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TOURIST VALORIZATION OF SKOPJE OLD BAZAAR

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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 on the basis of 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 Old Bazaar. It is located on the area from the Stone Bridge to Bit Pazar and from Kale to the River Serava and it dates back to the 12th century. The Bazaar suffered great damage in earthquakes in 1555 and 1963, as well as in two world wars. Subsequently, it was reconstructed on several occasions and nowadays represents the only remaining cultural monument in the Republic of Macedonia, which has kept its multicultural heritage of different civilizations. In addition to the original architecture and craft shops, there are many monuments of culture and religious buildings as witnesses of the multiethnicity of Skopje through the centuries. Due to its cultural, historical, social, architectural, educational and scientific value, in 2008, a Law was passed enabling the Old Skopje Bazaar to be declared a cultural heritage and since then it has been under the permanent protection of the state. 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. In order to avoid subjectivity in the research and assessment, a survey of 20 experts from different fields (tourism, history, art, geography) was conducted. Based on their answers and evaluations of the indicators of tourist valorization, a realistic assessment was made of the tourist value of the site. Some of the respondents were examined electronically, and some by direct survey.

Keywords: valorization, cultural heritage, Skopje, Old Bazaar

1. INTRODUCTION

The city of Skopje is rich in cultural and historical landmarks and a rich tradition that attracts tourists. It has significant cultural and historical sites that are the subject of visitors' interest and represent potential tourism products that are already a brand of themselves, but all together as a whole make the city an attractive tourist product and give the opportunity for successful brand building. Certainly one of the most significant and complex objects of the city is the Old Bazaar, a cultural monument and a witness to the development of the city through the centuries. The Bazaar suffered great damage in earthquakes and several times it was renewed. There are still celebrities from the Byzantine and Ottoman periods: Kapan an (now rearranged in a beer and a national restaurant), Cifte Amam (art gallery), Kurshumli an, Daut Pasha amam (art gallery), Suli An (Museum of the Old Skopje Bazaar) the old pushed the mail, the monastery St. Giorgi Gorgos Rapporter, Bezisten, Stone Bridge and fortress Kale. Today, as part of the bazaar, the church St. Dimitrija, Murat-Pasha Mosque, the church of St. Spas, the district quarters "Uchumat", the Mustafa Pasha Mosque, the Museum of Macedonia, the Museum of Contemporary Art, the Clock Tower, the Sultan-Muratova and several other mosques.

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 forget 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 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 importance [4]. 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 infrastructure components or infrastructure factors. The complete methods include evaluation of all components, although in practice it is 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.

2. MATERIALS AND METHODS

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 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 scores. 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.

In order to avoid subjectivity in the research and assessment, a survey of 20 experts from different fields (tourism, history, art, geography) was conducted. Based on their answers and evaluations of the indicators of tourist valorization, a realistic assessment was made of the tourist value of the site. Although I will use the Hilary du Cros method, I will modify it by adding and rejecting certain indicators primarily because of the specificity of the object that is subject to valorization. I hope that I will cover all the necessary elements for valuing the Skopje Bazaar and I will give a clear and objective picture of its value. The survey was conducted over a period of two weeks. Some of the respondents were questioned electronically, and some with a direct survey.

3. RESULTS AND DISCUSSION

The survey covered 20 professionals from different fields: tourism, economics, history, art, art history and archeology. Of these, 8 males and 12 females, 4 at the age of 30-40, 9 at the age of 40-50 and 6 at the age of 50-60 years. In terms of education, 8 are with higher education, 10 are masters and 2 doctors of science.

