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СО ПРИРОДНОТО И КУЛТУРНОТО  
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ON PROTECTION AND MANAGING  
OF THE NATURAL AND CULTURAL  
HERITAGE**

**-Conference Proceedings-**

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**Rubin Zemon**

Struga, 17-19 January, 2020

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# Contents

Preface 7

Zoran Pavlov

**Природно и културно наследство на Охридскиот регион (помеѓу чеканот и наковалната – состојби, можности, предизвици) 11**

Илија Ацески, Ива Петрунова

**Одржлив развој на градовите во пост-транзициско општество 32**

Zoran Matevski and Dushka Matevska

**Management of Religious Cultural Heritage for the Purpose of Sustainable Tourism 42**

Georgi Nikolov, Veselina Lyubomirova, Nikola Tanakov

**Key Factors for Accessible Tourism in South East Europe 53**

Ljupco Janevski, Kliment Naumov

**The effect of Subsidization on the Macedonian Tourism Sector and the sustainability of the destination 64**

Astrit Memia

**Environment and Ecology, the Case of Albania 70**

Andrei Gorokhov

**Cultural and Historical Heritage after a war: the story of the Destruction and the Restoration 73**

Luigi Santacroce, Zoran Vitorovic

**Science Diplomacy: New and effective approach for Preventive Diplomacy in 21st Century? 87**

Ahmet Aytaç

**İ. KOYUNOĞLU MÜZESİ'NDE SERGİLENEN KONYA OBRUK YÖRESİNE AİT İKİ ADET KİLİME DAİR 95**

Burhanettin Senli

**Effects of the Crisis in Syria to Turkey and Europe 101**

Meleq Shopi, Denis Himçi

**Wedding - as a social phenomenon and part of the Albanian cultural heritage 113**

- Emilija Apostolova Chalovska  
**The XIXth Century Basilicas in Macedonia: a Conservation Challenge 123**
- Denis Himçi, Kristo Kolci, Meleq Shopi  
**The specialist Language 141**
- Викториа Момева Алтипармаковска  
**Како до УНЕСКО-вата предлог листа за светско културно наследство на заштитените историски јадра на Битола и Крушево 151**
- Desislava Botseva, Georgi Tsolov, Elka Vasileva  
**Improvement of the business environment for development of tourism regions 160**
- Гордана Ангеличин-Жура, Горан Патчев  
**Придонесот на Гоце Жура кон афирмацијата и заштитата на охридското и македонското културно наследство 171**
- Božica Slavković Mirić  
**The cultural heritage of Kosovo and Metohija between the two World Wars 182**
- Dejan Metodijeski, Oliver Filiposki, Kristijan Dzambazovski  
**Gastronomy as integral part of Cultural Tourism: The case of Ohrid region 193**
- Denis Himçi  
**Language culture on radio and television issues today 208**
- Кристијан Манасиевски, Александар Манасиевски  
**Еколошка безбедност преку blockchain технологијата 214**
- Silvana Kolçi  
**The symbolic Language of Science 221**
- Emilija Todorovic  
**Tourist valorization of Monasteries in Kalishta 234**
- Драган Таневски  
**Организирање и планирање на престој во хотели за спортски екипи 245**
- Драгица Чекорова  
**8 MEGA ANNA – 8 МИЛИОНИ ГОДИНИ, палеонтолошка изложба на фосилни предмети 252**
- Indira Hadzibulic  
**Protection of Bosniak culture in Serbia 257**

## Preface

By Rubin Zemon Ph.D., Member of the Parliament of the Republic of North Macedonia and Chairman of the Program Committee

Highly regarded Minister Edmond Ademi, Mr. Mayor of municipality of Ohrid, Mr. Konstantin Georgievski, Distinguished guests, Ladies and Gentlemen Dear Participants of the 8<sup>th</sup> International Conference “Ohrid - Vodici 2020”, this year on the topic “Contemporary Challenges on Protection and Managing of Natural and Cultural Heritage”.

At the very beginning please allow me to introduce the magnificent folk dancers from the Cultural Art Association “Drimkol” from Vevchani, for whom I think deserve the epithet of loyal guardians of the Macedonian and Vevcani traditions. The tradition is the force that embraces all aspects of human life, brings and holds the communities and civilizations together, points their creations towards the future. Thus, every generation including the modern one, have the obligation to analyze and interpret the contemporary tradition which also intakes marks and traits that emerge from the need, the feelings, the values and the goals of the modern man and the novel social habitat.

