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FOREWORD

“Economic Vision” – *international scientific journal* is an initiative of the Faculty of Economics and Faculty of Business Administration of the University of Tetova.

The “Economic Vision” is an international, peer-reviewed, open-access journal with the goal of providing an academic platform for professionals and researchers to contribute innovative work in the field. It will include original and full-length articles that reflect the latest research and developments in both theoretical and practical aspects of economics, business and management and will be published in both print and online versions.

There will be two issues published per year covering a range of topics from the key fields of: economics, finances, tourism, international business and marketing.

According to the global financial crisis, which caused a decrease of investment projects as generators of economic growth, the crucial question of how to provide funds for the continuation and development of the same raises? In the newly created economic opportunities, changes of the economic paradigm have been spotted in all the issues of “Economic Vision”. The manuscripts in the issues are basic oriented on capital investments and financial profitability, financing possibilities of the local government and state investment in science. All of these topics are crucial to the economic development of a country or a whole region. Following on the financing and investment, the manuscripts offer the answers how to raise necessary funds to finance those investments: tourism, science and scientific productivity, medical or health tourism, sustainable tourism and hotel management, human capital, steel industry and other industry or sectors.

We are grateful to all scientific researchers, who with their papers have contributed to increasing the value of this journal.

Editor-In-Chief
Prof. Dr. Vullnet Ameti

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Review Article

CULTURAL HERITAGE IN SERVICE OF THE SUSTAINABLE DEVELOPMENT OF TOURISM IN THE TETOVO REGION

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Abstract

Culture and cultural heritage are an important factor and driver for tourism development in a particular tourist destination. The inclusion of cultural heritage in the tourist offer enriches the content of tourists' stay and enhances their positive tourist experience, resulting in an increase in the length of stay, increased tourist turnover and in the economic effects of tourism development. This creates a recognizable tourist destination that differs from all other tourist destinations in the world. Therefore, the protection, promotion and promotion of cultural heritage need to be given the utmost attention, both by the state and by local authorities in the country concerned.

The subject of this paper deals with the connection between cultural heritage and tourism development in the Tetovo region. This region has a rich cultural heritage that needs to be put in the service of the sustainable tourism development and appropriately promoted, in order to enrich the tourist offer and create a recognizable tourist destination that will result in increased tourist turnover and economic effects of tourism in this region.

Keywords: cultural heritage, cultural tourism, sustainable tourism development, Tetovo region.

1. Introduction

The Tetovo region has a significant cultural heritage that can be a driver for the development of a special type of tourism - cultural tourism in this region. Therefore, great attention should be paid to the protection, advancement and promotion of cultural heritage in the Tetovo region, both by state and local authorities.

During the elaboration of this paper, the following questions will be elaborated first: What are the objects that have cultural-historical significance in the Tetovo region? Is and to what extent is the cultural heritage in the Tetovo region protected and restored? How developed is the cultural tourism in the Tetovo region? Is the cultural heritage included in the tourist offer of the Tetovo region? What are the economic benefits of cultural tourism in the Tetovo region? How much do tourism stakeholders promote cultural heritage and cultural tourism in the Tetovo region?

Research conducted in this paper is expected to confirm both the main and specific hypotheses of the research.

That research will result in: a proposal of specific guidelines and measures for the protection of cultural heritage in the Tetovo region that should be undertaken by both state and local authorities; marketing strategies for its enhanced and proper promotion, as well as for its involvement in the sustainable development of tourism in the Tetovo region in order to create an attractive, recognizable and sustainable tourist destination within the territory of the Republic of Macedonia and beyond, which will attract a large number of domestic and foreign tourists and will result in positive financial effects from the development of tourism.

2. Theoretical framework and literature review

2.1 Research questions and hypotheses

The research questions will determine the course of the research and will provide answers to the given problem. The more important issues that need to be addressed in the preparation of the paper are the following:

- What are the buildings that have cultural and historical significance in the Tetovo region?
- Are the existing objects of cultural heritage in the Tetovo region registered as objects of cultural significance?
- Is living folklore registered as a cultural heritage?
- Is and how much is the cultural heritage in the Tetovo region protected and restored?
- How much is developed the cultural tourism in the Tetovo region?
- Is the cultural heritage included in the tourist offer of the Tetovo region?
- What are the economic benefits of cultural tourism in the Tetovo region?
- Does the development of tourism have negative consequences for the cultural-historical site and for the cultural heritage, if any, what are they?
- How much do tourism stakeholders promote cultural heritage and cultural tourism in the Tetovo region?

The paper also sets a hypothetical framework through which the answer to the set research questions is obtained, and which determines the subject of the research.

2.2 Main hypothesis

The Tetovo region has a rich cultural heritage that should be put in function of sustainable tourism development, in order to enrich the tourist offer and create a recognizable and sustainable tourist destination that will result in increased tourism and economic effects of tourism in this region.

