



УСТОЙЧИВ ТУРИЗЪМ - ПЕРСПЕКТИВИ И ПРЕДИЗВИКАТЕЛСТВА

ИЗДАТЕЛСТВО „АВАНГАРД ПРИМА“
СОФИЯ, 2020



УСТОЙЧИВ ТУРИЗЪМ - ПЕРСПЕКТИВИ И ПРЕДИЗВИКАТЕЛСТВА

СБОРНИК ДОКЛАДИ ОТ МЕЖДУНАРОДНА СТУДЕНТСКО-ДОКТОРАНТСКА
НАУЧНА КОНФЕРЕНЦИЯ, ОРГАНИЗИРАНА ОТ
КАТЕДРА „ТУРИЗЪМ“ НА СТОПАНСКИЯ ФАКУЛТЕТ НА
ВЕЛИКОТЪРНОВСКИЯ УНИВЕРСИТЕТ „СВ. СВ. КИРИЛ И МЕТОДИЙ“,
23 АПРИЛ 2020 ГОДИНА

УСТОЙЧИВОЙ ТУРИЗМ - ПЕРСПЕКТИВЫ И ВЫЗОВЫ

ДОКЛАДЫ ОТ МЕЖДУНАРОДНОЙ СТУДЕНЧЕСКО-ДОКТОРНОЙ НАУЧНОЙ
КОНФЕРЕНЦИИ, ОРГАНИЗОВАННОЙ КАФЕДРОЙ „ТУРИЗМ“,
ФАКУЛЬТЕТ ЭКОНОМИКИ,
УНИВЕРСИТЕТ ВЕЛИКО ТЫРНОВО „СВ. СВ. КИРИЛ И МЕТОДИЙ“
23 АПРЕЛЬ 2020 Г.

SUSTAINABLE TOURISM - PERSPECTIVES AND CHALLENGES

PROCEEDINGS OF THE INTERNATIONAL STUDENT-DOCTORAL SCIENTIFIC
CONFERENCE ORGANIZED BY TOURISM DEPARTMENT
AT FACULTY OF ECONOMICS OF THE
"ST. CYRIL AND ST. METHODIUS" UNIVERSITY OF VELIKO TARNOVO
23 APRIL 2020 YEAR



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ISBN 978-619-239-423-3

Издателство „Авангард прима“
София, 2020

СЪДЪРЖАНИЕ

Ciprian-Constantin Pătrăuceanu, Oleg Petelca SYSTEMATISATION OF THE PUBLIC DEMAND IN THE CONTEXT OF EUROPEAN INTEGRATION	5
Cristian Marinescu, Alina Bratiloveanu THE EFFECTS OF WORK INFORMALITY ON THE ECONOMY	11
Emilija Todorovic TOURIST VALORIZATION OF SKOPJE FORTRESS KALE	19
Irena Čelić, Snežana Milićević TRAINING OF HOTEL EMPLOYEES AS A SIGNIFICANT ACTIVITY OF THE HUMAN RESOURCES SECTOR	28
Mădălina-Cristiana Giușcă, Aurel Gheorghilaș A NEW MODEL APPROACH OF THE RELIGIOUS-TOURISM POTENTIAL IN ROMÂNIA	36
Mir Faraj Abasov THE BACKGROUND OF THE SOCIAL AND CULTURAL DYNAMICS OF DIGITALISM..	42
Nikola Naumov SUSTAINABLE DEVELOPMENT AND INNOVATION IN THE TOURISM INDUSTRY ...	46
Oleg Petelca, Cristiana Păvăluc (căs. Melinte) ВЛИЯНИЕ СОЦИАЛЬНО-ДЕМОГРАФИЧЕСКИХ ХАРАКТЕРИСТИК ПОТРЕБИТЕЛЯ СЕЛЬСКОГО ТУРИЗМА НА ТУРИСТИЧЕСКУЮ МОТИВАЦИЮ И ПРЕДПОЧТЕНИЯ	59
Андрей Соколов РОЛЬ ИНФОРМАЦИОННЫХ ТЕХНОЛОГИЙ В РАЗВИТИИ ТУРИСТИЧЕСКОГО БИЗНЕСА	68
Анна Семенец, Вероника Козлова АНАЛИЗ СПРОСА НА АВТОМАТИЗИРОВАННЫЕ СИСТЕМЫ УПРАВЛЕНИЯ В ГОСТИНИЦАХ	74
Василий Бунакаля БАНКОВСКАЯ БЕЗОПАСНОСТЬ И ЗАЩИТА ТУРИЗМА ОТ БАНКОВСКОГО МОШЕННИЧЕСТВА	80
Вусаля Мамедова ПОВЫШЕНИЕ КОНКУРЕНТОСПОСОБНОСТИ ЭКОНОМИКИ КАК МАКРОЭКОНОМИЧЕСКАЯ СТАБИЛЬНОСТЬ	88
Вероника Топала УЧЕТ КАДРОВ И БЕЗОПАСНОСТЬ ЛИЧНЫХ ДАННЫХ В ТУРИСТИЧЕСКОМ АГЕНТСТВЕ	98
Гамид Алекперли МУЛЬТИКУЛЬТУРНЫЕ ЦЕННОСТИ В УПРАВЛЕНИИ ОРГАНИЗАЦИЯМИ	105

