

ANTHROPOGENIC MOTIVES AS A FACTOR IN THE DEVELOPMENT OF TOURISM IN NORTH MACEDONIA

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Abstract

Almost every tourist stay in the world is based, in addition to natural tourist motives, also on cultural motives, which gives tourist flows a more complex physiognomy and creates conditions for a longer stay in a tourist destination, thus being associated with direct effects on the structure and volume of tourist consumption. Anthropogenic tourism motives are human-made elements that attract tourists to a destination. This paper will discuss anthropogenic motives in North Macedonia, which ones are those, and how their exploitation affects the development of tourism in this country. To make it easier to explain them, we have made a classification of anthropogenic tourist motives into groups: cultural-historical monuments, ethno-social values, landscape-environmental features, and manifestations.

Keywords: tourism, anthropogenic motives, manifestations, cultural heritage, historical monuments, etc.

1. Introduction

Tourism is one of the most important economic sectors in the world and is continuously growing. In North Macedonia, in addition to natural beauty, a key part of tourism development is made up of anthropogenic tourism. The main anthropogenic tourist resources in North Macedonia include cultural, historical, and archaeological heritage, events, museums, and cultural institutions, among others. Currently, in North Macedonia, there are 2,567 registered cultural monuments from historical periods ranging from the Neolithic to the Ottoman era; 5,160 archaeological sites (108 of which are protected); 4,681 memorial monuments; 1,286 structures of urban, rural, and commercial architecture; 29 complexes of urban and rural segments; 1,156 churches and monasteries; 61 fortresses, bridges, and medieval towers; 112 mosques; 71 other buildings dating from the 15th to the 19th century; 2,850 icons, and more.

2. Cultural-historical motives

[1] The geographical-cultural offer includes the entire material and spiritual heritage of a country that is made available for tourism. This wealth encompasses all historical and cultural sites that are accessible to tourists, starting with archaeological centers and sites, and extending to structures such as castles, fortresses, traditional buildings, museums, cultural monuments, cultural and sports institutions, and more. This entire cultural and historical wealth represents, worldwide, an extremely important motive for expanding the tourism offer, bringing many positive effects both economically and in terms of enhancing the tourism image of many countries and areas that possess this potential.

Religion plays an important role here as well. In North Macedonia, the majority of cultural-historical monuments represent the heritage of the two most widespread religions in the country, the Orthodox and the Islamic faiths. Most of these monuments appear as architectural objects such as churches, monasteries, mosques, baths (hamams), fountains, etc.

[4] Religions in North Macedonia are organized into religious communities. There are 15 registered churches and 7 religious' communities in the country. There is a total of 2,466 religious objects, including 1,842 Orthodox churches, 580 mosques, 29 Catholic churches, 12 Evangelical-Methodist churches, and 3 synagogues.

Among the most important monuments of oriental culture are: the Daut Pasha Hamam, Kurshumli Inn, Sali Inn, Mustafa Pasha Mosque, Isak Bey Mosque in Skopje, the Stone Bridge, also in Skopje, the Colored (Pasha's) Mosque, and the Arabati Baba Tekke in Tetovo, Yeni Mosque, Ajdar Kadi Mosque, the Clock Tower in Bitola, and others.



Figure 1. The Colorful Mosque (F.Amiti)

The most famous monasteries are: St. Panteleimon in Nerez, St. Jovan Bigorski, St. Joachim Osogovski, the numerous monasteries at the foot of the Montenegrin Mountains in Skopje such as St. Bogorodica, St. Nikita, St. Ilia Gorni, St. Archangel Varosh. The monastery in the village of Leshke, the monastery in the village of Matec, the Lesnova Monastery, the monasteries of St. Prečista, St. Naum, the Monastery of Mark, the Monastery of Matka and many others.



Figure 2. Monastery in the village of Lesok (F.Amiti)

The most well-known churches: St. Bogorodica in the village of Sushica, St. Nikola near the village of Luboten, St. Spas in the central area of Skopje near the fortress, the Church of Saints Cyril and Methodius in Tetovo, St. Bogorodica Perivleptos in the old part of Ohrid.

[5] Additionally, about 9,876 immovable properties have been registered, including around 4,260 archaeological sites, over 150,000 m² of fresco paintings in churches and monasteries, more than 26,000 icons and 420 carved iconostases, 1,213 objects of old urban architecture, 47 towers, fortresses and bridges, 102 objects of Islamic architecture, 24 bazaars, and other urban and rural entities.

