

The influence of the Municipality of Berovo on the development of specific forms of tourism in Macedonia

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Abstract:

Tourism is a complex activity and for its proper functioning is necessary to combine and complement more elements starting with tourism and geographical position, natural geographic features combined with significant monumental anthropogenic values represent the right combination of space gives a real tourist and aesthetic value. The development of tourism in Municipality of Berovo is deeply related with the activities in the area of culture and the organization of cultural events. Municipality of Berovo is an increasingly recognizable touristic-cultural destination where numerous cultural events are taking place in, and some of them are traditional and recognizable for this region.

The positive effects occurring in tourism are an engine that allows the formation of a quality touristic offer. With the fact that the society is in continuous development, we can expect continuous touristic development as well. Plans and strategies are made in order to fulfill and promote the touristic offer, as well as to increase the economic effects from tourism.

In the Republic of Macedonia there are favorable conditions for the development of many specific forms of tourism. This is the case with Berovo and Maleshevia, which abounds with pronounced selectivity in this regard.

Key Word: Tourism, tourist destination, selectivity, Berovo.

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I. INTRODUCTION

Rich is the fund of authentic, cultural, natural and traditional resources and products that Macedonia manages with is affluent, with which, accordingly to modern-day global trends in the last decades, are offered serious opportunities for the tourism development. The fact that mass tourism, that in our conditions is composed of use of "sun", "water" and "beach", represents a form that constantly needs upgrade and alternative. Because of that, selective types of tourism are more and more expressing and appearing. They divide the market on more segments of consumers, whose requests are getting more specific day by day. Every day a larger number of consumers are getting motivated by the specific forms of tourism, and most represented are tourists with a desire to actively spend their vacation, relax, have fun, learn, to elevate culturally and to create an opportunity to ennoble their personality through their touristic stay. In modern conditions of rapid industrial and technological development, when every individual is preoccupied with his work, as well as the lifestyle that dictates a relatively high degree of physical inactivity, stress, tension, monotony, conditions everyone of those individuals to have a motive that will stir their daily life. The use of the specific forms of tourism is the best opportunity.

It's very important for the regions of Berovo and Malesevo to use the natural and cultural social values of this area. The tourism in this area is appearing as a motivator that can unite and to make the resources and the human's creative hard work functional. The tourism can come to life and valorize such an area and at the same time it can bring positive economic effects. When making an analysis of such a region, regarding of his location, as well as the resources it owns, it can be noted that its potentials will be notable. A detail processing of the region and discovery of the real potential values are needed. They articulate the development of many touristic forms.

II. THE IMPACTS OF THE CURRENT TOURISTIC DEVELOPMENT IN THE REGION

The effects made by the touristic development in one region are the essence of tourism. Tourism must be analyzed as a multidimensional complex phenomenon. That merely tells us that the effects made by it are various and have a big impact upon tourism. In terms of the effects, they need to be treated as an area of interdependent, complementary and complex action on numerous functions that are characterized as multifunctional. In order to be easily understood, the effects (functions) of tourism are divided on: Non-economic effects and Economic effects. Within these effects, the direct and indirect impacts can be analyzed in

details, and within the direct and indirect impacts it can be talked about positive and negative effects (Petrevska, B., 2013).

Non-economical effects (functions) of catering and tourism, whether or not they are functions with direct or indirect influence, they can be various, such as: cultural-educational, fun, health-recreational, political, social, etc. While reviewing the touristic offer in this region in Macedonia, we will see that the non-economical effects are very dominant. The various touristic influences in this area are positive by social meaning. In order of improvement of the touristic product and attracting many potential tourists in the area, various events and manifestations are organized with the visit of the museum in Berovo, the historical monuments across Malesevo etc. Tourism has big influence in raising the awareness of the receptive population in the area. Through improvement of the quality of the environment they actively participating in the formation of one beautiful picture about the touristic product, the whole infrastructure is improved and promoted as well. But despite the positive influences from the non-economical effects, tourism has negative influences from a social point of view that cannot be neglected. It should be taken care of these occurrences while taking measures about touristic development.