2.3 Special hypotheses

The special hypotheses arising from the main hypothesis are the following:

- Significant measures should be taken to protect and promote cultural heritage in the Tetovo region;
- Cultural heritage as a potential is insufficiently used in creating the tourist offer in the Tetovo region;
- The cultural heritage in the Tetovo region should be put in function of the sustainable development of tourism in order to enrich the tourist offer of this region;
- Cultural heritage in the Tetovo region is insufficiently promoted and therefore it is necessary to take significant measures and strategies to promote it;
- The cultural heritage in the Tetovo region should be promoted in an organized way, both by the state and the local government;
- Placing the cultural heritage of the Tetovo region in function of the sustainable development of tourism will contribute to the creation of a recognizable tourist destination, both within the Republic of Macedonia and beyond;
- Placing the cultural heritage of the Tetovo region in function of the sustainable development of tourism will increase the tourist turnover and financial results in this region.

- "Cultural tourism" and "cultural heritage tourism" are a solution for local economic development of the Tetovo region.

Culture - The term culture is very complex to define. Culture is the subject of study in a number of scientific disciplines such as sociology, anthropology, philosophy, economics, and others. In 1952, American anthropologists Alfred Kroeber and Clyde Kluckhohn, in their *Critical Review of Concepts and Definitions*, listed 164 different cultural definitions. To date, the number of definitions has increased several times. The goal of all authors is to define culture more adequately.

Given the large number of definitions, we shall list below just a few of them:

Edward Burnett Tylor, considered the father of British anthropology, defines culture in his book 'Primitive Culture':

"Culture or civilization, taken in its broad ethnographic sense, is that complex whole that includes knowledge, belief, art, morality, law, custom, and all the other abilities and habits acquired by man as a member of society."

Franz Boas, an American anthropologist, has a very important place in defining culture, whose basic approach to culture was that "culture should be understood from detailed studies of specific cultures." Boas says that: *"Culture encompasses all social behaviors of the community, the reaction of the individual under the influence of the habits of the group in which he lives, and the products of people's activities determined by those habits."*

One of the definitions of the culture most commonly used by UNESCO is: "Culture is a complex whole that includes knowledge, belief, art, morality, laws, customs and all the other abilities and habits that [human] has as a member of society."

Culture and Sustainable Development - The term "sustainable development" has been used more intensively since the 1980s. As a term it is simple in idea but complex in realization. That is why there are a number of definitions that confirm the complexity of this term. Today, more than 120 definitions of the term sustainable development are given in scientific circles. Some of them are listed in the following lines.

Hall (Hall, 2006) gives the simplest definition of sustainable development:

"Sustainable Development = Conventional Development + Environmental Protection"

According to experts from the International Union for Conservation of Nature (IUCN), sustainable development means achieving a quality of life (or standard of living) that can be sustainable and possible for many generations because it is:

1. Socially desirable, i.e. satisfies human cultural, material and spiritual needs in a just way
2. Economically viable, self-paying, with expenses that do not exceed income, but also
3. Environmentally friendly because it provides long-term feasibility of support systems.

The most quoted definition of sustainable development, which is also considered the official definition of sustainable development, is the definition offered by the World Commission on Environment and Development (WCED) or so-called Brundtland Commission of 1987 who states: *"Sustainable development is a development that meets the needs of current generations and at the same time does not diminish the ability of future generations to meet their needs. Sustainable development is not a fixed state of harmony, but a process of constant change in which the exploitation of resources, the direction of investment, the orientation of technological development and institutional frameworks are in function of current and future needs."*

Culture and cultural heritage as tourist potentials - The World Tourism Organization (UNWTO) estimates that from 2012 to 2020, tourism travel to Europe is projected to grow by about 15% per year. Thereby, cultural tourism participates with 37% in the total tourist processes, which means that 37% of the trips have at their core some cultural motivation, i.e. a visit to sites that in their tourist offer contain significant cultural heritage.

Cultural tourism - There are several definitions of "cultural tourism". One of the definitions accepted by the ECTN (European Cultural Tourism Network) reads: *“Cultural tourism can be briefly defined as tourism based on local and regional cultural resources. This includes cultural tradition, language, history, culture, landscapes, built environment, archeological sites, museums and cultural activities such as festivals, galleries, art attractions, theater as well as attractions related to primary production, crafts, social history and lifestyle”*.

According to the World Tourism Organization (UNWTO), cultural tourism involves the movement of people motivated by culture, such as study tours, artist tours, and festival trips and other cultural events, visits to protected sites and monuments, nature study trips, folklore, art or pilgrimage.

3. Empirical results

Cultural heritage of the city of Tetovo - Cultural heritage of the city of Tetovo is a set of material and spiritual values created throughout its history, which reflect the social and cultural development of the city in the past, but also the present. Tetovo is a city with a rich cultural and historical tradition and has a number of valuable cultural and historical buildings.