The large number of archaeological sites is evidence of the existence of material and artistic culture from the prehistoric period, through the early ancient and Hellenistic periods, to the Roman era and Ottoman rule. Among the most important archaeological finds is the city of Heraclea, near present-day Manastir (Bitola). It was founded by the Macedonian king Philip II of Macedon. The city of Stobi, located near the present-day settlement of Gradsko, at the place where the Black River flows into the Vardar, has existed since ancient times until today. It was first mentioned in 359 B.C. and is also believed to have been built by King Philip II of Macedon. Other ancient cities and their remains available for tourism include Skupi (Skopje), Lichnid (Ohrid), the Illyrian settlement Etelion (Struga), as well as several others. All cultural and historical monuments represent a good resource base for the development of cultural tourism.

Table 5. The most popular archaeological sites by region in the Republic of North Macedonia

Region	Archaeological Site
Polog	Tetovo Fortress, Jegunovce Fortress, Stence Fortress, Orasha Fortress – Sobri (Jegunovce), Rogleva Fortress (village Rogle), Archaeological site “St. Nikola” (Mavrovo - Rostusha), Dollenlesha Fortress (Tetovo)
Southwestern	Krstoar, Early Christian Basilica of St. Erasmus, Samuel's Fortress, Plošnik, Ancient Theater, Via Egnatia, Varosh, Karamani, Beranci, Heraclea Lyncestis
Pelagonia	Paleolithic archaeological site Kërstuar, Neolithic sites, Velushinska Tumba, Inscriptions from Roman road Via Egnatia, Eneolithic site, Čepigovo, Varosh, Karamani, Iron Age site, Heraclea Lyncestis
Vardar	Speleological site Pesti – Paleolithic findings, Old city, Antigoneia, Stobi, Temple of Artemis and Dioscuri
Southeastern	Prehistoric settlement (Neolithic) (Angelci - Vasilevo Municipality), Kanli Čair (Damjan – Radoviš), Stakina Fountain (Valandovo), Ana (Angelci), Roman villa (Miletkovo), “Isar” (Marvinci), “Kulla” (New Dojran)
Northeastern	Early Christian Basilica – Rotunda Konjuh, Archaeological sites Golema Kulica, Kalishte, Vukosija, Žegligovski Kamen – Kostoperska Karpa, Megalithic observatory Tatičev Kamen, Golemo Gradishte, Cocev Kamen, Kula, Zdravci Kamen, Gradishte
Eastern	Isar, Gërničarnica, Pilavë, Bargala, Čerkvište (Morodvis), Lokubija, Vinica Fortress, Gradište (Fortress town), St. Petka, Kalata, Vrsnik
Skopje	Cerje (Govrlev), Tumba (Mačari), Skopje Fortress, Zlokukan Fortress, Skupi, Kisel Vir, Krivi Doll (Aračinovo), Archaeological site in Brazdo

Source: *Потстратегија за развој на културен туризам на РС Македонија* (Edited by the author)

[5] Museums and galleries preserve over 500,000 museum exhibits, 4,400 manuscripts, 11,200 old printed books, and special library materials of particular cultural-historical significance. Among the most well-known are: the National Museum in Ohrid or the Robevci House, an architectural cultural monument protected since 1863, where epigraphic monuments from Ohrid are housed; the Museum of the City of Skopje; the Museum of Macedonia; the Tobacco Museum in Prilep; the Museum of Contemporary Art in Skopje; the Museum of Natural

Sciences in Skopje; the Museum of the Ilinden Uprising in Kruševo; and many others that offer excellent opportunities for the development of certain forms of cultural tourism.

Table 6. The most popular museums in the regions of the Republic of North Macedonia