At an occasion, the famous British sociologist Anthony Giddens wrote that modern society lives on the margins of the nature. Only few aspects have been left untouched by the human intervention. This society also, lives at the verge of the tradition. The end of the tradition does not mean that it is disappearing, but on the contrary it continues to flourish in different versions. However, that same tradition lives less and less in the traditional way. Traditional way means fighting for the traditional activities by means of their own rituals and symbolism – guarding the tradition by its own inner confirmations of the truth.

The international Council of the Museums at its 34<sup>th</sup> Assembly held last year in Kyoto, Japan has brought a Resolution concluding that the available human needs of the planet Earth are unsustainable; the planet and its inhabitants, people and animals are encountering a series of intertwined activities regarding social crises related to the environment that have never happened before. Accordingly, the same result in rise of inequity, wars, poverty, climate change and loss of biodiversity, which in their own right also emphasize the aforementioned crises.

In the last few decades the human activities as climate change caused by human factor and other repercussions by the same, as it is the case for instance the ecosystem, have transformed the natural systems of the Earth, exceeding the capacities by far and disrupting the mechanisms for self -regulation with irreversible consequences for the global society. The humanity has already been seriously endangered by the present ecological systematic changes as the climate change and the changes of the land use (especially the deforestation).

All of the abovementioned have reached the point to which the ecological grounds

of the humanity and the natural systems that provide for the other species and comprise the invaluable actions of the ecosystem to become exposed to a huge danger.

Human actions create growing numbers of pollution to a degree that today allows for them to be acknowledged as a greatest initial risk for the human health all over the world. Living on the brink of or outside the ecological boundaries continually, locally and globally, will result in dramatically difficult and even unbearable conditions for prosperity, justice, equality and healthy functioning or existence of all species. The need of humanity to remain in the safety frame of functioning on the Planet and the need to diminish poverty and increase the societal and economy development is being related to a concept of "safe and equal space for humanity". As to keep pace with this range of human caused damages, thus including the climate change, deforestation, the loss of the biodiversity, the lack of natural resources, the pollution and the consequences to Nature and at the same time the related effects on the environment, represents a huge challenge.

The authentic historical locations are particularly exposed to rise of the sea levels all around the world, the increase in temperatures and frequent extreme weather conditions positioning the cultural heritage to the front and most exposed line encountering the climate change and exposing the cultural collections as archives, artefacts and the art works at risk. Immaterial heritage as languages and narrative traditions run their own battle for survival parallelly, because of the fact that the climate changes are being a real threat to the social communities and initiate dislocations of the social groups.

In particular, the natural and cultural heritage of the Ohrid Region is exposed to risk whose part of the contemporary Goods under the protection by UNESCO today is being treated as "an endangered natural and cultural good". The threats regard the natural values in ownership of the World Heritage and mainly address the Ohrid Lake and the National Park Galicica. The Hydrology and the biodiversity of the Lake Ohrid are exposed to a variety of influences and risks including the lowering of the water line as a result of the prolonged periods of drought and anthropogenic factors as the uncontrolled waste water, the water pollution as a result of inadequate systems for waste water management, and a notable eutrophication of certain places as it is the case with the mouths of the rivers running into the lake.

On the long run this can set a serious threat to the entire lake ecosystem having few endemic species from which few are already being considered endangered. There is also, a grounded fear about the urban development that is pretty much intensified and the inappropriate exploitation of the coastal zones which can lead to a serious concern, unless active measures by the authorities aren't being taken before it is too late. In a situation where we have solidly preserved core of historical Ohrid (the old town), one of the main factors causing damage to the Lake and the city as well are the buildings and their development being already a reality in the urban settlements, the agricultural and coastal zones on their own hand result in water pollution, destruction of the natural existence environment, change and loss of the quality of the coastal landscape.

The challenges that we are faced as a result of the inconsistency and the loss of quality because of the climate change pose the question of the need of corresponding programmes which will return the ecosystem in the normal parameters



and support the implementation of the Goals for Sustainable Development of the UN. The fact that the Ohrid - Prespa Region has been declared as a Transboundary Reserve and a biosphere under the protection by UNESCO MAB Programme additionally burdens and at the same time opens new possibilities for development of management ideas and plans related to a sustainable use and protection of the natural and cultural heritage.

