

KONSTANTIN  
PRESLAVSKY  
UNIVERSITY  
SHUMEN



ШУМЕНСКИ УНИВЕРСИТЕТ  
"ЕПИСКОП КОНСТАНТИН ПРЕСЛАВСКИ"

IV Научна конференция с международно участие  
ГЕОГРАФИЯ,  
РЕГИОНАЛНО РАЗВИТИЕ И ТУРИЗЪМ  
Посветена на 30 години от възстановяването на обучението по  
география в Шуменския университет и  
50-годишнината на висшето училище  
3 – 5 декември 2021

## СБОРНИК С РЕЗЮМЕТА

IV Scientific conference with international participation  
GEOGRAPHY,  
REGIONAL DEVELOPMENT AND TOURISM  
Celebrating the 30 th Anniversary of the Establishment of Geography  
program in Konstantin Preslavsky University of Shumen  
and the 50 th Anniversary of the University  
3 – 5 December 2021

## BOOK OF ABSTRACTS

Университетско издателство „Епископ Константин Преславски“  
ШУМЕН, 2021

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# OPPORTUNITIES FOR TOURISM DEVELOPMENT OF THE CITY OF KRUSEVO IN THE REPUBLIC OF NORTHERN MACEDONIA

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## **Abstract:**

*The tourist identity of the city and the municipality of Krushevo relies on the natural beauties, enriched with cultural and historical moments. The ugly Krushevo hides potentials for the development of various forms of tourism that can contribute to the creation of the tourist image of the city of Krushevo. The role of the tourist staff in the tourism development of the city of Krushevo is very big, ie they should force the strengths of the city and the municipality of Krushevo, to act on reducing and eliminating the weaknesses, as well as to find ways and real opportunities for development of all tourist movements .*

*The promotion of tourist values should be more dynamic in order to attract domestic and foreign tourists. The process should be continuous and continuous efforts should be made to increase the tourist culture.*

**Keywords:** Opportunities, tourist values, tourist identity, tourist image.

**Introduction:** The development of tourist movements is not possible without a detailed geographical study of the area. Based on these researches, all predictions for the tourist movements are based. The geographical area is very heterogeneous. All this imposes the need to determine spatial units, but only certain spatial units, with attractive-motivational values can be put in function of tourism.

Tourism geography is a complex science, which studies the relationship between tourism and the geographical environment, which is a very complex system of spatial elements that are interconnected and conditioned. The relations between the elements of the geographical environment are determined by the geographical position. The tourist-geographical position contains: mathematical, physical-geographical, spatial-geographical and functional parameters.

With the mathematical parameters, the specific location is precisely determined, ie its geographical coordinates, time zones, etc. are determined.

The physical-geographical position of certain tourist facilities also uses the elements of the geographical environment.

Spatial-geographical characteristics refer to the following parameters:

- a) Location within a certain geographical environment.
- b) Location towards the main tourist destinations.
- c) Position towards the emitting spaces and countries.
- d) Position towards the competing spatial units.

The functional characteristics of the tourist-geographical position emphasize the transit, contact and polyvalence.

The tourist-geographical position can be differentiated according to the spatial size of the impact, ie it can be: global, continental, regional-international, national-regional and local. The tourist-geographical position according to the level of tourism functionality can be favorable and unfavorable (Marinoski N<sup>1</sup>).

## 1. Municipality of Krushevo

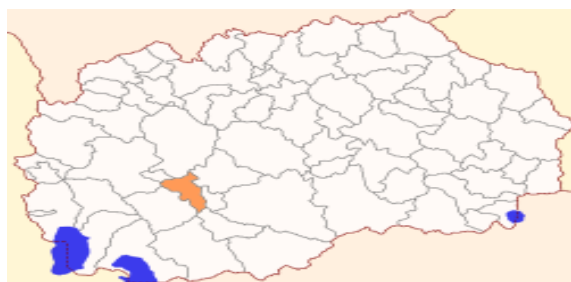


**Figure 1.** Flag and coat of arms of the municipality of Krushevo.

### 1.1. Geographical location

The municipality of Krushevo is located in the southwestern part of the Republic of Northern Macedonia. The geographical position of the city is: 41 ° 22 'north latitude and 21 ° 14' east longitude.