Дмитрий Караджов РАЗВИТИЕ ТУРИЗМА ПРИ ИСПОЛЬЗОВАНИИ ИНФОРМАЦИОННЫХ ТЕХНОЛОГИЙ В РАЙОННОМ ЦЕНТРЕ БЕССАРАБСКИХ БОЛГАР	110
Екатерина Моисеева ГОСУДАРСТВЕННЫЙ МУЗЕЙ ИСТОРИИ КОСМОНАВТИКИ ИМ. К. Э. ЦИОЛКОВСКОГО. ВЧЕРА, СЕГОДНЯ, ЗАВТРА	117
Илаха Алиева АНАЛИЗ И ОЦЕНКА СОВРЕМЕННОГО СОСТОЯНИЯ ТУРИСТИЧЕСКОЙ ПОДГОТОВКИ В АЗЕРБАЙДЖАНЕ.....	126
Ирина Балина БЕЗОПАСНОСТЬ ТУРИСТИЧЕСКОГО БИЗНЕСА: МЕЖДУНАРОДНЫЕ РИСКИ И ВЫЗОВЫ	134
Ирина Балина, Кирилл Корецкий РЕГИОНАЛЬНЫЕ АСПЕКТЫ РАЗВИТИЯ И ОБЕСПЕЧЕНИЯ БЕЗОПАСНОСТИ ТУРИСТИЧЕСКОЙ ИНДУСТРИИ	142
Лейла Атакишиева ПОВЕДЕНЧЕСКИЕ ХАРАКТЕРИСТИКИ ПОТРЕБИТЕЛЕЙ ТУРИСТИЧЕСКОГО ПРОДУКТА	150
Мargarита Кулешова, Елена Бадикова, Вероника Козлова ЭТНОГРАФИЧЕСКИЙ ТУРИЗМ КАК ФАКТОР УСТОЙЧИВОГО РАЗВИТИЯ РЕГИОНОВ	157
Наиля Мусаева КРЕАТИВНОСТЬ В ОРГАНИЗАЦИЯХ КАК ГЛАВНОЕ НАПРАВЛЕНИЕ ПРИНЯТИЯ РЕШЕНИЙ	164
Нурай Рза-заде ИССЛЕДОВАНИЕ ЭКОНОМИЧЕСКОГО ПОТЕНЦИАЛА ИННОВАЦИОННОГО РАЗВИТИЯ ГОСТИНИЧНЫХ ПРЕДПРИЯТИЙ АЗЕРБАЙДЖАНА	171
Олга Белан АНАЛИЗ СЕЗОННОСТИ В ЛЕЧЕБНО-ОЗДОРОВИТЕЛЬНОМ ТУРИЗМЕ: РЕГИОНАЛЬНЫЙ АСПЕКТ	180
Олга Белан ФОРМИРОВАНИЕ СИСТЕМЫ УПРАВЛЕНИЯ ДЕТСКИМ ОЗДОРОВИТЕЛЬНОМ ТУРИЗМОМ: СОВРЕМЕННЫЕ РЕАЛИИ	191
Сабина Баширова, Эсмира Годжаева СОЦИАЛЬНО-ЭКОНОМИЧЕСКИЕ ПЕРСПЕКТИВЫ ИНТЕГРАЦИОННЫХ ПРОЦЕССОВ АЗЕРБАЙДЖАНСКОЙ РЕСПУБЛИКИ	200
Сабина Мусаева ОСОБЕННОСТИ РЕГУЛИРОВАНИЯ ЭФФЕКТИВНОГО ПОТЕНЦИАЛА ВНЕШНЕЙ ТОРГОВЛИ	206
Сергей Пянковский БЕЗОПАСНОСТЬ ЛОГИСТИЧЕСКИХ МАРШРУТОВ И ЗОН ОТДЫХА	211