Region	Museums
Polog	Memorial Museum – Ethnological Museum (Xhepcishte), Museum of the Tetovo Region
Southwestern	Robevci House, Icon Gallery, "Hristo Uzunov" House, "Grigor Prlichev" House, "D" Museum, "Vangel Kodzoman" Gallery, Ethnographic Museum (Livada), Ethno Museum (Vranishtë)
Pelagonia	People's Museum in Manastir, Richard Wagner Exhibition, People's Museum, 11th October Memorial Museum, Tobacco Museum, Museum of the National Liberation War, Museum Collection in the Culture House Dragi Tozija, Makedonium Monument - Ilinden, Ilinden and Kruševo Republic Uprising Museum, Nikola Martinovski Gallery, Toshe Proevski Memorial House, etc.
Vardar	National Museum Veles, National Museum, Wine Gallery, Ethnological Museum, etc.
Southeastern	Museum of the City of Gevgelija, National Institute and Museum – City of Strumica, First World War Museum in Dojran, Natural History Museum – Dojran, Ethnological Collection – Radovich
Northeastern	National Institution Museum "Kumanovo", City Museum of Kratovo, Icon Gallery at St. Nicholas Church – Kumanovo, City Museum of Kriva Palanka
Eastern	Ethno-house (Morodvish village), Ethno-house and City Museum Kočani, Vinica Museum, City Museum of Delčevo, Razllov Memorial House, City Museum of Berovo, City Museum of Štip
Skopje	Archaeological Museum of Macedonia, Ethnological Museum of Macedonia, Historical Museum of Macedonia, Holocaust Museum, Mineralogical-Petrographic Museum, Museum of the City of Skopje, Cinematheque Museum of N. Macedonia, Museum of the National Liberation War, Museum of the Macedonian Revolutionary Struggle, Fishing Museum, Museum of Contemporary Art, Natural History Museum, Museum of Technology and Technical Monuments

Source: *Потспратегија за развој на културен туризам на РС Македонија* (Edited by the author)

3. Ethno-social motives

North Macedonia, as a multiethnic state, can offer a wide range of resources and ethno-social, cultural, etc. activities that are very attractive to tourists, since in such places there is cultural diversity, tourists have the opportunity to experience different traditions, customs, and gastronomy. There is diverse heritage tourism here, multiethnic countries often have a rich history, offering historical sites and monuments representing different cultures, etc.

Ethno-social tourist motifs include: folk costumes, old crafts, folk dances and songs, folk customs, etc.

Table 7. The most popular ethno-social motifs in the regions of the Republic of North Macedonia

Region	Ethnographic Heritage	Folklore Values
Polog	Carpentry craft, silversmith craft, weaving, embroidery, carpet making, wood carving	Galička wedding, male two-part vocal singing (Tetovo)
Southwestern	Traditional folk clothing production in Veleshtë, icon painting, mosaics, two families preparing pearls in Ohrid, facade work	Traditional costumes of Struga, Dance "Teškoto", Dance "Ludari", etc.
Pelagonia	Traditional tobacco cultivation and processing in Prilep and rural surroundings, Mariovo region for sheep breeding, metalworking in Kruševo, cauldron making in Kruševo and Manastir, tin working in Kruševo, etc.	Traditional women's clothing in Mariovo, Vlach clothing in Kruševo, folk clothing of Prespa, urban clothing of Resen with velvet elements, urban clothing of Manastir, rural clothing of Prilep, clothing of Demir Hisar
Vardar	Violin making, wood carving, ceramics, saddle making, traditional construction (Varna region), traditional building, coppersmithing	Costumes of Veles; Costumes of Ovče Pole; Dances of Ovče Pole
Southeastern	Potters, blacksmiths, coppersmiths, tinsmiths, silversmiths, etc.	Rusale games; folk costumes from Bojmija; costumes in Strumica Municipality
Northeastern	Wood carving and icon painting; braiding; ceramics; blacksmithing	Wedding worship of St. Theodore Tiron – Konopnica village; Bajlovci wedding; Šop wedding
Eastern	Barrel making, weaving on loom, embroidery, traditional brandy production, wool and cotton product weaving, carpentry, ceramics	Dances: Kopačka (Maleshevo, UNESCO list), Potručulka (Kočani region), Berovka (Maleshevo), Osogovka (in Kočani and surroundings), Harvest songs – Jetvarkat (Kočani and surroundings), Ratevka (Maleshevo)
Skopje	Ceramics; braiding; blacksmithing; filigree; leather processing	Folk dances from Skopje's Mali region; characteristic clothing of all ethnicities (Saraj); Roma clothing – Šuto Orizari; Serbian costumes – Čučer-Sandevo

Source: *Потстратегија за развој на културен туризам на рс македонија* (Edited by the author)

4. Landscape-environmental motifs

In North Macedonia, there are numerous environmental tourist attractions such as: old bazaars, clock towers, old fountains and fountains, old houses and other objects from the past.