Within the Municipality, the city of Krushevo covers an area of 190.68 km<sup>2</sup>, and is located at (1350 m), while the whole area, north and northwest of Krushevo, extends at an altitude of 1500 to 1700 m., The city has a central location and is an administrative, economic and cultural center. Its neighboring municipalities are Krivogashtani and Dolneni to the east, Makedonski Brod and Plasnica to the north, Drugovo to the west, Demir Hisar to the southwest and Mogila to the south. The territory of the municipality has an area of 205 km<sup>2</sup>, which represents 0.8% of the total territory of RN Macedonia.



**Map 1.** Geographical position of the municipality of Krushevo in RS Macedonia.  
([https://mk.wikipedia.org/wiki/Municipality\\_Krushevo.](https://mk.wikipedia.org/wiki/Municipality_Krushevo))

According to Marinovski N. (2006) identified 3 tourist regions: western, central and eastern region. Krushevo is part of the Pelagonija tourist region, which is located in the tourist zone Meckin Kamen-Korija-Musica. The municipality of Krushevo today has 18 settlements and the city of Krushevo.

### 1.2. Demographic data

The Municipality of Krushevo, according to the number of inhabitants, belongs to the smaller municipalities in RN Macedonia.

The total population in the Municipality is 9864 inhabitants or about 0.8% of the total population of RN Macedonia. About 47% of the inhabitants of the entire municipality live in the city of Krushevo.

Regarding the division by gender structure, the female population is represented by 50.6%, while the male is by 49.4%. The number of able-bodied population in the city of Krushevo is 66.4% of the total population, while only 40% of the working-age population is employed.

The natural increase at the level of the whole municipality is negative and is -1.4 while the mortality is 11.62. The population density is 2 inhabitants per hectare. The average age of the population is 37.9 years.

**Table 1.** Population in the municipality of Krushevo in the period from 1948 to 2002.

Population in the past		
Year	Population.	±%
1948	10.157	—
1953	11.168	+10.0%
1961	10.890	-2.5%
1971	10.613	-2.5%



<b>1981</b>	10.876	+2.5%
<b>1991</b>	10.334	-5.0%
<b>1994</b>	9.821	-5.0%
<b>2002</b>	9.684	-1.4%

Source: State Statistical Office of the RN of Macedonia

Note: The data refer to the settlements in the Municipality of Krushevo according to the administrative division from 2004.

As of December 31, 2016, the Municipality of Krushevo (estimated) had 9,418 inhabitants with an average population density of 50.79 inhabitants per 1km<sup>2</sup>. The municipality of Krushevo is dominated by three nationalities: Macedonian, Albanian and Vlach, but it is inhabited by Turks, Serbs and Bosniaks (Census, population and housing). The official languages are Macedonian and Albanian, and according to the decision of the City Council of 30.05.2006, the Vlach language.

### 1.3. Traffic connection

The municipality and the city of Krushevo are connected by traffic with the regional roads R 516 (Prilep (connection with R 526) - Krushevo - Sladuevo (connection with R - 416) and R 517 (Krushevo (connection with R 516) - Pusta Reka - Cer (Extension ) (connection with R 416), which follow the highways M4 and M5. There is no railway traffic in the municipality. The nearest railway station is located in Prilep and is 30km away from Krushevo, the railway station in Bitola is 55km away from Kicevo It is 64 km away from the airport "St. Apostle Paul" in Ohrid, the municipality is about 120 km away, and from the airport "Alexander the Great" in Skopje about 150 km.

### 1.4. Economic characteristics

The economy in the municipality is underdeveloped. Industrial production shows a decline.

The trade facilities, which are few in number, are located in the center of Krushevo, ie in the bazaar. There are three banks in the city (Stopanska, Makedonska and Uni Banka), two insurance companies (Vardar Insurance and QBE Macedonia) and Makedonska Posta.

