

University "St. Kliment Ohridski" Bitola
Faculty of tourism and hospitality Ohrid



XI INTERNATIONAL CONFERENCE

*“SERVICE SECTOR IN TERMS OF
CHANGING ENVIRONMENT”*

27-29.10.2011, Hotel Metropol, Ohrid.



tel.+389 46 262 147
e-mail:ftu@uklo.edu.mk
www.ftu.uklo.edu.mk



University "St. Kliment Ohridski" Bitola

Faculty of tourism and hospitality Ohrid

XI INTERNATIONAL CONFERENCE

SERVICE SECTOR IN TERMS OF CHANGING ENVIRONMENT

CONFERENCE PROCEEDINGS

27-29 October 2011, Hotel Metropol, Ohrid.



SERVICE SECTOR IN TERMS OF CHANGING ENVIRONMENT

Conference topics:

Competition in tourism in terms of changing environment
Development of insurance in terms of changing environment
Current trends in customs and freight forwarding
Current tendencies in gastronomy and nutrition
Financial services in terms of changing environment

Round table:

- Scientific research experiences and possibilities for cooperation

Organizing Committee

Dr. Saso Korunovski
Dr. Lidija Simonceska
Dr. Cvetko Andreiski
Dr. Gordana Reckoska
Dr. Naume Marinoski
Dr. Liljana Batkoska
Dr. Jagotka Strezovska
Dr. Ivanka Nestoroska
Dr. Angela Vasilevska
Dr. Ivica Smilkovski

Conference dates:

October 27-29, 2011 Ohrid

Conference information:

www.ftu.uklo.edu.mk

Scientific Committee:

Dr. Marijana Curak - Croatia
Dr. Vladimir Njegomir - Serbia
Dr. Borisav Marovic - Serbia
Dr. Thomas Aiuppa - USA
Dr. Helmut Gründl - Germany
Dr. Klime Poposki - Macedonia
Dr. Djurdjica Stojanovic - Serbia
Dr. Hans Michael Wolfgang - Germany
Dr. Wieslaw "Wes" Czyzowicz - Poland
Dr. Irena Kikerkova - Macedonia
Dr. Bernd Eisenstein - Germany
Dr. Zdenko Cerovic - Croatia
Dr. Sandra Jankovic - Croatia
Dr. Kilipiris Fotis - Greece
Dr. Lazar Lazic - Serbia
Dr. Theuma Nadia - Malta
Dr. Vodeb Ksenija - Slovenia
Dr. Hartmut Rein - Germany
Dr. Tome Nenoski - Macedonia
Dr. Zorka Grandov - Bosnia and Hercegovina
Dr. Ilija Iliev – Bulgaria
Dr. Marija Petrovic - Serbia

“COLLECTING – FROM HOBBY TO PROFESSION, FROM PRIVATE OWNERSHIP TO TOURISM OFFER, FROM BLACK MARKET TO LEGAL ACTIVITY”

Nako Taskov¹, Nikola Dimitrov¹, Dejan Metodijeski¹,

**¹University “Goce Delcev” Shtip, Faculty for tourism and business logistics,
Gevgelija, Macedonia, nako.taskov@ugd.edu.mk, nikola.dimitrov@ugd.edu.mk,
dejan.metodijeski@ugd.edu.mk,**

1. INTRODUCTION

The reasons for writing this paper is the undefined role of collecting in the society. In fact, most collectors have this work done as a hobby. However, in the last couple of decades, due to economic reasons, some collectors have turned the hobby into their "profession", which includes the purchase of antique and rare items, their temporary storage, setting up a price, putting the items on the market and finally, sale of the items. Despite the punitive provisions, part of the collectors sell – alienate the cultural heritage which is a priceless national treasure. However, our efforts are to legitimize and to unify the collecting as a profession, as a legal activity and as a tourism offer.

2. CONDITIONS

Collecting has a long history. According to some authors, the first collector is Noe [1]. According to other sources, examples of collecting are the library in Alexandria in which books were collected from all over the world and the efforts of the Medichi family from Renaissance Florence who collected artworks [2]. Some authors point out the 15th and 16th century as the beginning of the act of collecting that we are familiar with today [3]. The term collector means an individual - collector of rare items, artworks, etc. Comes from the Latin word *collectio* –