Within the economical functions of tourism, as leading are inclined the ones that have a positive influence upon the economic development, not only about the given touristic destination, but the whole country. As most often analyzed positive economical effects of tourism are: the multiplicative function of tourism; the influence on gross domestic product; the possibility of tourism to create new work places and to absorb a big number of workable population directly or indirectly; the influence upon the capital investments; the contribution of tourism for equalizing the balance of payments; the influence upon the development of other related economic activities and last but not least, the encouragement for proper development of the country (Petrevska, B., 2013). With the rise of the number of tourists, many work places are opened too. Analyzing the number of tourists can show us that there is a rise of the touristic traffic, and with that a positive economical growth. The growth and development of the region as a touristic destination is rising.

III. TRADITIONAL CRAFTS OF MALESEVO

In the region of Malesevo traditional crafts are still nurtured and practiced: woodcarving, jewelry, blacksmith craft and slipper craft. You can see the making of every kind of icons in Byzantine technique, complete iconography, fresco paintings and iconostasis from wood. The woodcarvers from this region are known for their quality manufacture of every kind of carvings- shallow, deep, undermined, openwork and sculptural, as well as for the luxurious decorative elements for interiors.

Jewelry as a craft was an inseparable part of the everyday life of the people in Malesevo. Jewelers were traveling from village to village to tin the citizens cooper bowls in order to make it easier for them. Slipper craft (shoemaking) is a craft that has deep roots in Malesevo. There are still some descendants of first shoemakers in Berovo, who same as their ancestors, are making and repairing the citizen's shoes. The following of the old technologies and the use of the modern instruments are used for making a big variety of luxurious products with the features of the bigger number of crafts in Malesevo. Jewelry and goldsmithing as crafts were an inseparable part of the everyday life of the citizens of Malesevo.

Women as guardians of the tradition are still processing the wool from sheep and goats and make clothes and shaggy covers, carpets, towels, mats etc., in techniques of weaving, spinning and embroidery. Felt is a modern technique, but in Malesevo it has been known for a long time as making "calcins" (socks and vest for the men fighting for their country). The need of joined performance has provoked the people processing the wool to organize and join in civic associations that work successful and, besides the enjoyment, are also finding economical interests in their hobby. In the municipality there are two active organizations in this field "Serafim"- Berovo and "Rakotvorbi", the village Rusinovo.

To revive the blacksmith craft and inserting and promoting the creations in the modern life, in Berovo there is a non-governmental organization that is functioning and manages to fit the traditional and the need of the modern man with the skillful hands of the blacksmiths, that except the usual working tools (pickaxes, axes, shovels, plows...) they are creating objects that have a use in the everyday life (<http://maleshnet.mk/традиција/>).

If you would visit the market in Berovo, you would find some manufactured products too. Clay pots, knitted clothes, wool carpets, national costumes, floor mats with folk motives, souvenirs, national shoes etc. The art paintings are another temptation for you to visit the local artists.

IV. NATIONAL COSTUME, SONG AND DANCE IN THE REGION

The clothes people wore in the past are a big touristic attraction today. The interesting design, variety of colors, joined together with the national dance and songs are one landmark that leaves a mark in everyone. The national costume is such an ethnological value that evokes a significant interest in tourists. The attractiveness in the sense of tourism, in the field of the national costume is contained in the aesthetic

characteristics. The compliance of the numerous elements owned by the national costume, expresses her beauty (Marinoski, N., 2001).

In Republic of Macedonia the national costumes are divided in two types: Eastern Macedonian and Western Macedonian. The costumes from the area of Berovo and Malesevo are in the group of Eastern Macedonian type of national costumes. In this type belong all the costumes of the area of Middle-Vardar and Sopsko-Macedonian ethno-graphic unit.