The most important place in the economy has tourism in Krushevo. This industry should be nurtured, maintained and constantly developed because the municipality has ideal conditions for tourism development.

*Krushevo has the following accommodation facilities:*

- Hotel Montana, which has 220 beds.
- Hotel Ilinden, has 150 beds.
- Hotel Panorama with 70 beds.
- Children's resort Shula Mina with 150 beds.
- A hunting house with 8 beds.
- Rooms and apartments in private accommodation.

Mention should also be made of the restaurant facilities in the catering facilities (restaurants and hotels) which have 800 seats.

The cable car starts from the center of Krushevo to the top of Stanic, which has an altitude of 1407 (m). The length of the cable car is 618 (m) and the capacity is 720 people per hour. The double ski lift has a capacity of 700 people per hour, the single 600, and the children's ski lift has a capacity of 300 people per hour. The total length of the ski slopes is 2,500 meters (m) but there are opportunities for another 16,000 meters (m), which will increase winter sports tourism in Krushevo.

### 1.5. Tourist traffic

Table 2. Volume and structure of visitors and realized overnight stays in the municipality of Krushevo in the period from 2000 to 2011.

Year	Total visitors	Home visitors	Foreign visitors	Total overnight stays	Domestic	Foreign
2000	12.339	11.716	623	29.669	28.564	1.109
2001	8.421	8.304	117	19.634	19.391	243
2002	15.112	14.987	125	39.320	39.084	236
2003	16.377	15.832	545	49.986	45.009	977
2004	14.672	13.912	760	43.252	40.595	2.657

2005	16.928	15.511	1.417	54.951	45.109	9.842
2006	15.004	13.747	1.257	41.368	34.157	7.211
2007	15.520	13.540	1.980	37.079	32.877	4.202
2008	22.884	21.267	1.617	63.045	58.633	4.412
2009	18.594	17.225	1.369	48.778	44.222	4.556
2010	38.768	36.799	1.969	89.332	81.184	8.148
2011	43.245	40.070	3.175	98.695	84.916	13.779

*Source:* State Statistical Office of the Republic of Macedonia.

Based on the data we can conclude that the number of visitors, but also the total overnight stays from year to year is increasing. Domestic visitors dominate, but there is a tendency to increase foreign visitors.

During 2017, the Municipality of Krushevo was visited by 17,694 tourists, of which 15,528 domestic and 2,166 foreign tourists. Most of the foreign tourists came from Greece (217), Bulgaria (188), Switzerland (167) and Serbia (156).

### **1.6. Historical development of the city of Krushevo**

There are two legends about how the city got the name Krushevo. The people of Krusevo do not break the tradition and from generation to generation, for years, they tell and transmit the legends about the name of the city. According to one legend, a fugitive, tired of the chase that followed, reached this place, from where the voice of the chase could not be heard. Silence and peace contributed to him and he rested a little under the first tree. He woke up rested and calm, all around him there were pear trees, with a very rich yield. It was a "paradise" for him and that is why he called the place Krushevo. According to another legend, the shepherds from the ruined villages: Selce, Birino, Star Dol and Trstenik, built a hut next to a wild pear and settled there. Because of it, the new hut, ie the new home was named Krushevo.

## **2. Natural values and their characteristics**

Natural values according to origin are divided into: geomorphological (relief), climatic, hydrographic, biogeographical and landscape (Marinoski N.)