Ханум Гасимова ПРОБЛЕМИ ИННОВАЦИИ В СОВРЕМЕННОЙ СИСТЕМЕ УПРАВЛЕНИЯ	219
Айхан Моканов УСТОЙЧИВИ ПРАКТИКИ В ХОТЕЛИЕРСТВОТО (ПО ПРИМЕРА НА КУРОРТЕН КОМПЛЕКС АЛБЕНА)	224
Александър Димитров ПРЕДИМСТВА ОТ ПОДДЪРЖДАНЕТО НА ОНЛАЙН РЕПУТАЦИЯ В ХОТЕЛИЕРСТВОТО	230
Васка Белчовска – Неделчева ПЪТУВАЩИТЕ ЕКСПОЗИЦИИ КАТО ЧАСТ ОТ КУЛТУРНИТЕ ПОЛИТИКИ И МЕНИДЖМЪНТА НА КУЛТУРНИТЕ ОРГАНИЗАЦИИ – ЕЛЕМЕНТ ЗА УСТОЙЧИВ МЕСТЕН КУЛТУРЕН ТУРИЗЪМ	239
Васка Белчовска – Неделчева ФИНАНСОВИ ИНСТРУМЕНТИ ЗА ОПАЗВАНЕ И ИЗУЧАВАНЕ НА КУЛТУРНО- ИСТОРИЧЕСКОТО НАСЛЕДСТВО КАТО ЕЛЕМЕНТ ЗА УСТОЙЧИВ КУЛТУРНО- ИСТОРИЧЕСКИ ТУРИЗЪМ	248
Васко Василев ДА СЪЗДАДЕШ УНИКАЛНА МУЗЕЙНА ЕКСПОЗИЦИЯ САМО ЗА ЕДНА ГОДИНА: МУЗЕЙ НА ОБРАЗОВАНИЕТО В ГРАД СЕВЛИЕВО – СЪЗДАВАНЕ И ПОСТОЯННА ЕКСПОЗИЦИЯ	256
Десислава Алексова МЕТОДИКА ЗА УСТОЙЧИВО РАЗВИТИЕ НА ТУРИСТИЧЕСКА ДЕСТИНАЦИЯ	263
Димитрина Полихронова, Ваня Проданова, Фахри Идриз БАЛНЕОЛОГИЯТА КАТО ИНСТРУМЕНТ ЗА ПРИВЛИЧАНЕ НА ТУРИСТИ В БЪЛГАРИЯ	278
Димитър Димитров ГЕОПОЛИТИКА И ХАЗАРТЕН ТУРИЗЪМ	284
Ирена Илиева-Иванова ДИГИТАЛИЗАЦИЯТА КАТО ФАКТОР ЗА РАЗВИТИЕ НА РУРАЛНИТЕ (СЕЛСКИТЕ) РАЙОНИ	290
Любен Стоянов ПРОСТРАНСТВЕН АНАЛИЗ НА РОЛЯТА НА ЖП ТРАНСПОРТА В РАЗВИТИЕТО НА ТУРИЗМА В РУРАЛНИТЕ РАЙОНИ НА СЕВЕРНИЯ ЦЕНТРАЛЕН РАЙОН	297
Антоний Иванов, Георги Иванов, Яна Чучуранова АСПЕКТИ НА ТУРИСТИЧЕСКОТО ПРЕЖИВЯВАНЕ В СОФИЯ: ПРОУЧВАНЕ НА ИНОВАТИВНИ ГРАДСКИ ТУРОВЕ ПРЕЗ ПОГЛЕДА НА ПОТРЕБИТЕЛИТЕ	307
Валерия Иванова НАЦИОНАЛЕН ФОЛКЛОРЕН СЪБОР “ЛЕДЕНИКА” - КОНЦЕПТУАЛНА РАМКА И РАЗВИТИЕ	316
Виктория Димитрова АЛТЕРНАТИВИ ЗА РАЗВИТИЕ НА СЕЛСКИ ТУРИЗЪМ В ОБЩИНА ВРАЦА	325