Basic features:

- The clothes for the upper part of the body are with darker colors (black or nail color); especially characteristic are the clothes from striped woolen fabric alaja and anteria; the decorating is modestly; mostly with woolen cords (rarely threaded), industrial tapes, stripes, lace etc.
- The bottom white linen clothes (from hemp, linen, cotton) most often are made from cloth woven with frills; some women shirts, tailored straight, deviate from the dinar type of shirts; in their way of decorating lace from the Turkish-oriental spirit is dominant;
- An important feature in the summer time is the covering of the head (in the male population) with a white cloth; every day, and especially for the holiday occasions it is characteristic to wear a cloth attached to the belt;
- The men's belts are with emphasized width, woven on a red basic, with straight or square design, with a leather belt on top; the women's belts are in few types, and the most characteristic is the belt with one pleat, twice or three times re-folded, decorated with straight continuous stripes;
- Aprons are characteristic for many men's costumes, woven with straight horizontal stripes, there are more varieties of the women's aprons, but they are more modest in the terms of ornamental decoration unlike the western-Macedonian type; some aprons have perfect square designs;
- The socks are characterized with typical ornamental decoration ;

Beaded ornaments prevail in jewelry and accessorizing. Clothing elements are joining here, but in first place come the ones from the modern time - the Turkish-oriental ones (<http://documents-mk.blogspot.mk/2012/03/blog-post.html>).

Macedonian folk dances are dividing in this area as well as the national costumes. The region of Berovo and Malesevo belong to the eastern dance area where the dances Berovka, Ratevka, Malesevka, Kopacka etc. come from (<http://digital-culture.eu/mk/traditions-and-customs/macedonia>).



Figure 1: Traditional folk costume from the Maleshevo region, Macedonia

V. ATTRACTIONS AND MANIFESTATIONS IN THIS REGION AS TOURISTIC MOTIVES

The attractions are one of the most important components in the touristic system. They are the main motivation for touristic trips and they are the core of the touristic product. The manifestation's touristic motives are such an attractive segment in the touristic offer of Republic of Macedonia. With their quality they represent one of the most important factors in the development of the tourism. The manifestations occur as the main touristic method, but they often have some complementary features in the touristic offer of this area as well (Marinoski, N., 2001).

In Malesevo the traditional manifestations and events that enrich the assortment of possibilities for tourism growth and attracting domestic as well as foreign tourists, are still nurtured and practiced. The culture and tradition are the people's treasure, and their promotion is the most powerful asset for communication that attracts people as magnets, to see, hear and experience the vibrations of these timeless categories, no matter the ethnicity, country and continent.

The only masks, unique costumes, humor, laughter and joke, migrant songs, the love singed through the centuries, traditional and modern music stills, fairs and tastings of products, modern exhibitions, are a small part of the mosaic of Berovo and Malesevo. The cultural events and manifestations are nurtured by the citizens of Berovo, in order to be noticed, promoted and attracted the public interest in the country and out of it for our centuries-old, historical, traditional and national cultural treasure and artistic heritage.

Municipality of Berovo in these last few years is more and more recognized touristic-cultural destination where a lot of cultural events take place, and some of them are traditional and recognizable for this region. Some of them are the following:

1. On 20th January the religious holiday St. John is celebrated from the believers of the Orthodox religion. Traditionally, this manifestation is taking place in village Ratevo, where the citizens are masked in animal skins, sometimes with masks, but often with their faces drawn with charcoal. A mandatory decor of the masks is bells, attached to them whose job is to cast out the evil spirits. Since 2008 **"Bamburci"** grew up in a manifestation organized from the Municipality of Berovo, complemented by a competition and a prize for the "best" mask-costume. At the place of the masquerade, warm rakija is served, heated in traditional kettles;
2. Municipality of Berovo on the first day of the Orthodox holiday Easter chooses **the hardest egg and the most beautifully decorated egg**;
3. The traditional celebration of Ilinden in village Rusinovo in honor of the rebels and the revolutionary past through the event **"Vrsnik"** has a goal to visualize the tradition, to bring the cultural inheritance closer to the modern world;
4. **The art colony Berovo**, is continuously organized since 2003 and has an international character, with the participation of artist from Macedonia, Bulgaria and Serbia. The art works that will come from it, are exhibited in Berovo every year, as in many cities throughout Macedonia;
5. **The liberation day of Berovo** is a holiday followed by traditional evening concept, as a series of cultural events through the day, among which the exhibition of the art works from the Art colony;
6. Every year in August an **International folk festival** is organized in Berovo, whose host is Cultural Society of Art "Dimitar Berovski" from Berovo, and folk groups from Republic of Macedonia, Bulgaria and Serbia take place;
7. **The ethno festival Berovo**. Every year within the Cultural summer, under jurisdiction of Municipality of Berovo and support from the Ministry of culture in Republic of Macedonia, Ethno festival is organized with a cultural - artistic program, through which the rich touristic potentials of Berovo and Malesevo are presented to the visitors from all around the world. The fair **"Malesevo na dlanka"** which is in the composition of the ethno festival, besides a fair of traditional products is also a fair of tourism. on 28th August, the fair ends earlier and all the contestants are invited, hosts and guests to participate in the big ecclesiastical- national gathering for the religious holiday Big Mary, in the yard of the monastery "Holy Mary- Balaklija " where lunch is served (national offering);
8. Every year in early October, Berovo is a host of the **International rally with off-road vehicles**, organized by the AMU of Macedonia and the Jeep Rally sport Skopje. The event is taking place in Suslevec, on a trail that is specially prepared for the uses of rally;
9. **"Malesevo Potato Day"**. The event is dedicated to the tasty and ecologically clean potato from this region, the proud of every citizen of Malesevo. The manifestation takes place in 11 October and it is with exhibition-sales character, where all sorts of potatoes are presented, and you can taste the local delicacies with potatoes combined with the famous cheese from Malesevo and the Maleshevo rakija from plum.
10. The day of the death of the Macedonian revolutionary Damjan Gruev, and honoring his deed, a hike is organized, starting from the village Rusinovo all the way to the mountain Petlec, the location where he was murdered in 1906.

VI. GASTRONOMIC TOURISM IN THE REGION

Gastronomy and tourism are inseparable related. Every tourist wants to explore flavors that are different from the ones he can taste at home. The authentic and organic food, as well as the drinks represents an important segment of every touristic product that affects on the growth of the touristic destination. Unfortunately, the ones in Macedonia are not valorized enough and therefore the authentic food and beverages are not used as comparative advantage. The gastronomical tourism presents a part of the cultural tourism, where the culture and history of a certain environment are explored and discovered through food. The meaning of the authentic, specific and organic products is great and it can contribute for the touristic growth, as well as the growth of the agriculture, food industry and many other branches, in one word it can contribute for the economical growth.

Gastronomical tourism differs from the agri-tourism because it is a subgroup of the cultural tourism, and the agri-tourism is subset of the rural, but the gastronomical tourism as well. In any case, the gastronomical and agri-tourism are inseparable related. Macedonia and the region of Berovo and Malesevo manage with series of specific and authentic dishes for whose preparations are used authentic or organic herbs and animals. Gastronomical tourism directly or indirectly incites the growth of the agriculture and economy.

In the region of Berovo and Malesevo there are many authentic high valued and health safe gastronomical products that can be successfully placed on the touristic market. The institutions as well as all of the touristic subjects must participate in the creating, shaping, growth and organization of the gastronomical potentials in this region. It is necessary to make the mapping of the products, their protection and promotion. The education in the direction of the growth of the gastronomical tourism is necessary to be made as well.

VII. THE IMPORTANCE AND THE CONTRIBUTION OF THE GROWTH OF TOURISM IN BEROVO AND MALESEVO

Assuming that if in the region of Berovo and Malesevo would exist a continuous growth of the tourism; everything else would be growing in parallel under its action. If we examine the specific forms of tourism, which could grow in the region of Berovo and Malesevo, than we could expect great outcomes too. For starters, the awareness of the population in this region would rise. With their active involvement in the tourism, we could understand for all of their features and functions. Then, a touristic brand would be easy to create in this touristic destination that would be sold out to the potential tourists. With the growth of the tourism and his continuous maintenance, the demand in catering facilities would increase as well, there would be a demand in the modernization of the old, or openings of new work places. The income would be big so the growth of tourism and his forms would significantly decrease the unemployment in this region.