• Indicators showing the market value of cultural goods

1. *Ambient*. Most of the respondents 40% rated this indicator with 3, is they stated that the ambient is adequate, 25% said it was good and 20% excellent. The average score is 3.4, which shows that the ambience of the Skopje Bazaar is adequate and good. This primarily derives from the authenticity of the buildings, the large number of cultural and historical monuments, catering facilities and craft stores that maintain the spirit of the past. There is certainly room for improvement, above all in restricting urbanization and modernization, increasing the level of hygiene and maintaining facilities.
2. *National Symbol*. As many as 70% of the respondents agree that the Skopje Bazaar has the potential to be an important national symbol and the average score is 4. The high potential is due to the fact that in a place dating from the 12th century, a large number of "witnesses" different periods of the rich history of Macedonia.
3. *An evocative place - a place with a "good story"*. 90% of the respondents believe that the Bazaar is a destination with a "good story", a place where many historical events and a place where many legends are connected. When those "stories" would be used in a tourist sense, an attractive and authentic and recognizable cultural tourism product will be gained, which will certainly contribute to increasing the number of visitors and positioning the country high on the tourist map. The average score is 4.4.
4. *Attractive for special needs*, which would allow for increased attendance. As with the previous indicator, a high 85% believe that the bazaar is a place where various cultural manifestations and events can be organized. Namely, today there are artistic settings in Daut Pasha aman, Cifte Amam and Suli An, in Musical and other cultural events in Kurshumli, Kapan An is a national restaurant and so on. That does not mean that all the resources are spent, because the site offers many opportunities for innovative and creative approach to creating a tourist offer. The median score is 4.3.
5. *It is complementary with other tourism products at the destination, the region*. The average assessment of this indicator is 3.7, which means that 65% of the respondents agree that the site has some complementarity with other tourism products in the destination, that is, the region. This primarily refers to cultural, religious, manifestation and educational tourism. Increasing complementarity will mean creating an integrated tourism product that will make Macedonia recognizable on the market. It is therefore necessary to develop a strategy for the development of individual tourism products, which will function independently, but also as part of the overall tourist offer of the country.
6. *The destination associates with culture*. The majority of the respondents (75%) answered that the destination completely associated with culture. The average grade is 4, which is derived from a large number of cultural, historical and religious objects. If all this is added to the segments related to the culture of living, it can be said that the proper and sustainable exploitation of the bazaar will greatly attract not only cultural tourists, but also all those who have a desire to learn about discovering new tourist attractions.

• Factors of significance when creating a tourism product

1. *Accessibility*. A little more than half of the respondents (55%) answered that they had access to the site, and 45% think that access is limited. The average score is 3.7, indicating that measures should be taken to facilitate

access to all facilities in the bazaar. This means that cultural sites and institutions should be fully open to visitors, the streets that lead to them should be arranged and accessible for people with disabilities.

2. *Transport from the emitting place to the cultural good.* The average score for this indicator is 3, which means that most of the respondents (60%) think they have easy access to the site. Since the place is located in the center of the city of Skopje, the transport to it is good at the local and national level. The transport from the emitting sites of foreign visitors takes place by land and air, having in mind that the airport is 20 km away. Increasing transport conditions can be improved by increasing the number of low-cost carriers and flights to as many countries as possible. This requires a well-planned strategy and intervention of the state by means of subsidies and facilitations in air traffic, because the easier and cheaper potential tourists can reach a certain tourist destination, the more likely they will become real consumers. Average score is 3.
3. *Close to other cultural attractions.* Regarding this indicator, the opinions of the respondents are divided. Half of them think that they can walk quickly and easily to other cultural attractions, and half think that the distance is easily overcome. The two groups of respondents are entitled. Namely, near the bazaar there are cultural attractions to which you can get by on foot, but there are also many attractions in and out of the city of Skopje that need a means of transport, although the distance is easily manageable. Average score is 3.5.
4. *Catering facilities.* 65% of the respondents agree that the number of catering facilities is sufficient and they have the capacity to serve the visitors. This is primarily related to catering facilities for food and beverages, while 45% of them agree that the same applies to accommodation facilities. Namely, 65% of respondents think that in the surroundings of the bazaar there is a lack of accommodation facilities from certain categories that would provide services for different types of visitors. Quality analysis of catering facilities for accommodation, food and beverage in the surroundings of the Skopje Bazaar, as well as analysis of the demographic characteristics of the visitors, will give a clear picture of what types of catering facilities and services are missing in order to fully meet the demands of the market. The average score is 3.6.
5. *Parking, marked roads, availability of information.* Experts rated this indicator with an average score of 2.1. Only 60% of them consider that there are not enough arranged parking spaces, there are missing information boards about the directions of movement, and there are no information bureaus where tourists can easily get information. It must not be forgotten that in order to sell a tourist product is not enough only its attractiveness, but also many other additional services and elements that make it a complete one. Only the top quality of all individual segments of the tourist product can guarantee its successful sale and sale on the tourist market.