Габриела Кокошкова, Ива Пенчева, Симеон Янев, Ивелин Василев ПРИНОСНИТЕ МОМЕНТИ НА ПРАКТИКИТЕ В ОБУЧЕНИЕТО ПО ТУРИЗЪМ ВЪВ ВИСШЕТО ОБРАЗОВАНИЕ	334
Деляна Генова, Андриана Иванова, Анжела Стоянова, Марина Кюркчу НЯКОИ ТЕНДЕНЦИИ В ПОТРЕБИТЕЛСКОТО ПОВЕДЕНИЕ ПО ВРЕМЕ НА МЕСТНО ОРГАНИЗИРАНО СЪБИТИЕ	342
Елеонора Янчева БЪЛГАРСКИ ТРАДИЦИИ И ОБИЧАИ КАТО ТУРИСТИЧЕСКИ РЕСУРСИ	349
Елеонора Янчева ПРОУЧВАНЕ МНЕНИЕТО НА СТУДЕНТИТЕ ЗА ВЛИЯНИЕТО НА ТРАНСПОРТНИТЕ СРЕДСТВА ВЪРХУ ОКОЛНАТА СРЕДА	360
Елица Бенева УСТОЙЧИВОСТ НА ТУРИСТИЧЕСКИТЕ РЕСУРСИ В ОБЩИНА СЕВЛИЕВО	371
Йордан Адолфов ТЕНДЕНЦИИ ЗА РАЗВИТИЕ НА РЕСТОРАНТЪОРСТВОТО В ГРАД РУСЕ	377
Красимир Кателиев СЕЛСКИЯТ ТУРИЗЪМ КАТО АЛТЕРНАТИВЕН ВИД ТУРИЗЪМ В БЪЛГАРИЯ	385
Красимир Кателиев ПРИЛОЖЕНИЕ НА МОДЕРНИТЕ КОМПЮТЪРНИ ТЕХНОЛОГИИ В ТУРИЗМА	393
Марина Пехливанова РАЗРАБОТВАНЕ НА ГРАДСКИ ВЕЛОСИПЕДЕН ТУР В СОФИЯ: ВЪЗМОЖНОСТИ, ПРОБЛЕМИ И РЕШЕНИЯ	401
Милена Киселичкова ТУРИСТИЧЕСКИ РЕСУРСИ С ПОТЕНЦИАЛ ЗА РАЗВИТИЕ НА АЛТЕРНАТИВНИТЕ ВИДОВЕ ТУРИЗЪМ В ОБЩИНА ПОМОРИЕ	410
Михаела Иванова ВЪЗМОЖНОСТИ ЗА РАЗВИТИЕ НА ЕКСТРЕМЕН ТУРИЗЪМ (ПО ПРИМЕРА НА ДОЛИНАТА НА РЕКА СТРУМА)	416
Павел Стефанов, Соня Цонева, Антоан Илиев, Наталия Савова УПРАВЛЕНСКИ ПРОЦЕС ПРИ ОРГАНИЗИРАНЕ НА СЪБИТИЕ ОТ ТИПА „ФЕСТИВАЛ НА ХРАНАТА“ (НА ПРИМЕРА НА „ПРАЗНИК НА ЕЛЕНСКИЯ БУТ“, ГР. ЕЛЕНА, ИЗДАНИЕ 2019 Г.)	423
Симона Пенчева ГРАД ЕЛЕНА – ДЕСТИНАЦИЯ ЗА УСТОЙЧИВ ТУРИЗЪМ	433
Таня Белова-Тодорова ЕКОЛОГИЧНИ ВЛИЯНИЯ НА ТУРИЗМА В ГРАД ВЕЛИКО ТЪРНОВО	438
Теодора Михайлова ОБОСОБЯВАНЕ НА ЗАНАЯТЧИЙСКИ КЪТ В ГРАД АПРИЛЦИ	444