collection (for example old coins, weapons, manuscripts, letters, stamps etc.) collecting [4]. On the other hand, the term collector means a person that collects rarities, artwork and more collectable items [5]. Antiques - lat. *Antiquitas*: antiquity, old item, an item with artistic value, old enough to witness the previous time period or the past human civilization [6]. Any item old enough to satisfy the snobbery values of the social acceptability with a market price. An antique shop is a store where antiquities are sold. They can be purchased from antiques dealer, through auction sales, or online with or without bidding. An antique item is a 100 years old item, or less, desirable or collectable because of its rarity, condition, or usefulness or another unique feature. Various collectors exist in Macedonia, including: collectors of old coins - numismatists, collectors of old folk costumes - folklorists, collectors of old and new stamps - philatelists, collectors of old and new books - bibliophiles, collectors of various old items - antiquarian, collectors of old Christian crosses, collectors of old jewelry, collectors of old weapons, collectors and producers of models, scale models, collectors of old-timers, motorcycles, bicycles, etc. The exact number of collectors in the Republic of Macedonia is unknown. According to our estimates the number of collectors is more than 200 people.

The calculations are made on the theoretical assumptions that there is 1 collector per

10.000 inhabitants, (according to the 2002 census, the population of the R. of Macedonia is 2.022.547 : 10.000 = 202 people). Furthermore, if we assume that all private collectors own 1.000 different items on average, this means that there are about 200.000 items, which is not a negligible number (there are over 500.000 museum items in all of the museums in our country. If we assume that 564.296 households, according to the 2002 census, own a minimum of 2 items, valuable as museum items, it appears that our country has at least 1.128.592 more items.).

However, the fact that these items remain unregistered is something to think about. The registration can be done by including a special question in the census of population; by having people register their collections themselves, by doing extensive research on the issue or by using some other appropriate and efficient methods. Due to the lack of space, we will mention just a few private museums and collectors in the Republic of Macedonia:

- The first private museum that existed for a few decades in Bitola, until 2006, with the death of the owner Petar Petrov (the only heir of the famous musical family of the pianist Dimitar Lala, a student of Richard Wagner and Franz Liszt) and his wife, was the private museum "Wagner - Lala". The Museum Institute and Gallery from Bitola with financial support provided by the Ministry of Culture bought the whole collection, all furniture, porcelain, Baroque and Rustic kitchen utensils, photos, pianos and other materials.
- In the village Rezanovce - Kumanovo, Zlatko Davitkovski has a museum containing seven rooms in which there are 600 sets of folk costumes, 200 carpets, 150 aprons and another 800 other exhibits (mortars, coffee-pots, water canteen, icons, corks, tobacco-pipes, copper jugs, lanterns, pans, pots, tools).
- The private museum of ethnology of Jone Eftimovski - village Podmocani - Resen, has 2.000 artworks: jewelry, folk costumes, weapons, old coins, household items and other items. Souvenirs - dolls dressed in folk costume can be bought at the museum as well.
- The private library, known as "Albi" in village Babino, Demir Hisar, whose owner is Stevo Stepanoski has a library fund of over 20,000 books, documents, texts and rare manuscripts.
- Boris Tanevski owns Auto ethno museum in the village Krklino, near Bitola, who names the collection as a collection of rarities, "Philip". The collection has several thousand items of folk costumes, weapons, tools, cars, engines and a city, village and Jewish ethno room [7].
- The collector, ethnologist Alexandar Todorovski from Bitola has a collection of 800 folk costumes and about 3.000 ethnographic items.
- The collector Vane Shindovski of Sopiste, Skopje has a rich collection that is placed in a private museum.
- Dostana Karagjozoska-Stankovska and Penka Matovska have a large collection of various folk costumes, embroidery, individual pieces and the like.
- Prof. Dr. Stojko Pizhevski is the biggest collector of old automobiles - old-timers in Macedonia.
- Other collectors of old-timers are: Blagoj Eftimov from Kocani, Ice Popov from Bogdanci, Dionis Pachlakov from Negotino Boris Tanevski from village Krklino – near Bitola, Lazo Stankovski from Makedonski Brod, Dimitrie Pelivanov from Skopje.
- An example of a well established private museum is the smallest museum in the world, owned by Simeon Zlatev - Mone, who on an area of only 7.20m² has

placed 1150 various items (archaeological items, folk costumes, jewelry, weapons, tools, equipment, pottery, etc.) [8].

- Other rich collectors, businessmen in the Republic of Macedonia are: Trifun Kostovski (a collection of crosses and art collection), Risto Gusterov (paintings, etc.), Tihomir Kondev (paintings), Vladimir Bucu Lazov (paintings, sculptures, installations), Miroslav Skalovski (paintings) Blagoja Mehandziski (paintings), Mitko Kocovski (paintings), Dragan Vesov (paintings), Gojko Sekulovski (paintings) Kemal Sejfula (paintings) and others.