The relief is one of the most attractive elements of the natural geographical environment, which arises from the heterogeneous forms that it has. Determines the climatic characteristics, waters, wildlife, affects the population, traffic, economy, tourist movements, etc. Geomorphological natural values enable the organization of the following activities: skiing, mountaineering, picnics, visiting caves, game hunting, etc. The relief features of the Krushevo area provide great potential opportunities for construction of various tourist facilities and development of tourism. Climate is the sum of all weather phenomena, ie atmospheric processes that characterize the average physical state of the atmosphere above a place (Milosavljevik M). The municipality of Krushevo is characterized by a temperate-continental climate, with a pronounced influence of the mountain climate in the west and the valley climate in the east which results in longer winters and cool summers. The average annual air temperature in Krushevo is 8.4°C. The coldest month is January, and the warmest is August. The average winter air temperature is -0.5°C. The average summer temperature in Krushevo is 17.1°C. Summer is pleasantly warm with pleasant refreshing nights. Autumn is significantly warmer than spring. The average autumn temperature is 9.4 ° C, and the spring 6.8 ° C. Rainfall has a positive but also a negative effect on tourist movements and stays. The average annual rainfall is 815.0 mm, with a maximum in November of 102.1 mm and a minimum in July and August of 39.8 mm. The most rainy seasons are autumn (246.0 mm), followed by spring (217.9 mm), winter (210.5 mm) and summer (140.6 mm). Rainfall is from rain, but also from snow. Snowfall has a positive effect on tourists, especially the snow cover. For the realization of the ski activities, a minimum height of the snow cover of 15 cm is necessary. In the climate across the established appeared on the snow in September, but also in May. The average date of the first snow is 6.XI., and of the last 21.IV. The earliest date is 22.IX, and the lowest date of snowfall is 28.V.



**Figure 2.** View of the city of Krushevo in winter idyll, (*Source:* [www.trekearth.com](http://www.trekearth.com)-800x631)



*The average annual cloud cover is 5.3 tenths, with a maximum of 6.5 tenths in December and January, and a minimum of 3.2 tenths in August.*

*The average annual relative humidity is 75%, with a maximum in December and January of 82% and a minimum in July and August of 65%.*

*The average annual amount of solar radiation is 2109 hours, with a maximum of 295 hours in July and a minimum of 99 hours in December.*

*The area in Krushevo is very windy, ie 741 per mille (‰) appears, these are winds from different directions, and the silence, ie the mud has a value of 259 per mille (‰).*

*The highest frequency is the west wind, with an average annual speed of 5.0 m / s, and a maximum speed of more than 26.5 m / s. The north wind blows with an average annual speed of 3.6 m / s. The south usually blows in November and December, with an average annual speed of 3.4 m / s.*

*The southwest wind has an average annual speed of 4.2 m / s. Winds from other directions are less frequent, but most often with an average speed of 1.9 to 2.6 m / s.*

The most important hydrographic facilities in the municipality of Krushevo are the springs, rivers and the artificial lake. There are many springs and fountains in the Krushevo area. It has the most slopes on Busheva Mountain north of Krushevo. There are also two mineral springs in the area of the villages Arilevo and Zitoshë. The most important watercourse in this municipality is Crna Reka which enters above the village Buchin. Its main tributaries are the rivers: Selishka, Zaba and Gjuresnica which originate from the Krushevo mountain. The most important hydrographic object is the Artificial Lake which is rich in river trout, chub, whiting, carp, etc. The hydrographic facilities in the Krushevo tourist area have a special attractiveness and can contribute to the development of tourism in Krushevo.

On the territory of the municipality of Krushevo there is a rich flora and fauna that provide the area with a high tourist value.

### **3. Architectural heritage**

#### **3.1. City architecture "Krushevo house"**

Krushevo is widely known for its specific Krushevo architecture. An original style of the Krushevo houses was created, which is why Krushevo is rightly called a city-museum.

In Krushevo, 80 houses are protected by law as a significant architectural and cultural heritage. The houses in Krushevo have a rectangular or square base on which rises a ground floor and two floors. The Talescu family house is a fusion of Eastern and Western influences, and was built by Krushevo architect Kiryu Gogu in 1875. What is characteristic of the houses in Krushevo is that they were built for the needs of one family and were never built for two or more families.

#### **3.1. Sacred architecture**

##### **3.2.1. Church "St. Nikola "**

It was built in the period from 1905 to 1907, on the site of the previous church that was built in 1832, and also dedicated to St. Nicholas. During the Ilinden Uprising 1903 it was completely burned and destroyed. In it was the most beautiful iconostasis, which was made by the woodcarvers for twenty years. It abounds in numerous icons that have great cultural - artistic value. In addition to the external appearance, the public fountain is very attractive for the visitors, which captivates all the visitors with its cold water.