The most famous old bazaars are those of: Bitola, Veles, Gostivar, Skopje, Struga, Ohrid, Debar, Kratovo, Kumanovo, etc. The most attractive for tourists are the bazaars in: Skopje, Ohrid, Struga, Prilep, Kratovo, Strumica and Tetovo.

Clock towers have always been attractive for tourists. In the Republic of Macedonia, there are several such that were built during the Ottoman period. Of the clock towers with the best preserved and unique ones, those in: Skopje, Bitola, Prilep, Veles, Gostivar, Štip, Kočani, Kratovo and Sveti Nikole etc.

Environmental resources represent the basis for the development of urban and rural tourism in the country.

Table 8. The most popular landscape-environmental motifs by region in the Republic of North Macedonia

Region	Cultural Monuments / Heritage Sites
Polog	Clock Tower (Gostivar), Halil Deralla's Konak (Tetovo), Old Hammam (Tetovo)
Southwestern	Vovçe "Čiro", Art House – Knezhino, Culture House "Jordan Piperkata", First Albanian Language School (Drugovo), First Macedonian Language School, Underground Military Tunnels – Samokov, Turkish Baths, etc.
Pelagonia	Warehouse in Manastir, Japan, Officers' House, Walls from WWI in Kajmakčalan, WWI Troops in Galičica, Clock Tower and City Clock, New Hammam, Bezisten, Ahmed Nijazi Beg's Saray
Vardar	Clock Tower; Goce Delčev Library; Youth Park; Railway Station; Culture House; Stone Bridge, etc.
Southeastern	Arsov House, Old Court, Girl's Well, Strumica Tomb, Late Antique Urban Palace, King's Towers, Roman Baths, Valandovo, Isar, Idomena
Northeastern	Halit Efendi Tower, Eski Han Hammam, Old Bazaar, Medieval Bridges of Kratovo, Old urban houses
Eastern	Sultan Emir Kuçuk Bridge; Clock Tower; Bey's Tower
Skopje	Aqueduct; Stone Bridge; Millennium Cross; Daut Pasha Hammam; Kurshumli Inn; Sali Inn; Kapan Inn; Feudal Tower; Clock Tower; Goce Dellčev Sarcophagus; Monument to fallen soldiers in Skopje; Mother Teresa Memorial House; Aleksandar Urdarevski Monument; Tumba; Zllokučani Fortress; Archaeological site in village Brazda

Source: *Потстратегија за развој на културен туризам на рс македонија* (Edited by the author)

5. Manifestations

Manifestations are part of anthropogenic tourism motives, representing various ways and forms of public expression and presentation of phenomena and processes with interesting content, which independently can attract visitors and often serve as complementary elements in the tourism offer of this region.

In these manifestations, cultural-artistic, sports, economic, religious, entertainment, as well as tourist promotional features are presented, which, besides their general meaning, also have specific touristic characteristics. Through them, customs and the ancient culture of a nation or population are presented in a very vivid, dynamic, and above all authentic manner (Panov, N. 1998).

In North Macedonia, a large number of manifestations are organized, some of which are thousands of years old and have been zealously preserved by the local population as part of their cultural identity. These manifestations can be categorized into several groups: cultural, sports, economic, scientific, etc.

Table 9. The most popular cultural events in the Republic of North Macedonia by region