In addition to private museums and various collections, in Macedonia, there are also private antique shops, salesrooms, galleries, contemporary art studios, photos, antiques and the like. Along with this, rich collectors and businessmen enrich their collections through dealers who buy items from domestic collectors, and customer service managers of brokering, buying, selling items from or to a foreign auction house or online purchase.

Because of the convenient central geographical position of Macedonia, it is necessary to have an established foundation or auction house, owned by domestic and foreign tycoons and wealthy collectors, whose goals and objectives, will be to work with antiques, artwork and so on. This auction house would also incorporate the open market of all Balkan countries. Thus, the export of antiques and artworks from Macedonia would be controlled, and there will be open commerce and establishment of a market forcing realistic market prices for collectors and artists from our country. And finally, all that we consider the cultural heritage will have market value, and will get the exact picture of the real number of cultural heritage which our country has.

3. PROPOSALS

In the Law on Museums, a special section should be added concerning the regulation of the act of collecting, or there should be a separate Rulebook, or Instructions for the content and manner of keeping records and documentation of museum collecting material and collecting activity, private museums, etc.

Registration and creation of a list of all collectors, private museums, galleries, antique shops, salons, auction houses, managers, associations, foundations, clubs, centers, juridical and physical persons that produce and trade with antiques, copies, artwork, etc. Registration of people-inspectors who will take care of the cultural and economic heritage of our country, fighting against illegal diggers, black market artifact dealers and other persons who alienate our cultural heritage. Hiring professionals, students and others who will prepare questionnaires, surveys, who will form associations, societies, unions, who will organize fairs, exhibitions, debates, public meetings, tourism offer, sale. Professional collecting, ordering, identification, classification, processing, research, registration, numbering, photo-documentation, storage, protection, publication and presentation of the museum material and items at the private museums and the individual collections. Running entry book, inventory book, output book, card file of museum items, catalog of museum items, book of exhibitions, photographic database, film database, electronic database, register of museum copies, and other museum records and documentation. Systematic effective and efficient improvement from collector through custodian to manager, from room to museum - high education, education, profession, collection, buying off, purchasing, processing, division and classification by time period, age, quality, rarity, size, material, uniqueness, storage, collection, catalog, exhibition, arrangement, public presentation, training, education, offer, making copies with certificates, making souvenirs, items, clothing, affiliation to unions, associations, local, regional,

national, participate in open days, marketing, promotional activities, participation in auction sales, bidding, collectors fairs, exhibitions, debates, public meetings, antique leasing, creating questionnaires, surveys, tourism offer. Making of various souvenirs and items, clothing, tools, weapon, machines, natural items - minerals, flora, fauna, music, instruments, crockery, utensils, napkins, labels, lighters, magnetic souvenirs, hats, scarves, masks, maps, flyers, brochures, etc. The following actions are necessary for the promotion of collecting as a profession, activity and tourism offer: enforcing laws, regulations, rules, guidelines, other instruments, financial incentives, benefits, subsidies, assistance in building museums, memorial rooms, shops, studio, houses, storage, professional training, auction, bidding, production, preservation of unique items, the reproduction, buying from the state, gift, donation, employment, probation, retirement, reward – citizenship merit badge, recognitions, guardians of national wealth, national medal of honor, etc.

The Museums, the museum materials and the museum items are collected through not only research, drilling, purchasing, gifts, legacies, bequests, exchange and other ways, but also through concession and undertaking from other juridical and physical persons according to this Law or other laws. It could be buying private collections, with special rules of highlighting the owner of the museum collection who sold it or donated it to the state.

Organizing permanent exhibitions, temporary and mobile exhibitions, lectures, seminars and workshops, professional training of the museum staff, the collectors etc. Designing of scientific and professional catalogs, publications, guides, brochures, copies of rare artifacts, reproductions, various souvenirs and other commercial product and promotional material for the presentation of the museum objects.

Pursuant to Article 23, paragraph 5 of the Law, museums may perform other activities aimed at better attendance, commercial presentation and marketing of the museum,

such as opening a café, selling copies, information material, etc. under the conditions laid down by the law [9].

Museums may be archaeological, historical, ethnological, artistic, architectural, technical, natural science museums, also crafts museums, theater museums, film museums, postal museums, military museums, railway museums, church museums and others.

Pursuant to Article 6, paragraph 3 of the museum Law, a private museum can be established as well by domestic or foreign juridical and physical person, under conditions laid down by this and other law [10].