This year's International Conference hosts 115 participants holding 65 Papers from 10 countries. The continuity of this Conference held 8 times in a row shows that the need of this type of Conferences at these times is more than necessary, place where scientists, vocational experts, artists, politicians and other professional field representatives are gathered to debate and give their contribution towards enlightenment and a solution to certain questions and problems. In the spirit of the enhancement of the scientific thought, sharing opinions, knowledge and experiences, I wish you all a successful Conference and pleasant moments in the unforgettable Ohrid, visit of the cultural – historical and Natural sites, as well as enjoyable moments in the "Vodici" holiday, which here, in Ohrid represents a tourist – religious attraction.

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## **TOURIST VALORIZATION OF MONASTERIES IN KALISHTA**

### **Abstract**

In Macedonia there are more than 1500 churches and monasteries with more than 150000 square meters fresco-painting, a collection of icons which is one of the most valuable in the world, and after Sinai and Moscow, it is the third most important in Orthodoxy, which is a great precondition for the development of the monastery tourism in the country. The justification of the research for this paper stems from the need of planning the sustainability of this type of tourism, whose important segment is, of course, the valorization, the evaluation of the value of the objects from the aspect of tourism. Valorization should be carried out on all religious objects in order to hierarchically align them based on their value, which will give directions in strategic planning for the development of this type of tourism. This will determine which of them are leading in the overall tourism product of the country, and in which needs yet to invest. The subject of valorization in this work is the monastery complex of the Birth of the Most Holy Mother of God in vilage Kalishta - Struga. There are four temples in it, two cave churches dedicated to the Mother of God and Athanasius the Great and two churches, one dedicated to the Mother of God, and the other to St. John the Baptist. Peter and Paul. For this purpose, the Hilary du Cros model, which is considered one of the most reliable methods, will be applied. The method will be modified in terms of specificness and importance indicators and adapted to the subject of tourist valorization. In order to avoid subjectivity in the research and assessment, a survey was carried out by experts from different fields. Based on their answers and evaluations of the indicators of tourist valorization, a realistic assessment of the tourist value of the site will be obtained. Some of the respondents will be examined electronically, and some will be interviewed directly.

**Keywords:** valorization, tourism, Kalishta, monasteries

### **1. INTRODUCTION**

The monastery complex in the village of Kalishta is the largest spiritual center in the surroundings of the city of Struga and is located on the shores of the Ohrid Lake in a natural rocky landscape. There are four churches in the monastery complex, two dedicated to the Nativity of the Most Holy Mother of God, one to the Holy Mother of God. Peter and Paul and one of St. Athanasius.

The cave church “Nativity of the Most Holy Mother” dating from the 14th century is the foundation of this monastery complex. It is inserted in the cliffs itself, and there are three monastic cells in it, two on the first and one on the second floor. Many of the scholars stayed and created in these cells, including the brothers Konstantin and Dimitar Miladinov. In it the icon of “The Black Mother of God” was found, which according to the beliefs was painted by a monk in the dark monastic cells according to his visions.

The other church, which is also dedicated to the Nativity of the Most Holy Mother, is the main monastery church that was restored in 1977 on the foundations dating back to the 18th century. It houses the famous miracle-working icon of “The Mother of God in Black”, which is unique in the Balkans and connected with many legends. The carving of the iconostasis is characteristic, and the church itself is fresco-written in Byzantine style. The cave church dedicated to St. Atanasij is situated high in the rocks, and the largest ensemble of the medieval painting in Struga is preserved. Although there are no preserved records, according to the stylistic features of the frescoes, this church dates from the 14th century, and part of the fresco painting is painted in the 19th century. The most recent church in the complex is the church dedicated to St. Peter and Paul, built in 1990 and consecrated in 1997. A spring with healing water flows under it. Within the complex there is the hotel Biser which offers high quality catering service and a wonderful view of the Ohrid Lake.

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 forgotten the tourists’ impression factor, 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 issue 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 useful value is related to the attractive motifs, precisely it is related to some of the attributes (recreation, aesthetics, fame, 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 strive 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 are 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 a successful implementation of the process 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 becomes necessary. 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, the 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 they 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].

## 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, an assessment of the size of the cultural good to receive visitors is done as well. 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.

In order to avoid subjectivity in the research and assessment, a survey of 15 experts from different fields 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. The survey was conducted over a period of two weeks. Some of the respondents were questioned electronically, and some with a direct survey. On the basis of the analysis, a matrix for market attractiveness (attractiveness) is set, with 9 cells marked with M (and, l) (and, l = 1, 2, 3), and for each cultural good it is determined in which cell it belongs.