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

Ambient	3.4
Nacional Symbol	4.0
An evocative place	4.4
Attractive for special needs	4.3
It is complementary with other tourism products at the destination	3.7
The destination associates with culture	4.0
Accessibility	3.7
Transport from the emitting place to the cultural good	3.5
Close to other cultural attractions	3.6
Accommodation facilities	3.5
Catering facilities	3.8
Parking, marked roads, availability of information	2.1

Total **44**

Once an assessment of the sub-indicators has been made, a conclusion can be drawn on the market attractiveness of the cultural good to the tourism sector. According to the sum of the assessments of all individual indicators, the Old Skopje Bazaar in the opinion of the surveyed experts from different areas has **high attractiveness**.

- **Indicators that determine cultural significance**

The value of the Skopje Bazaar as a cultural good is assessed according to the following indicators: aesthetic and architectural value, historical value, educational value, social value, scientific-research value and its rarity as a cultural good. In general, most of them agree that the value of the place is high, and it is expressed in numbers like

this: 75% - 85% of them think that the Skopje Bazaar has high aesthetic, historical, educational, social and scientific-research value, 15% - 25% think that the site has mean values for the listed factors.

1. The high *aesthetic value* is primarily derived from the architectural buildings of the Ottoman period: Daut Pasha aman, Suli an and Kurshumli an which can be said to be precious architectural buildings, but of course other cultural and historical objects that are located within the bazaar. The average score is 1.8.
2. *The historical value* of the bazaar is also high, with an average score of 1.6. The Bazaar dates from the 12th century when it begins to be built and formed as a place for trade, to survive through wars and earthquakes, and today to be a "witness" for centuries, for rulers who crumbled and built.
3. *The educational value* of the Bazaar is with an average score of 1.6, which is due to the numerous artistic settings in the galleries, cultural and historical monuments, and objects that tell their story to the visitors.
4. *The social value* is assessed with an average grade of 1.8, which stems from the fact that the bazaar represents a place where visitors and local people gather, there is a mutual cultural interaction, and many events and events are held.
5. *The scientific-research value* of the site is also high. According to the respondents, the possibilities for scientific research at the bazaar have not been exhausted and there are still undiscovered remains of archaeological, historical and cultural aspects. This indicator is rated with an average score of 1.6.
6. The old Skopje Bazaar is *rarely a cultural asset*, because in one place you can find attractions that satisfy the cultural, religious, scientific, educational and other needs of tourists. The median score is 1.7. Although in Macedonia there are bazaars in other cities, the Old Skopje Bazaar with its rich history and heritage really represents a rare cultural good that needs to be nurtured.