Region	Main Cultural Events and Festivals
Polog	Visual Artists' Colony (Gostivar), GosFest (Gostivar), Tetovo Folklore Filigree, "Days of Naim" – Poetry Event (Tetovo), "Teho" – Choir Festival, "Bletezat" (Tetovo), "Tetovo Apples" (Tetovo), Bean Day (Tearce), Book Fair (Tetovo), "Sharri Sings" – Folklore Event, Galičë Wedding, Rekë Cultural Summer, Illyrian Carnivals
Southwestern	Balkan Festival of Folk Songs and Dances, Ohrid Fest, Këngë Jeho, Ohrid Summer, Struga Poetry Nights, Theater Days
Pelagonia	Cynology Weekend (Krivogashtan), Proçkarska Smia, Proçka Carnival, Teacher's Day of Albanian Ethnicity in Čerņišt, Ceramics Colony (Oteshevë), Painting Colony (Nizhepole), Spring Days, Macedonian Folk Costume Days, Mask and Joke Day, Days of the Congress of the Sviljeva Thread, Europe Day, King Marko Days, International Museum Day, IBÇE Fest, Diaspora Meetings, Beer Festival
Vardar	Racini Meetings (Veles), International Ancient Drama Festival Stobi (Gradsko), In the Heart of Macedonia (International Folklore - Gradsko), Painting and Engraving Colony "Masters of Papradishta" (Veles), Racini Children Meetings (Veles), International Folklore Festival (Veles), St. Tryphon Spring (Negotino), Negotino Evening, Grape Harvest in Tikvesh (Kavadar), St. Tryphon (Kavadar), St. Tryphon Tradition Week (Demir Kapi), Apricot Festival (Rosoman), Spring-Laughter-Love (St. Nicholas), Apriljada (St. Nicholas), Todorica – International Festival of Autochthonous Folklore (St. Nicholas), Cultural Summer (St. Nicholas), Playback and Karaoke Show for Kids "Stars"
Southeastern	"Martinki" Event, Hid Bach Shen Fest, Strumica Carnivals, Folk Fest in Vallandovo, Holy Trinity – Folklore Festival "Oro Veselo", Open Festival of Strumica, Festival of Old Instruments "Gajde", Risto Shishkov Theater Festival, Emigrants Meetings, International Art Colony in Strumica, Art Colonies (Radovish, Gevgelija, Novo Selo), ASTRION Documentary Film Festival, D Festival, Bogdanci Cultural Summer, April 1st – Masquerade (Bogdanci), International Graphics Workshop "Sofia", Poetry Evenings "Karaman Meetings"
Northeastern	Karadak Poetry Meetings, March Essays, Yekipe - Unity - Roma Folklore Festival, International Jazz Festival, Bajlov Meetings, Comedy Days May 5, Calf Rearing in Old Negorichane, Potato Festival in Kratovo, Golden Days in Kratovo, Culture Day in Kratovo, European Festival of Bagpipes in Kratovo, Shopian Wedding (Kamen Towers, Kratovo), International Festival St. Joachim Osogovski
Eastern	Ethno Festival, Berovo (August 27-28), Maleshevo Wedding, Healthy Life Festival Istibanja, Rice Harvest in Česhinovo-Obleshevo (September 21), Kočani Rice Days, Tunjche Bands Festival, "City Joy" Festival, World Roma Day (Kočani, April 8), Amateur Drama Festival (Kočani, May), Lesново Artistic Colony (Probištip), International Art Colony "St. Panteleimon" (Kočani, August), "We Sing Maleshevce" – Children's Song

	Festival, Golak Folklore Meetings in Golak Mountain, Vinica Veritas Humor and Satire Festival, Fashion Days (Štip), Makfest (Štip), Štip Cultural Summer
Skopje	International Children's Folklore Festival, Voice of the Bazaar, Skopje Jazz Festival, Creative Workshops for Clay Objects, May Opera Evenings, Baskerfest (Skopje), Skopje Summer, Horse March, Solidarity Days, Festival of Folk Songs and Instruments, White Night, Open Youth Theater, Cultural Event in the Bazaar, Skopje Beer Festival, Stankov Days

Source: Потстратегија за развој на културен туризам на РС Македонија (Edited by the author)

Among them, the most characteristic and well known manifestations are the following: Struga Poetry Evenings (August 20-24), Ohrid Summer Festival (from mid-July to the second half of August), May Opera Evenings in Skopje, Tikvesh Grape Harvest in Kavadarci (around mid-September), Ilinden Kayak Cup in Treska near Skopje, in honor of the August 2 - Ilinden holiday, "Pearl of Struga", Vevcani Carnival (on January 14), Strumica Carnival (in the first half of March), Galičnik's Wedding which takes place every year on July 12 in the village of the same name, Illyrian Carnivals (in March) in the village of Bozovcë, etc.

6. Conclusion

Anthropogenic tourism in North Macedonia is an essential pillar supporting the country's cultural heritage preservation and economic development. With a rich historical heritage, cities possessing architectural value, and numerous cultural traditions, North Macedonia increasingly attracts both domestic and international tourists.

However, the successful development of this type of tourism requires more than just preserving cultural heritage; it demands careful management, investments in infrastructure, active preservation of monuments, and a long-term strategy for international promotion. If these conditions are met, anthropogenic tourism can become one of the main drivers of the economy and a connecting bridge between cultures, generations, and communities within the country.

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