## 3. RESULTS AND DISCUSSION

The survey covered 15 experts, 10 males and 5 females, 2 at the age of 30-40, 8 at the age of 40-50 and 5 at the age of 50-60 years. In terms of education, 5 are with higher education, 8 are masters and 2 PhD holders.

### Indicators showing the market value of cultural goods

1. Ambient. The largest number of respondents 53% rated this indicator with 5, i.e. they stated that the ambient was excellent, 27% said

- it was good, and 20% that it was adequate. The average score is 4.3, which shows that the ambient of the monastery complex Kalishta is excellent and good. It stems from the authenticity of cave churches and monastic cells in combination with new buildings, complemented by the beautiful rocky landscape and the beauty of Ohrid Lake.
2. National Symbol. Opinions of experts on this indicator are divided. Namely, about 60% of them think that the complex has the potential to become a national symbol, but it is still only local, and about 40% of them think that the fact that it is the only icon of the “Mother of God in Black” in the Balkans makes the complex a national symbol. Average score is 3.5.
  3. An evocative place - a place with a “good story”. 80% of the respondents believe that the monastery complex is a place with a “good story”, primarily because of the legends connected with the miraculous icon and the history of the monastic life. When those “stories” are used in a tourist sense, an authentic and recognizable tourist product will be given, which will surely contribute to increasing the number of visitors. Average score is 4.2.
  4. Attractive for special needs, which would ensure an increased attendance. High 80% of the respondents think that the complex has a certain potential, primarily due to the possibility of organizing exclusively religious manifestations, baptisms and weddings, and offers great opportunities for development of the monastery tourism in the region. But, on the other hand, they agree that the place is not suitable for organizing other types of manifestations and events. The average score is 2.6.
  5. It is complementary with other tourism products at the destination, the region as well. The average assessment of this indicator is 3.9, which means that 60% of the respondents agree that the site has some complementarity with other tourism products in the region / destination. Increasing complementarity will mean creating an integrated tourism product with which the region / destination will be recognizable on the market. Therefore, it is necessary to develop a strategy for the development of individual tourism products, which will function independently, but also as a part of the overall tourist offer.
  6. The destination associates with culture. Most of the respondents (87%) answered that the site relates to a certain extent to culture. The average score is 3, which stems from the authenticity and uniqueness of the religious buildings.

#### **Factors of significance when creating a tourism product**

1. Accessibility. All respondents answered that the site has allowed access, but that it is necessary to edit the surrounding local roads. The average score is 4.8.
2. Transport from the set point to the cultural good. The average score

for this indicator is 4.8, which means that most of the respondents (90%) think they have good access to the site. Since the place is located not far from the city of Struga, the transport to it is good at the local and national level. Transport from the set points of foreign visitors takes place by land, air and water, having in mind that the Ohrid airport is 15 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 with the help 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.

3. Close to other cultural attractions. Regarding this indicator, the opinions of the respondents are divided. Half of them think that it is easy and quick to reach other cultural attractions, and half think that distance is easy to overcome. The two groups of respondents are entitled. Namely, near the monastery complex there is the city of Struga where there are other cultural attractions, but also the Macedonian Jerusalem - the city of Ohrid, which has a vast cultural heritage. Average score is 3.6.
4. Tourism infrastructure. 73% 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 the hotel Biser, which is located in the monastery complex and the hotels Izgrev and Makpetrol that are located in its immediate vicinity. The remaining 27% think that it is necessary to build and rebuild nearby camps as well as other types of catering facilities. Naturally, with quality analysis of catering facilities for accommodation, food and drink in the surroundings of the complex, as well as analysis of the demographic characteristics of the visitors, you will get a clear picture of what types of catering facilities and services are missing, so that they can fully respond to market demands. The average score is 4.2.
5. Parking, marked roads, availability of information. Experts evaluated this indicator with an average grade of 4.1. 40% of them consider that service conveniences are excellent, 53% that they are good, and 7% are adequate, but there are missing information boards about the directions of movement and information bureaus where tourists can easily get information. It must not be forgotten that in order to sell a tourist product is not enough its attractiveness only, but also many other additional services and complementary elements that make it complete. 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	4.3
Nacional Symbol	3.5
An evocative place	4.2
Attractive for special needs	2.6
It is complementary with other tourism products at the destination	3.9
The destination associates with culture	3.0
Accessibility	4.8
Transport from the emitting place to the cultural good	4.8
Close to other cultural attractions	3.6
Tourism infrastructure	4.2
Parking, marked roads, availability of information	4.1
Total	43

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 monastery complex in Kalishta in the opinion of the surveyed experts from different areas has **high attractiveness**.

