historical buildings from different historical periods, churches, mosques, cathedral, old town center core architecture with old houses over a century clock tower bazaar, museum, monuments, fountain, fountains, fountains, hotels, restaurants, bars, a number of shops in the old bazaar, etc. The attendance of Bitola speak the following data from the State Statistical Office (SSO June 2013), in 2012. Pelagonian region was visited by 72.054 tourists or 11,1% share in the total number of tourists who visited the

country (total of RM 663.633 tourists visited), of which 52.422 were domestic and 19.632 foreign tourists. Overnight stays totaled 174.304 or share of 8,1 % (a total of RM 2.151.692 tourists realized nights) of which 126.306 nights were generated by domestic and 47.998 overnight stays by foreign tourists. On the other hand, the information obtained from the competent authorities of the Department of Economic Development and Public Affairs, Department of Economic Development of the Municipality of Bitola, in the course of 2012, the city was visited by about 35.000 tourists per day or approximately 100 tourists. The number of nights was over 100.000, or an average of 2,8 days per tourist. Most of the tourists or about 65% were domestic (22.750), and 35 % foreign (12.250). The foreign tourists were most numerous: Turkey (5000 visitors) and Greece (about 4000 tourists) , and the rest were from Serbia, Bulgaria, the Netherlands, Australia, Albania, USA, UK, France, Spain, Canada, Croatia, Russian Federation Poland, Czech Republic, Slovenia, Montenegro, Bosnia and Herzegovina, Italy, Germany, the Netherlands, Romania, Israel, Japan, China and others.

3. Tourism promotion and marketing

Bitola, along with tourist info center, founded in 2006, actively engaged in the promotion of tourism in the city and the whole community. For continuity it s fair share of tourism, which presents a number of guides, flyers, maps, postcards, travel CD-a, and DVD-a, in four languages brochures, books, signal tics - with panels. Same info for tourism development strategy is developed for tourism development 2009 - 2014 y, realized more border projects in Greece and Albania, especially projects

Neighborhood Programme INTERREG IIIA / CARDS, between Greece - Macedonia and opened a number of cultural - historical exhibitions , promoted a new info portal Bitola : www.BitolaTourist.info, during the year carried more international and domestic festivals , cultural realize longest summer in Macedonia in length from 60 days to over 200 cultural content etc. For their efforts towards developing cultural values, Bitola 2007 VA joined the European association of cities and regions with cultural - historical heritage, which is comprised of 11 associations of historic cities and 14 European countries. In this part of Europe this honor have only Bitola and Dubrovnik. Then in 2009 the World Tourism Fair in Lugan, Switzerland, Bitola is crowned with another award for outstanding most avant garde tourist destination in the region. While, according to the Balkan Alliance of hotel associations Bitola became a leader in cultural tourism for 2001. However, Bitola, does not stop here, rather working on extension with new content and a new vision for development of tourism.

CONCLUSION

Tourism in Bitola perspectives, especially cultural - historical tourism. The Bitola has much to offer the tourist clientele, such as the construction of the Museum of the First World War, the Old Town Museum, Museum of fire activity (which has a tradition of 1884), a museum of photography and film, rebuild cinema of Milton Manaki, build a museum for medicine (which dates from antiquity onwards), then rebuild the medieval fortress, adjusting Dzhepaneto a museum or other content, building funicular and view on Tumba Coffee, completion of the largest church of all Macedonian saints and more

content in the near future that may be a reality and attract many tourists.

REFERENCES:

1. Nichola V. Dimitrov (1998) Bitola - urban geographical development DNUB , Bitola , p . 320
2. Group of authors (2004) Bitola , monograph , " Mycenae " , Bitola, p . 290; (in Macedonian)
3. Dragica Saneva Vojislav Sanev (1976) Prehistory in Central Pelagonija, National Museum of Bitola , Bitola, p . 152; (in Macedonian)
4. Marija Vasileva (2005) Where is our pas – Introduction to prehistory of Pelagonia, Bitola, p. 64
5. Ivan Mikulcik (2007) Heraclea Linkestis, " Magor " Skopje, p . 157; (in Macedonian)
6. Anica Gjorgjievska (2007) Roadmap through time Linkestis Heraclea, Bitola, Bitola, p. 260; (in Macedonian)
7. Anica Gjorgjievska (2012) Eternity of Bitola" Phoenix ", Skopje, p. 87; (in Macedonian)
8. Tome Janakievski (1998) Ancient theaters in Macedonia, Bitola, str.303; (in Macedonian)
9. Adzievski Costa (1996) Pelagonija the Middle Ages, INI, Skopje, p . 316; (in Macedonian)
10. Stevce Todorovski (2002) Archaeological finds from the Middle Ages in the range of Bitola" Macedonian civilization ", Skopje, p. 190; (in Macedonian)
10. Elena Petrovska (2012) Welkom to Bitola - Bitola Tourist Guide, II Edition, Municipality of Bitola, Republic of Macedonia, Bitola
11. Bitola (2012), Report 2005-2012, Bitola
12. Municipal Informer (2010), informative newsletter of Bitola, Volume V, Bitola
13. Municipal Informer (2011), informative newsletter of Bitola, Volume VI, Bitola
14. SSO (2013) Tourism in the Republic of Macedonia, 2008-2012 Statistical Review: transportation, tourism and other services , 8.4.13.01. 746 June 2013 Skopje

INTERNET SOURCES:

www.bitola.gov.mk
www.bitolatourist.info
www.bitolamuseum.org
www.manaki.com.mk