Having in mind the historical turbulent past of the Tetovo region that has gone through different systems of government, many wars, and several regimes, etc., we come to the conclusion that many cultural treasures are hidden in this area. Unfortunately, this region is not sufficiently researched, both from an archeological point of view and from the point of view of written literature. The number of foreign authors who have done some research in the form of travelogues is higher than that of domestic authors and researchers who have researched this region.

From the **archeological sites**, some of which were found by chance, it is important to mention the following: Buzane, Gorno Teke, Banjiche, Drenovec, Tetovo Fortress or the Isar, St. Petka, "Tetovo", Str. "Miladinov Brothers", Str. "JNA", Str. "Stip" and other sites. Some of these archeological sites were accidentally found by people who found various artifacts during excavations of their private properties, but most of these artifacts have unfortunately not been recorded and reported in any of the local or state museums. The sites date from different periods of time, starting in the 6th century B.C. until more recent times, that is, until the period of the Ottoman Empire.

If we talk about churches and monasteries, the city of Tetovo has a large number of churches, while in the city there are no monasteries. From the existing churches in the city of Tetovo we can mention the churches "St. Nicholas", "St. Petka and St. Nedela", "St. Bogorodica", "Ss. Cyril and Methodius". Apart for the needs of the believers, these churches, are often attractive to tourists with their rich cultural elements (frescoes, icons, paintings),.

Cultural monuments of the Islamic faith are an invaluable cultural treasure for the city. With the arrival of the Ottomans on the Balkan Peninsula, and thus in the Tetovo region, in the 14th and 15th centuries, there was a boom in the construction of various buildings. Religious buildings are being built, such as mosques, madrasas, turbe, teke, as well as social buildings such

as caravanserai, inns, bezistens, fountains, bridges, etc. Although their number was much higher, over time some have been demolished or redesigned. However, those cultural objects that still exist today, with their architectural appearance, show the cultural and spiritual development of the population of the Islamic religion at that time. The most significant buildings built in that period in the city of Tetovo are: The Colorful Mosque, the Clock Mosque, the Eski Mosque, the Arabati-Baba Teke, the 'Shadravan' in the Arabati-Baba Teke Complex, the Hamam in Tetovo, the old bridges and other buildings with Ottoman architecture style.

There are many cultural monuments in the form of old city architecture and separate old town complexes and houses in the city of Tetovo. Depending on the time period, they changed their structure and appearance. According to the author Branislav Svetozarevich, in the 15th century, with the arrival of the Turks, the city began to expand rapidly. In addition to the old settlements, a number of new neighborhoods and settlements have emerged. Most of these settlements were inhabited by Turks who built houses in oriental style. In the second half of the 19th century, more and more residents of the surrounding villages moved to Tetovo and began building typical Macedonian houses, so this architecture remained dominant until World War II, after which the modern construction of houses and other social buildings began. Unfortunately, many of these facilities do not exist today. From the existing ones we can mention: Halimbeg's house, several old houses and settlements throughout the city such as the home of Gjoce Stojcheski, the settlements Gorno Maalo, Koltuk, Dva Bresta, Stara Charshija and others.

Folk songs and dances are certainly another argument for the cultural color of the city of Tetovo. The musical life of Tetovo is characterized by rich folk, dance and singing heritage. The Tetovo dances were divided into men's, women's and mixed ones. Zurla and drums were most often used as instruments, and in women's dances, mostly the tambourine or just singing. Among the Macedonian population, the famous dances are mentioned, such as: "Teshkoto", "Ramnoto", "Chamcheto" and "Lesnoto", while among the Albanian population they are mentioned: "Shota", "Nusja jonë Arbërore", "Lule manushaqe", "Kërcimet e Logut" and others.

Although some of these traditions are not used in the daily life of the people of Tetovo, they are still proudly preserved and are passed down from generation to generation. Thus, they are more and more often used on the occasion of an event, wedding, etc.

The perspectives of "cultural tourism" and "cultural heritage tourism" in Tetovo region - Tetovo region has a huge potential for cultural and historical values that have not yet been sufficiently used for tourism purposes.

The most frequently included in the tourist offer of the Tetovo region are the Colorful Mosque, the Old Hamam, the Arabati Baba Teke, the Leshok Monastery and, rarely, some other buildings. This means that the material offer of the Tetovo region is more involved in the material cultural heritage, while the intangible cultural heritage is somehow neglected, i.e. not sufficiently included in the tourist offer.

In order to encourage cultural tourism and its successful perspective, it is necessary to take measures and activate mechanisms by both the state and the municipality.