#### **Indicators that determine cultural significance**

The value of the monastery complex 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. Overall, the opinion of the respondents is that the complex has a medium (40%) to high (45%) aesthetic, historical, educational, social and scientific-research value.

1. The high esthetic value comes primarily from the architectural buildings of the church “The Birth of the Most Holy Mother of God” and the monastery lodgings. The average score is 1.5.
2. The historical value of the complex has a mean value of 1.3. Cave churches originate from the 14th century, and according to the records, the monastic life here began as early as the 11th century.
3. The educational value of the monastery complex is with an average grade of 1.3, which is due to the numerous uniqueness and authenticity of the fresco painting in the churches.
4. The social value is assessed with an average score of 1.5, which stems from the fact that the complex represents a place where visitors and local people gather, cultural interaction occurs, and religious events take place.
5. The scientific-research value of the site is also high. According to the respondents, the possibilities for scientific research of the cave churches 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 1.5.

6. The monastery complex in Kalishta 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 average score is 2. Although there are many churches in Macedonia that have witnessed their existence for centuries and are abundant with rare values, the monastery complex in the cistern is a rarity, because of the miraculous icon of the Most Holy Mother of God in Black, but also because of its location, offering at the same time, cultural and natural attractions.

Preserving the architectural value, respecting historical value, enriching the educational social value, and increasing the research value should be the goals that will be targeted by all stakeholders, starting with the state, through the local self-government and individual entities. Of course, all activities should be in accordance with the principles of sustainable development, so that the site is moderately exploited, protected and preserved to be passed on to future generations.

#### **Indicators that indicate robustness / size**

1. A state of reparation. 68% of the respondents consider that the reparation of the facilities is generally good, while 32% think that it is only somewhat made. Experts agree that reparation should be done completely due to the fact that the restoration of St. Athanasius Monastery has not even begun yet. This will improve the quality of the overall services that the site will offer on the market. The average score is 3.7.
2. Monitoring and maintenance. 60% of the respondents think that maintaining the complex is great, and 40% think it is partly 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. The Average score is 3.7.
3. Potential for investment. Regarding this issue, opinions are divided and range from excellent to good potential. (33% answered that there is a great, and 47% good potential, only 20% think that the potential is adequate). Either way, the complex represents a place where continuous investment is necessary in order to preserve and restore the existing facilities. The average score is 3.8.
4. Ability to adversely affect a large number of visitors. 55% of the respondents think that the site may suffer more 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 3.6.

Generally, all the contractors agree that a quality strategy for managing the monastery complex in Kalista is needed, long-term and short-term plans for restoration and maintenance of facilities, financial plans for timely provision of funds for various purposes, The investment potential is large, but it is necessary for the state and the local government in cooperation with experts from different areas to make a plan and program for the needs of investments and activities that will preserve the authenticity of the buildings, but also increase their attractiveness.

**Table 2. Indicators from the cultural good management sector**

Aesthetic and architectural value	1.5
Historical value	1.3
Educational value	1.3
Social value	1.5
Scientific-research value	1.5
Rarely a cultural asset	2.0
A state of reparation	3.7
Monitoring and maintenance	3.7
Potential for investment	3.8
Ability to adversely affect a large number of visitors	3.7
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 monastery complex in Kalishta 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 monastery complex in Kalishta as a cultural good is included in the category  $M(2, 3)$ , which means an average value of the indicators of cultural value / robustness and a great market appeal.

#### 4. CONCLUSION

The aim of this paper was to determine the market attractiveness and robustness of the monastery complex in the village of Kalista - Struga, i.e. to determine the significance of these two indicators. On the basis of the analysis we came to the conclusion that the complex has a great attraction for the visitors, which is primarily due to the four churches, two of which are cave and monastic cells inserted into the rocks. They are rich with beautiful unique frescoes, and in the church dedicated to "The Birth of the Most Holy Mother of God" is the icon called "The Mother of God in Black" or "Black Bogorodica", which is unique in the Balkans. All of this accompanied by the Ohrid Lake with all its beauty, we can say with certainty that an authentic and recognizable tourist product will be created that will represent a magnet for the 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 and consideration 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 entities, and thus the establishment of regular monitoring and quality control. By doing that on time, deficiencies will be identified and measures will be undertaken for their elimination. Only with a quality tourism product that will be promoted in the right way, the destination can compete in the market and become a recognizable place to visit.

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