We are witnesses of how various antique or modern exhibits are sold to tourists. Frequently it is about selling artifacts, originals or reproductions, copies of rare artifacts, as well reproductions of artwork, icons, models, etc. even without certificates. The items that are unique and rare, can instantly become antiques, no matter that they are not that old, and vice versa those items that are older but with increased demand, regardless of their number become antiques.

Nowadays, under the influence of the rapid technical and technological development, new designs and models of various products are constantly emerging, each new product, puts the previous model in a group of antiques, not by age but by uniqueness, because no such models are produced anymore and it becomes a rare item, demanded by the collectors. This means that any previously produced product that is no longer produced enters the group of antiques. Also, the personal items of the celebrities become valuable antiques, immediately after their death.

Maybe it's time to view most of the antiquities from the point of commerce, which means reproduction and free market sale. While, some artifacts could keep the exclusivity and may be produced as replicates or copies, limited in number greater than the previous six copies.

In the current national classification of occupations, collecting is not recorded as

particular activity or occupation. However, in certain parts we recognize its segments. Namely, in the part of trade or other retail trade of brand-new products in specialized stores, retail trade of souvenirs, handicrafts and religious items is mentioned, and in the part of retail of second-hand products in specialized stores the following are listed: retail trade of antiques, auction houses activities related to retail trade, retail trade outside the stores, stalls and markets - which, among other things includes the auctioning of stores (retail trade excluding the internet). Then, in the activity of individual auctioneers, in the part of renting jewelry, musical instruments, stage props, costumes, etc., and in the part of other professional, scientific and technical activities, not mentioned elsewhere, the activities of assessment are listed. The only place where the collecting is mentioned is in the part of the activities of other organizations based on membership, not mentioned elsewhere, where among the others, the collectors' clubs are given as well [11].

4. CONCLUSION

Our conclusion coincides with the title of paper. Accordingly, the collectors are those who should take the initiative and the state authorities are the ones to give legitimacy to the profession and the collecting activity, as well as the legitimacy to the collecting as a tourism offer, through souvenirs and many other promotional activities. Is it possible? – Discover it through SWOT analysis:

Collecting - profession, activity, tourism offer.

Strengths: Preservation of cultural and other types of heritage. Accurate records of the cultural heritage. Turning the act of collection into a profession and activity. Employment of qualified and trained staff - art historians, custodians, managers, insurance managers and so on. Control of the cultural heritage exhibits. Effective work based on professional and efficient way of working. Tourism offers and promotion of

the tourism. Increased production of copies, reproductions, souvenirs. Designing catalogs, books, brochures, etc. Financial gain, profit, etc.

Weaknesses: Lack of education, awareness, knowledge of the cultural heritage. Lack of managerial staff for collecting customer service, lack of project experience. Lack of office space, lack of resources. etc.

Opportunities: Systematic problem solving, Law on and Regulation of collecting, antique shops, galleries, shops, auction houses and so on. Perspectives, learning, contacts, exchange of experiences, transfer of knowledge and technology, reputation, friendship, positive processes in the environment, marketing activities, research, development of new products, positioning, promotional activities, management strategy, distribution of sale etc. Increasing the number of employees in the field of culture, tourism, insurance and so on. Connecting with the black market of antiques, artwork, etc. Opening of museums, galleries, antique shops, auction houses, insurance companies and others.

Threats: Rejecting new ideas. Lack of funds. Lack of motivation, decline of interest, denial of project proposals and so on.

REFERENCES

- [1] John Elsner, Roger Cardinal, eds.: *The cultures of collecting*, Reaction Books Ltd, 1997
- [2] <http://en.wikipedia.org/wiki/Collecting>
- [3] Simon Knell, ed.: *Care of collections*, Routledge, 1994
- [4] Милан Вујаклија: *Лексикон страних речи и израза*, Просвета, Београд, 1980
- [5] <http://www.makedonski.info/search/колекционер>
- [6] <http://www.makedonski.info/search/антиквитет>
- [7] http://www.muzejkrklino.mk/index_mk.php?action=results&poll_ident=4
- [8] Симеон Златев: *Монеграфија, најмал етнолошки музеј во светот*, Скопје, 2009
- [9] Закон за музеите, Службен весник на РМ, бр.66, 2004

[10] Закон за музеите, Службен весник на РМ, бр.66, 2004

[11] Класификации, методологии, номенклатури и стандарди, Државен завод за статистика на Република Македонија, 2.8.11.01., Скопје, 2011 г., стр. 9, 357,539; Класификација на производи по дејности, КПД 2008, Државен завод за статистика на РМ, Скопје, 2009, стр. 410-416, 423-424