**Picture 3.** Church "St. Nikola "in the city of Krushevo, (Source: [www.trekearth.com-800x631](http://www.trekearth.com-800x631)).

##### **3.2.2. Church "St. Mother of God "**

It is the oldest preserved church and is the largest in Krushevo. It is made of processed stone, has two entrances, numerous icons, one of which is from 1869. According to the external and internal appearance, it is a very important cultural-historical monument and an important tourist object.



**Picture 4.** Church “St. Mother of God”, (Source: [www.panoramio.com-500x283](http://www.panoramio.com-500x283)).

### **3.2.3. Church "St. Jovan"**

It is located in the center of the city of Krushevo near the bazaar. It is also known as the Wallachian Church. It abounds in icons made by Krushevo painters. At the very entrance of the church there are icons from 1627 which are transferred from the church "St. Atanasie" and is a rarity, due to the construction of the muddy foundation.



**Picture 5.** Church “St. Jovan”, (Source: [www.travel2macedonia.com.mk-375x500](http://www.travel2macedonia.com.mk-375x500)).

### **3.2.4. Church "St. Trinity ”**

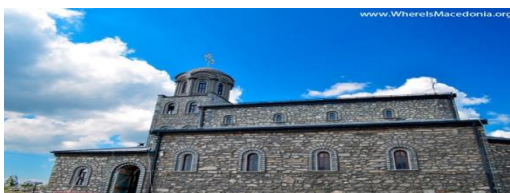
It is located on the outskirts of Krushevo, under the Montana Hotel. It was built in 1881, but during the Ilinden Uprising it was burned, but soon rebuilt. There is a beautiful view of the city of Krushevo.

### **3.2.5. Monastery "St. Spas"**

It was built in 1836 at the foot of Crn Vrv, in the locality of Trstenik, at an altitude of 900 meters. It is one of the most visited picnic places, due to the beautiful forest environment and the excellent climate.

### **3.2.6. Monastery "St. Transfiguration”**

It is located 8 km north-west of Krushevo on the hill Golomanica near the historical site Sliva at an altitude of 1664 meters. In the arms of Bushova Mountain from where you can see Krushevo, but also the city of Prilep. During the preparations for the construction of the monastery, the foundations of an older church were found, probably built in the 11th century from crushed stone, which was destroyed twice.



**Picture 6.** Monastery "St. Transfiguration", (Source: [www.WhereIsMacedonia.org](http://www.WhereIsMacedonia.org))

On September 25, 1998, with the financial help of Tose Proeski and believers from Krushevo, the construction of the monastery began. A stone iconostasis was also erected, the work of the academic sculptor from Belgrade, Milan P. Rakocevic, according to Tose's wish. There is a road to the monastery. In honor of Tose Proeski, a metal cross with a height of 33 meters was placed. On August 19 on the holiday "St. Transfiguration ", the believers visit the monastery every year.

The presence of the mentioned facilities gives an opportunity for the development of religious tourism in Krushevo.

## **4. Cultural - historical monuments in Krushevo**

### **4.1 Museum of the Ilinden Uprising and the Krushevo Republic**

It is located in an adapted old town house from the 19th century. Which belonged to Naum and Gjorgji Tomalevski. The Krushevo Republic was proclaimed in this house in 1903, and on the occasion of the 50th anniversary of this important event on August 2, 1953 it was declared a museum, which contains the most important documents related to the event (maps, preparation and course of the Ilinden Uprising , photos of the insurgent groups as well as members of the interim government, the Krushevo



Manifesto, some of the weapons, original foreign newspapers that talk about the uprising, the sarcophagus in which the remains of Nikola Karev were brought, data on all types of damage done by the Turkish army, etc.).

#### **4.2. Museum of the People's Liberation War**

Located in Gumenje, it was opened in 1988, with numerous exhibits that speak of the period from 1941-45. The course of the war is also shown on the fresco "The Mural" which is the work of Borka Lazeski. The museum is very important because during the summer period on the occasion of the ten days of the Krushevo Republic many events are held.