Measures and activities to be taken for the already existing cultural and historical heritage are:

- In addition to the above facilities, the tourist offer should include the Tetovo Fortress, the Tetovo Bath, the Monastery "St. Kliment Ohridski" in Popova Shapka, the Church "St. George" in the village of Mala Rechica, the older mosques such as

the Clock Mosque and the Eski Mosque in Tetovo, the Ethnological Museum in the village of Djepchishte, the old settlements such as the Upper Bazaar, Koltuk and others. All these places need to be constantly maintained and reconstructed, to set appropriate signals, i.e. signs both in the city and near each of the buildings, to prepare a joint brochure for all cultural and historical buildings stating the basic data for the places and facilities themselves, to organize educational visits to primary and secondary schools, as well as universities, to take various measures to increase the number of domestic and foreign tourists, to increase the marketing and promotion of all places by the municipality through local and national media and Internet portals, and more.

Measures and activities to be taken for intangible, i.e. spiritual culture are:

- Cultural activities and events that take place in the House of Culture or in the city or villages, should be timely and accurately published with specific dates and venues and presented in appropriate print media, Internet portals, the municipality's website and relevant state institutions, etc. and be sent to travel agencies or tour organizers so that they can be included in the tourist offer of foreign tourists.
- Organizing fairs and festivals to present old crafts, traditional cooking, and traditional costumes of all ethnicities living in the Tetovo region. All of them should be properly presented through appropriate written media, internet portals, the website of the municipality and the relevant state institutions, etc.

Other measures and activities to be undertaken by the state, the municipality and the private sector and in the interest of the sustainable development of cultural tourism and tourism in general in the Tetovo region are:

- Increasing the promotional activities by all stakeholders in tourism in the Tetovo region;
- Connecting cultural tourism with other types of tourism that exist in this region;
- Taking measures and activities for development of eco-tourism, sports-recreational, gastronomic and ethno-gastronomic tourism, which will enrich the tourist offer for the visitors.
- To initiate the creation of a tourist information center, where young people and professionals will be employed, who will also serve as tourist guides.
- To update the tourist information tables and signs and to place new ones in those places where there are none.
- To organize trainings for the forgotten old crafts and to provide a location where those crafts that will be included in the tourist offer will be promoted, while giving foreign tourists the opportunity to participate in the performance of those crafts under the watchful eye of professionals. In that way, tourists will get acquainted with the lifestyle of the population in the specific region in different time periods, and at the same time their tourist offer will be enriched, so their stay in that place will become an unforgettable experience.
- To give a place under concession for the sale of souvenirs near the cultural and historical places, where the place to be visited will be presented. In this way, additional financial effects will be created in the field of tourism, but at the same time these souvenirs will be an important promotional material that will remind tourists of the

place they visited, and will encourage potential tourists to visit that place if they have not visit it, and received such a souvenir as a gift from their relatives and friends who visited the place.

- The students from the high school "Mosha Pijade", the only high school in the city that includes the catering and tourism profession, as well as the students from the Faculty of Tourism at the University of Tetovo, should be involved in the development of cultural tourism.
- Improving the information and communication technology for more efficient promotion of the tourist values of the city and the region.
- Connecting and cooperating the Tetovo region with the neighboring cities of Skopje and Gostivar in order to improve and enrich the tourist offer and extend the stay in the Tetovo region in order for tourists to spend the night in this region and stay longer, and not just to realize a daily or passing visit.
- Campaign to raise public awareness of the benefits of cultural heritage.
- Certainly in the interest of the overall development of tourism, and thus cultural tourism is the commissioning of the cable car Tetovo-Popova Shapka, which will facilitate travel to the tourist center and will be an additional attraction for tourists and others.

4. Conclusion

From all the indicators for the development of tourism in the Tetovo region, we can conclude that cultural tourism is the main pillar through which tourism is built and developed in this region. Cultural tourism, in addition to being closely linked to people's daily lives, also enables economic development of the region where it is developing. The sustainable development of cultural tourism in the Tetovo region goes to the benefit of many other activities, and especially the local population and the municipality.

Having in mind the modern trends in the development of tourism in the world, it is determined that sustainable cultural tourism is increasingly becoming the most desirable and attractive type of tourism for many reasons, and the most common are: the development of cultural tourism contributes to preserving the cultural and historical values of people or country; most of the tourists are highly educated, cultured and from richer backgrounds, which contributes to the reduction of the possible negative consequences caused by tourism; The economic benefit of the development of cultural tourism is wider, i.e. it covers several layers of the society and not only those that are directly involved in tourism, etc.

However, for the sustainable development of cultural heritage and cultural tourism in the Tetovo region and their positioning in function of the sustainable tourism development, the last word and decision belongs to the local government and tourism organizations operating in the city and the region. Their obligation is to create policies for sustainable development of cultural tourism with various measures to stimulate development, subsidizing and of course protecting cultural heritage.

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