• **Indicators that indicate robustness / size**

1. *A state of reparation.* 60% of the respondents think that the reparation of the buildings and the bazaar is in general good, while 40% think that it is only somewhat made. For the past few years, some of the facilities have been fully completed, it is expected that the rebuilding of Chifte imam will begin soon, some of which are waiting for better times. Experts agree that reparation should be done to the fullest not only of cultural-historical monuments, but also of all objects within the bazaar. This will improve the quality of the overall services that the site will offer on the market. The average score is 2.2.
2. *Management Plan.* All respondents agree that there is no management plan for the Old Bazaar. Namely, in 2008. the Law on Proclamation of the Old Bazaar for cultural heritage of special significance was adopted in order to permanently preserve the historical, artistic, architectural, ethnological, scientific, cultural and other values of the bazaar, and a plan for revitalization was prepared. This plan has a duration of 5 years and it has not yet been restored. Experts recommend its renewal and amendment in the management of the site, in order to optimally exploit it. The average score is 2.2.
3. *Monitoring and maintenance.* 65% of the respondents think that regular monitoring and maintenance of the bazaar is partially performed, because it does not cover all its segments. There is a need for long-term and short-term plans for continuous monitoring and maintenance of the site, because only this way will extend its service life. Average score is 2.2.
4. *Potential for investment.* Regarding this issue, opinions are divided and range from excellent to good potential. (45% said they had excellent, and 45% good potential, only 10% think that the potential is adequate). In any case, the bazaar represents a place where continuous investment is necessary in order to preserve and restore the existing facilities. The average score is 3.9.
5. *Ability to adversely affect a large number of visitors.* 65% of the respondents think that the site can not suffer major damage in case of increased number of visitors, and 35% of them think that the possibility of negative impact is different for different objects. Therefore, it is necessary to develop a comprehensive strategy for each facility separately, in which an analysis of the possibilities and conditions will be made according to which the potential possibility for negative impacts from the large number of visitors will be determined. It should also include the measures that will be undertaken for optimal exploitation of facilities, based on the principles of sustainable development. The average score is 3.4.

Table 2. Indicators from the cultural good management sector

Aesthetic and architectural value	1.8
Historical value	1.6
Educational value	1.6
Social value	1.8
Scientific-research value	1.6
Rarely a cultural asset	1.7
A state of reparation	2.2
Management Plan	2.2
Monitoring and maintenance	2.2
Potential for investment	3.9
Ability to adversely affect a large number of visitors	3.4

Total **24**

Once an assessment of the sub-indicators has been made, a conclusion can be drawn on the indicators of the cultural good management sector. According to the sum of the assessments of all individual indicators, the Old Skopje Bazaar in the opinion of the surveyed experts from different areas has an **average value**.

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				

We can conclude that the Old Bazaar as a cultural good is included in the category M (2, 3), which means the average value of the indicators of cultural value / robustness and great market appeal.

4. CONCLUSION

The aim of this paper was to determine the market attractiveness and robustness of the Old Bazaar, is to determine the significance of these two indicators. On the basis of the analysis we came to the conclusion that the Old Bazaar in Skopje has a great attraction for the visitors, which is primarily due to the authenticity of the buildings, rich history, arrangement and overall ambience. If all of this is accompanied by a large number of "stories" tied to different periods throughout history with the certainty that an authentic and recognizable tourist product will be created that will represent a magnet for tourists. But the tourist product can't be considered as the only object or place. Additional services also greatly affect its quality, and above all the thoughts of catering facilities and services, infrastructure, hygiene, etc. It is therefore necessary to undertake measures for strategic planning of the continuous renewal and maintenance of the facilities, also the establishment of regular monitoring and quality control. By doing so timely, deficiencies will be identified and measures will be taken to eliminate them. Only with a quality tourism product that will be promoted in the right way, the country can compete in the market and become a recognizable place to visit. Also, one should not forget about the need for comprehensive research on the tourism market, which will provide data on the needs and motives of potential tourists, their attitudes and considerations, which will facilitate the process of creating tourism products that will be recognizable, authentic and attractive and will meet the needs and demands of tourists.

On the other hand, the analysis of the indicators of the sector of the management of cultural good showed average value, which is primarily due to the lack of a strategy for managing and maintaining the Old Bazaar, as well as plans for its repairs. The plans should also include investment projects and funding sources that will ensure continuity and a stable policy in place management. Although there is a Law by which the Old Skopje Bazaar was proclaimed a cultural heritage of special importance, it should not be stopped here. On the contrary, all interested parties, starting with the state and its organs through the local administration, are all the individual entities that participate in the tourist economy in any way, but also the local population who should be interested in the preservation of this cultural heritage.

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 bazaar and to enjoy the future generations.

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