#### **4.3. Foundry Museum**

It was opened in 2003 in the same house where the casting workshop was located during the uprising. The workshop was located in the house of Ilija and Kosta Lapevski. It contains a large collection of weapons used by the insurgents, as well as the personal weapon of Nikola Karev - the President of the Krushevo Republic.

#### **4.4. Monument "Ilinden" (Macedonia)**

It is a symbol of the disobedience of our people, as well as a desire, but also an aspiration for a free and independent Macedonia. It is located at an altitude of 1320 meters and an area of 12 hectares. In the dome is the tomb of Nikola Karev and the bust of Tose Proeski. The view is beautiful and has always attracted visitors.



**Figure 7.** Monument "Ilinden" (Macedonia), (Source: [nt.krusevo.org-480x360](http://nt.krusevo.org-480x360)).

#### **4.5. Monument to the fallen fighters on Meckin Kamen**

It is located near the city of Krushevo and is recognizable by one of the most difficult battles fought for the defense of the Krushevo Republic. Duke Pitu Guli and his comrades died bravely in it. They heroically remained to fight to the end against the very thousand Turkish army led by Bakhtiar Pasha.



**Figure 8.** The monument of the fallen fighters on Meckin Kamen, (Source: [www.trekearth.com-779x584](http://www.trekearth.com-779x584)).

#### **4.6. Monument of the locality "Plum"**

It is located about 5 km from Krushevo, ie "Sliva" is the highest point at the exit from Krushevo to Kicevo. It is located at an altitude of 1357 meters between two high hills. On August 12, 1903, a bloody battle was fought led by Dukes Dime Smugrev and Gjorgji Stojanov, who were trying to keep the Turkish army to save the main headquarters of the Krushevo Republic and the entire population. They were dug in the trenches and had a huge view of the enemy, thanks to the altitude.



**Figure 9.** Monument of the locality "Plum", (Source: [www.commonswikimedia.org](http://www.commonswikimedia.org)).

The monument is 5 meters high and is an insurgent with a proudly outstretched hand, a symbol of heroism, fighting spirit and sacrifice of the people of Krusevo in defense of the Republic.

The Krushevo ball is located in Istanbul in the Askeri Museum.

#### **4.7. Nikola Martinoski Gallery**

The gallery was opened in 1968, it is often visited by tourists, because it has two rooms in which the costumes from Krushevo from the 19th century are exhibited, and at the same time the Krushevo room from that century is displayed.

#### **4.8. The memorial house and the grave of Tose Proeski**

It is located in Gumenje, the place where Tose wanted to open his own music studio.

It was built according to the project of the architects Ilija Bozinovski, Dejan Sekulovski and Dejan Spasenovski, for the project they have won first place at the International Festival of Architecture in Barcelona in competition with 704 buildings from around the world.



**Figure 10.** Memorial house, tomb and monograph on Tose Proeski, (Source: [travel2macedonia.com.mk](http://travel2macedonia.com.mk), Photo: Hristijan Koteski 07.03.2021,).

It covers an area of 870 m<sup>2</sup> and has the shape of a cross. There is symbolism in the whole house, that is, the cross is a symbol of sincere and strong faith in God. The tomb of Tose Proeski is completely arranged for visitors in 2021. On May 19, 2012, a monograph was promoted in which a lot was written about the history of RS Macedonia, the cultural-historical monuments, manifestations and the life of Tose Proeski.

### **5. Cultural and sports events in Krushevo**

#### **5.1. Ten days of the Krushevo Republic**

Since 1966, every year from August 1-10, the manifestation "Ten Days of the Krushevo Republic" is held. It starts with a simulation of the insurgents' struggle for the liberation of Krushevo from Turkish slavery, and ends with the laying of fresh flowers at the Meckin Kamen site.



**Figure 11.** Picture from the Manifestation Ten Days of the Krushevo Republic.

#### **5.2. Army Cup in biathlon**

This sporting event has been held since 2002 on the ski slopes of Kiprovo.