TOURIST VALORIZATION OF SKOPJE FORTRESS KALE

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Abstract

The city of Skopje is a destination that annually visits almost 1/3 of the total number of tourists coming to Macedonia. It has a rich cultural heritage that attracts a growing number of tourists on a daily basis. In the interest of planning the sustainable development of the cultural tourism in the city, it is of great importance that the tourist valorization of the cultural heritage, assessing their value from the aspect of tourism. The subject of valorization should be all the tangible and intangible cultural assets of the city in order to hierarchically align them based on their value, which will give directions in strategic planning for the development of cultural tourism. This will determine which of them are leading in the overall cultural tourism product of the city, and in which they have yet to invest. Since the tourist valorization of the entire cultural heritage of the city of Skopje is a complex and long-lasting process, in this work I will make the valorization of one of the most important cultural sights of the city, the fortress Kale. Although there are many qualitative and quantitative measures for the implementation of tourist valorization, in this paper I will apply the Hilary du Cros method, which due to its complexity and the numerous indicators through which the valorization of cultural goods is examined, is considered one of the most reliable methods most reliable. The method will be modified in terms of specific and indicators and adapted to the subject of tourist valorization.

Keywords: valorization, fortress Kale, cultural heritage, sustainable development

INTRODUCTION

Skopje Fortress Kale is a historical core, is the origin of today's Skopje and is located in the center of the city, on the left bank of the river Vardar. Current scientific evidence indicates that Skopsko Kale was inhabited in prehistoric times, more precisely at the crossing between IV and III century BC, and during archaeological excavations in 1953 and 1967, material evidence of the late Neolithic settlement was discovered. The Kale Fortress, as archaeological discoveries show, was re-inhabited sometime in the 7th and 6th centuries BCE, and the remains of this settlement have been discovered about 6-7 meters below present-day levels. The fortress was once again occupied in the X century, when the medieval Byzantine-Slavic city of Skopje was formed during the time of Tsar Samoil, which was "one of the most important strategic points - fortress-cities" within the then vast Macedonian Samoil Empire. With the latest archaeological excavations that began in 2007, 13,400 objects from different periods have been discovered, of which 4527 are coins. All items are preserved and divided into three collections. The construction of the prehistoric museum and the Ottoman-era museum have been completed, and the medieval-era museum is under construction.

Valorization is an important stage in the tourism development planning process because it aims to objectively assess the tourist resources in the destination. The existence of resources and their attractiveness is very important to explore from the aspect of tourism, but also from the economic, sociological and cultural aspect. However, tourist valorization should be performed by experts from different areas, it should not be forgetting the tourists, that is, their subjective perception and the assessment of the attractiveness of the resources. It is a fact that only consumers know what it is that will satisfy their needs.¹ Tourist valorization is one of the most important and complex issues in tourism theory and practice. It refers to a qualitative and quantitative assessment of the values of tourism resources and is the most important stage in the planning of spatial development of tourism.² The resources that will be considered as the most valuable can expect maximum demand and deserve priority in planning the development of tourism in the destination. When it comes to the value of tourist resources, the usable and market value should be distinguished. The use value is related to the attractive motifs, is to some of the attributes (recreational, aesthetic, famous, curiosity) that can meet the tourist need. However, the actual value of the tourist resource itself is not sufficient, but certain activities (investments in infrastructure, promotion, etc.) are needed in

¹ Angelevska-Najdeska, K, Significance and influence of management in tourism and hospitality, Faculty of Tourism and Hospitality, Centar for Scientific Research, Ohrid, 2005