If the modern trends and needs of the foreign tourists are followed, then it would be needed to advocate for the improvement of the current conditions. Different types of tourism will develop different economic activities. If the citizens of Berovo would develop the gastronomy as a branch, with a rich offer of traditional food, the production of the agriculture and cereal crops, and the production of dairy products would increase too. There would be an increase of the stockbreeding that is the increase of the number of livestock that would make a great contribution for the region on Berovo and Malesevo.

As an economical occurrence, the growth of the tourism will improve the infrastructure in Berovo and Malesevo. The increase of the number of tourists in the region will lead to improvement of the roads that lead to the touristic destinations and her attractions. As an economic factor, these investments will return in favor of the tourism. And of course the most important benefit is the economical profitability.

The multiplicative effects represent one of the most characteristic influences that the tourism has. We will mention that the assets from the touristic consumption in the region will circulate in the economy and therefore they will make an impact upon the economy in a certain touristic destination, as creating a new additional market for more economic activities. This way, with the help of tourism and the involvement of the enormous part of the economy in the certain region, not only the economical, but the whole social development of the touristic destination will accelerate.

VIII. CONCLUSION

Tourism as an occurrence in the region of Berovo and Malesevo, with an intensive pace, will grow slowly but surely. The future perspectives would be a transformation of the region in a more profitable business branch. It would be a huge contribution towards the development of many specific forms of tourism in the region. Starting with the villages Dvoriste, Ratevo, Rusinovo, Vladimirovo, Mitrasinci, Budinarci, Macevo and Smojmirovo, so we could finish with the city Berovo, this is a spatioal framework of research which points us that there is a real possibility to assemble one complex offer of touristic products. Defining the specific forms of tourism, enables us to see a clear picture and determination of the touristic offer which could make us stable on the touristic market. What the region of Berovo and Malesevo offers as resource, is through his view to get an explanation of the appearance of the selective tourism in this region.

The research is based on the objective evaluation of the current field situation. The main vision of this labor is for the region of Berovo and Malesevo to grow in a respected touristic destination, whose products would be based on the natural and cultural inheritance of the region and upon the tradition of the people living there; Products known for their quality and totally adjusted to the requests and needs of the modern tourists. The region of Berovo abounds with natural values, which based on their reasonable and right use, will contribute for the laying of the foundation for constant growth of tourism. The Malesevo Mountains represent a rarity and a priceless treasure enriched with flora and fauna that beautify this region. The river Belasica and her tributaries, the accumulated Berovo Lake that made a field of hydrographic values are great places for satisfying the needs of the tourists.

The ethnographical values as traditional homes, national songs and dances, and many manifestations organized to present the culture, are the landmark of the region of Berovo and Malesevo. The catering objects that look like the traditional Macedonian houses characteristic for this region, offer a variety of food and beverage. The offer from this region wouldn't be complete without its gastronomy. The various treasure of the eco products and organic products that are a privilege characteristic for the region of Berovo, spoil the senses

and surprise with an unforgettable taste. They are a solid material basic for the development of different forms of tourism.

Reviewing the published information, the region of Berovo and Malesevo is visited by domestic tourists as well as tourist from many countries as Bulgaria, Germany, Serbia, Italy etc. It takes effort to retain them, and the attention of the foreign tourists should be attracted as well. Popularization and promotion of the future potential tourists is also needed in order for them to familiarize with the beauties and rarities of region. There are many possibilities and perspectives for the development of the tourism in the region of Berovo and Malesevo. The use of the potentials is up to us. The nature is the one that creates and offers, but the human is the one that needs to nurture it and keep it safe, and during that to organize and prepare it as a beautiful kit. The basic of tourism isn't enough for the development of it. If we want to feel the benefits of the growth, we must act, and at the same time to complement with what we would contribute for growth and sustainable development of tourism.

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