The goal is to affirm this military discipline (running) as well as to strengthen the fighting spirit, readiness and perseverance of the members of the Macedonian Army.

### **5.3. Ilinden Cup**

The International Paragliding Championships have been held since 1992. Competitors from all over the world take part in it.

### **5.4. Ethno Fair Krushevo**

It starts from 2003 in Krushevo every year from 01-05 August, the ethno fair is held. During this event, visitors have the opportunity to see the original creations of the Krushevo masters: yambols, knitted and embroidered handicrafts, the characteristic silver and gold jewelry, etc. The aim is to revive the many old crafts, as some of them are dying out. This event is attended by visitors from all over Macedonia and neighboring countries.

### **5.5. Krushevo - Ethno City - historical timeline**

The event is held every year from July 19 to August 10. There are several ethno-style events (concerts, tastings of specialties, exhibitions, etc.). During this event, residents dress as comites, chorbadzi or in Turkish military uniforms in order to bring closer the image of 1903.



**Figure 12.** Women's costume, (Source: [www.tripwow.tripadvisor.com](http://www.tripwow.tripadvisor.com)).

The Ethno City event promotes Krushevo as a desirable tourist destination. It attracts many tourists and contributes to the development of the city.

### **5.6. Krushevo sofr**

The event started on October 10, 2010. The aim is to promote and present the Krushevo specialties that are a hallmark of the people of Krusevo (Krushevo lokum, Krushevo kisses, Krushevo pot, Krushevo kebab, Krushevo pie). Many tourist and catering facilities, wineries, etc. actively participate, presenting their specialties on the stands throughout the city center of Krushevo.

### **5.7. Celebration on January 25 - The date of Tose Proeski's birth**

This celebration starts in 2008 and in his honor are held various musical, cultural, sports and humanitarian actions for Tose Proeski.

## **6. Archaeological sites in the municipality of Krushevo**

Many archeological sites have been registered on the territory of the municipality, but unfortunately some of them have not been sufficiently explored, and at the same time marked. They represent a significant potential for the development of the municipality.

### **Conclusion:**

The tourist identity of Krushevo relies on natural beauties, enriched with cultural and historical moments. Krushevo hides potentials for development of various forms of tourism that can contribute to creating the tourist image of Krushevo.

*Strengths of tourism in the municipality of Krushevo are:*

- natural beauties,
- favorable climatic conditions,
- the rich cultural-historical heritage,
- the existence of old crafts (woodcarving, shoemaking, confectionery, pot making, etc.),
- the existence of original customs,
- old town architecture,
- diverse and rich flora and fauna,
- existence of resorts, hotels, coffee bars, cafes, restaurants,



- various cultural and sports events,
- Krushevo hospitality,
- safe and secure living,
- excellent interethnic relations,
- pharmacy, post office, fire service, police, hospital, private health facilities, etc.

*Weaknesses*, on which tourism workers must not remain indifferent. They should act to remove or reduce them.

*The weaknesses of tourism in the municipality of Krushevo are:*

- weak organizational set-up of tourism in Krushevo,
- Lack of marketing and promotional activities, licensed tour guides and highly professional, educated tourist staff, as well as lack of following the world tourism trends,
- insufficient use of computer technology and internet,
- non-existence of cinema, theater, skating rink, fenced hunting ground, as well as non-existence of categorization of accommodation facilities, as well as low level of utilization of accommodation facilities,
- distance from the main tourist corridor E-75, distance from the two airports, distance from the highways, insufficient signalization and lighting of the roads, lack of bypass and parking spaces,
- lack of treatment plants, lack of eco-products and there are excellent natural conditions,
- Lack of planning studies and programs for tourism development in Krushevo,
- lack of specialist hospital services, etc.

Conditions should be provided to this tourist region, but also conditions should be created for faster tourist development. Despite the beauties of Krushevo, unfortunately there is migration of the young population, in order to obtain better living and working conditions. The financial power of the local population is reduced. The birth rate of the population has also decreased.

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