² Jovičić, D., Увод у туризмологију, Београд, 2013

order to use or acquire the attractive effect of the resource and to form a tourist offer, such as market-based tourist value of resources. So, in order for the attractive properties of the motive to gain market value, it is necessary to conduct tourist valorization. It should not be forgotten that tourist valorization should be based on the principles of sustainable development, which is to preserve the resources from excessive exploitation, which will enable future generations to use and enrich them. Tourist valorization is part of the country's tourist policy, which means that it should be represented in the development strategy of tourism, as well as for the purposes of tourism policy. This means that valorization requires the coordination and coordination of policy holders at all levels.

The goals of tourist valorization that are set up for the successful implementation of the process, and they refer to:³

- Assessment of the volume of attendance;
- Estimation of the tourist value of all individual objects in some space or the whole space;
- Measures for protection of the area where the tourism activity develops;
- Developing marketing plans and strategies that evaluate areas will be placed on the market.

Different authors define and use different criteria for tourist valorization and it is therefore very difficult to establish unique criteria for all valorization objects that will yield the same results. It can also be concluded that the elements that are treated as criteria for valorization are numerous and different, so their grouping and gradation are performed. The basic elements of tourist valorization are: the attractiveness of the resources, the tourist-geographical position and the distance from the nearest developed tourist region. In addition to these, the traffic infrastructure, accommodation and catering facilities, the quality of additional services in the destination, authenticity, etc. are of great importance⁴. In the absence of a universal methodology for tourist valorization, researchers can use data from experts' attitudes, tourists, or combine indicators to evaluate the value of an object being evaluated. Methods can be classified into two categories, depending on the number of elements being evaluated: partial (partial) and complete. Partial methods are based on a set of factors: cultural - geographic factors, tourism superstructure components or infrastructure factors. The complete methods include evaluation of all components, although in practice it is

³ Vulas, D., Turistička valorizacija kulturnih manifestacija, Sveučilište u Splitu, Ekonomski fakultet, Split at <https://repozitorij.efst.unist.hr/islandora/object/efst%3A807/datastream/PDF/view>, 2016

⁴ Jovičić, D., Ivanović, V., Tourism and Sustainable Development in Europe: present status and perspective, 18 Biennial International Congress, Opatija, 2016

almost impossible to conduct a full evaluation of all the factors that are important for the process of tourist valorization. In hospitality practice, combined quantitative and qualitative and comparative methods are usually applied by authors, depending on the valuation object, in order to obtain an objective and clear picture of the current value of the resource subject to valorization.

If we analyze all quantitative and qualitative methods, we can conclude that they are based on the following elements: accessibility, tourist equipment and tourist services, ambience, specificity of the resource, significance of the resource and artistic value. The same elements are used in the method provided by the World Tourism Organization, whereby the criteria for valorization can be divided into internal and external. Internal criteria include: urbanization, infrastructure, equipment and tourist services, and external ones are: accessibility, proximity to broadcasting centers, specificity of tourist resources and their significance.⁵ In any planning of the sustainable development of cultural tourism to a particular destination, the tourist valorization of cultural goods, is the assessment of their value in terms of tourism, is of particular importance. In the process of evaluating cultural resources, all cultural goods in the destination subject to valorization should be covered. The most exploited method is the Hilary du Cros method, which will be explained in more detail in the Materials section and methods.

MATERIALS AND METHODS

The subject of this research is the Kale Fortress in Skopje, which represents a historical core, ie the origin of present-day Skopje and an important cultural and historical heritage in the country. The purpose of the research is to make tourist valorization of the fortress, in order to have a more successful placement in the domestic and international tourist market.

Steps and activities undertaken for the preparation of the paper: defining the subject and purpose of the research, setting up a research plan, field research and cabinet research, analyzing the data collected and writing the paper. For the purposes of this paper, valorization is carried out according to the model of Hilary du Cros, which is quite complex due to the large number of indicators through which the valorization of cultural goods is examined. But despite its complexity, this model is considered to be very adequate and credible in carrying

⁵ Košić, K., ppt. Turistička valorizacija- pojam, cilj, elementi, Univerzitet u Novom Sadu, Prirodno-matematički fakultet, Departman za Geografiju, Turizam i Hotelijerstvo, Novi Sad at <http://www.dgt.uns.ac.rs/download/otv2.ppt>

out tourist valorization of cultural goods. In this process of tourist valorization, assessment and grading of indicators, especially for the tourism sector and the sector for management of cultural goods, is made, as well as assessment of the size of the cultural good to receive visitors. The tourist sector is comprised of market attractiveness of cultural goods and factors that are important in creating a tourism product. Subindicators are rated with points from 0 to 5, and individual indicators may have a lower score. After that, the points of the indicators are collected and the level of attractiveness is determined: little attractive, medium-sized or highly attractive for tourism development. The sector of management of cultural goods is assessed through the cultural value and the size of the cultural good and can have a small cultural value, average value and high value. On the basis of the analysis, a matrix for market attractiveness (attractiveness) is set, with 9 cells marked with M (and, 1) (and, 1 = 1, 2, 3), and for each cultural good it is determined in which cell it belongs.

RESULTS AND DISCUSSION

Indicators that make up the tourism sector relate to: the market value of the cultural good (ambient, national symbol, evocative place, attractive for special needs, complementarity with other products in the destination and an indicator of whether the destination is associated with culture and factors of importance creation of tourism product (accessibility, transportation from broadcasting sites, proximity to other cultural attractions, catering facilities, parking, marked roads and availability of information).

Table 1. Evaluation of the value of the indicators from the tourism sector

Ambient	3
National symbol	3
An evocative place	3
Attractive for special needs	3
It is complementary with other tourism products at the destination	5
The destination associates with culture	4
Accessibility	5
Transport from the emitting place to the cultural goods	4
Close to other cultural attraction	5
Catering and accommodation facilities	4
Parking, market roads, availability of information	3
Total	42

Market attractiveness (attractiveness) of the cultural good for the tourism sector is determined after evaluating the scores of all indicators: low attractiveness 0-20, medium

attraction 21-40 and high attractiveness 41-60. The relatively high ratings of the indicators that define the product as culturally good from a tourist point of view, primarily due to the pleasant ambience of the place, the fact that one can meet many "witnesses" from different periods of Macedonia's history, potentials to create quality and innovative tourism product, proximity to other cultural and natural attractions, as well as the existence of tourist and road infrastructure. According to the sum of the scores of all the individual indicators, Skopje Fortress Kale has high attractiveness.

The indicators that make up the cultural asset management sector are composed of: factors that determine the cultural significance of the object (aesthetic and architectural value, historical value, educational value, social value, scientific research value and rarity of the cultural good) and the factors that make it express the robustness of the facility (state of repair, cultural management plan, monitoring and maintenance, investment potential, adverse impact on increased number of visitors).

Table 2. Indicators from the cultural good management sector

Aesthetic and architectural value	2
Historical value	2
Educational value	1
Social value	1
Scientific-reserch value	2
Rarely a cultural asset	2
A state of reparation	1
Management plan	0
Monitoring and maintenance	0
Potential for investment	5
Ability to adversely affect a large number of visitors	5
Total	21

The cultural relevance and robustness of the cultural well-being is determined after the scores of all indicators are collected: low attractiveness 0-20, medium attraction 21-40, and high attractiveness 41-60. The analysis showed that the Kale Fortress has great cultural, historical, educational, social and scientific value, and the low ratings were primarily due to lack of management and renewal plan, as well as regular monitoring and maintenance. After

the evaluation of the sub-indicators, a conclusion can be reached on the indicators from the cultural goods management sector. The sum of the scores of all individual indicators is 21, which means that Skopje Fortress Kale has a medium value for this sector.

Based on the analysis, we set the market attractiveness matrix where $M(i, l)$ ($u, l = 1, 2, 3$).

Robustness	41 – 60	M (1, 1)	M (1, 2)	M (1, 3)
	21 – 40	M (2, 1)	M (2, 2)	M (2, 3)
	0 – 20	M (3, 1)	M (3, 2)	M (3, 3)
		0 – 20	21 – 40	41 – 60
	Market attractive			

According to the analysis, it can be concluded that Skopje Fortress Kale as a cultural good is classified in category M (2, 3), which means medium value of indicators of cultural value / robustness and high market attractiveness. This means that it is necessary to take certain measures and activities to eliminate the deficiencies and take full advantage of the high market attractiveness of the product.

The tourist valorization is done according to the Hilary du Cros method and it can be concluded that the Kale fortress has a great attraction for the visitors, mainly due to the authenticity of the buildings, rich history and beautiful ambience. Combining this with the potential it offers for organizing different events and events will surely create an authentic and recognizable tourist product that will be a magnet for tourists. However, a tourist product cannot be considered just an object or a place. Extra services also greatly influence its quality, primarily focusing on catering facilities and services, infrastructure, hygiene and more. Therefore, it is necessary to undertake measures for strategic planning of continuous refurbishment and maintenance of facilities, ie establishment of regular monitoring and quality control. This will identify deficiencies in a timely manner and take action to eliminate them. Only with a quality tourism product being promoted the right way can the country compete in the market and become a recognizable place to visit. We must also not forget the need for comprehensive research on the tourist market, which will provide information on the needs and motives of potential tourists, their attitudes and opinions, thus facilitating the process of creating tourist products that will be recognizable, authentic and attractive and will meet the needs and requirements of tourists.

On the other hand, the analysis of the indicators of the sector of management of the cultural good showed average value, which is mainly due to the lack of management strategy and maintenance of the fortress Kale, as well as plans for its repair, investment projects and sources of their financing. which will ensure continuity and sound place management policy.

CONCLUSION

Research suggests that the Kale fortress is a cultural, historical and archaeological good that has the potential to become a successful tourist product that will attract visitors. This is primarily due to several factors: it possesses tremendous historical wealth which according to research is evidence that the fortress existed 5 centuries before Christ; Kale fortress is an archaeological site that has found more than 13,000 objects that have witnessed life here in the past; the fortress is a cultural treasure of the nations that have lived in it for centuries; provides a beautiful view of the city and the river Vardar; offers opportunities to organize different cultural events and events; is located in the center of the capital, which means proximity to other tourist attractions and catering facilities; has the opportunity for complete infrastructure editing; there is interest in developing fortress repair and landscaping projects, etc.

The question arises as to why, despite the full potential of the Kale fortress, it has not yet been used. During the field research the impression was that the fortress was left alone, and there were a number of shortcomings: complete neglect of the interior of the fortress; poor hygienic conditions, lack of waste baskets, benches, etc .; lack of information boards, signposts, boards on the premises where the visitors will be informed about the matter; lack of a professional to guide visitors and provide information on objects, history, archaeological finds, etc.; lack of innovative and creative services to attract visitors and so on.

The untapped potential and the disadvantages stem from the fact that there is no proper institution to manage this cultural-historical good. The institutionalization of the fortress will certainly create the condition for creating a quality strategy for long-term development. This will take measures for the strategic planning of continuous refurbishment and maintenance of facilities, ie the establishment of regular monitoring and quality control.

The tourist valorisation made in this paper is certainly only a small attempt to move the activities related to the creation and placement of the Kale fortress as a tourist product, since valorisation itself is a serious and extensive project involving experts from various fields that are relevant to evaluate the product in all its aspects. It is also desirable to perform a SWOT analysis, which will identify the strengths and weaknesses of the product,

opportunities and threats. Based on the results, a long-term development strategy will be developed according to the principles of marketing conception of business. This will mean creating specific strategies that will cover both the product and its promotion and market placement. Of course, this includes market research and its segmentation, competition research and demand in order to approach the needs of the end user.

All this requires the vertical and horizontal coordination of all tourism policy makers in the country, in order to be equally involved in the creation and placement of the Kale fortress on the world tourist market. All these activities should be in accordance with the principles of sustainable development, in order to preserve the historical, artistic, architectural, ethnological, scientific, cultural and other values of the Kale fortress.

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