



Tourism infrastructure and Existing pre-conditions in the CBC Bulgaria – North Macedonia Region

Project CB006.2.21.150 Sustainable Utilization of Cultural Heritage in Dupnitsa and Kriva Palanka

Lead Partner: Municipality of Dupnitsa

Project Partner: Municipality of Kriva Palanka

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Purpose of the Study on Modern Marketing Practices for Popularization of Less-known Tourist sites

- The Study on Modern Marketing Practices for Popularization of Less-known Tourist Sites is developed under the **Project CB006.2.21.150 Sustainable Utilization of Cultural Heritage in Dupnitsa and Kriva Palanka**.
- The Study aims to present specific modern marketing practices and good examples for popularization of less-known tourist sites for attracting young people and to promote actively 'hidden' historic and cultural sites. Trends indicate that younger generation has either already visited the major tourist sites or do not want to spend their vacations in crowded places.
- In the CBC region due to lack of sufficient budgets there are many sites of great historic and cultural value which are not renovated, not well accessible and not at all popular among the people from the region and the foreign tourists that come to visit it.
- The Study analyzes the potential "sources of uniqueness", which could distinguish the CBC territory and make it attractive in the eyes of the tourists.

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Importance of the Study on Modern Marketing Practices for Popularization of Less-known Tourist sites to the Region

- The developed Study presents modern marketing practices for popularization of less-known tourist sites which were used for elaborating the Marketing strategy for promotion of "hidden" historic and cultural sites among young tourists.
- The developed Study can be used by:
 - Professionals in the field of cultural heritage - cultural and heritage professionals, museum staff, history professionals, experts on preservation and others;
 - Public authorities responsible for cultural heritage and tourism development - local authorities, historic heritage management, public servants and others;
 - Public and private organizations operating in the field of tourism and culture - touristic companies and tour operators, artistic community, entrepreneurs, representatives of the NGOs and others;
 - Other interested parties – tourists, staff from public, private, educational institutions, artistic community, citizens including children with parents, visiting cultural heritage sites, media and others.

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Existing pre-conditions in the Region

- **Tourism infrastructure** enables the commercial exploitation of natural or created tourist destinations. Therefore, more and better tourism infrastructure improves the tourist offer and increases the attractiveness of the region.
- A paradise location will not generate visitation income without these facilities, or else it will be less than if they existed. Therefore, this infrastructure generates the following benefits:
 - Increased consumption, attracting more people, implies that more goods and services must be produced than in a closed economy.
 - As demand increases, gross domestic product (GDP) increases. In this sense, the impact on income will be more significant at the local level.
 - It also implies that more workers, even specialized ones, are needed to meet the demand. In other words, it improves the employment rate.
 - Tourism services contribute to exports, therefore contribute to improving the trade balance.
 - With these results, it is also expected that it will have a beneficial impact on tax collection.
 - Streamlines business activity

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I. Municipality of Dupnitsa and Kyustendil Province – Tourism infrastructure

- Cultural infrastructure in the municipality of Dupnitsa was announced as one of the three main priorities in 2021.
- In the urban and non-urban territories of the municipality, there are many single architectural-builders, artistic and historical cultural values that define the cultural identity of the region and have development potential.
- *The Clock Tower* in the city of Dupnitsa is one of the symbols of the city.



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The Clock Tower in Dupnitsa

- It was built in 1782 as a battle tower with four battlements for defense. It was adapted for watchmaking in the last decade of the 18th century /1790-1800/.
- It is located in the "City Garden" park, near the center of the city of Dupnitsa. From the main street, the place is reached by stone stairs, passing by the monument "Jatatchka" and the "Memorial tablets" of the Jewish warriors.
- The parts of the old clock were made by local craftsmen - with strong and beautiful axles and gears.
- In 1993, at the initiative of the Historical Museum, the clock mechanism was renewed. Today, the ancient tower houses part of a clock mechanism from the 18th century and modern electro-automatics and electronics from the 20th century.
- It has been declared as a cultural monument since the 1950's from the National Institute for Immobile Cultural Heritage.



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Municipal History Museum, Dupnitsa

- It was established by the decision of the Municipal Council on May 8, 1992 and has an archive of 7,442 movable cultural monuments.
- The institution uses premises in the building of the Youth Center - Dupnitsa.
- Its experts participate in numerous rescue archaeological operations along the route of the Struma highway, as well as in the Kulata area.

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Stanke Dimitrov House Museum, Dupnitsa

- Currently, it serves as a fund depository of the Municipal Museum and the Municipal Art Gallery.
- To the extent that both buildings are examples of urban architecture in Bulgaria from the beginning of the 20th century, which naturally fit into the architectural environment of the city, and are associated with persons significant for the communist movement on a national and international scale, their inclusion in interpretive touristic and educational projects tied to their use for exhibition areas is a flexible solution to the main problem facing the museum work in Dupnitsa.

Zhelio Demirevski House Museum, Dupnitsa

- Ethnographic exposition operates in the Zhelio Demirevski House Museum.
- The facility was renovated within the framework of the "Mountains Lending Hands" project under the "Good Neighbor" program with the Republic of Macedonia in 2007-2008. It is used as a venue for cultural events in the city

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Municipal Art Gallery, Dupnitsa

- Currently, the art gallery has a fund of about a thousand paintings. One part of the paintings is of old masters, and another - of contemporary art.
- The gallery has 37 drawings by Vladimir Dimitrov - the Master. A large part of the fund consists of works by Patriki Sandev. The collections include works by Raiko Alexiev, Dobri Dobrev, Dimitar Topliyski, Georgi Alaikov, Asen Ushev, Dimitar Kazakov – Neron, Vladimir Peshev and others.
- The gallery organizes exhibitions of artists from the country and abroad, as well as poetry evenings, performances and others



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Municipal Drama Theater "Nevena Kokanova", Dupnitsa

- It was established in 1991. It is the only theater in the municipality of Dupnitsa and the agglomeration area of the municipality.
- The theater has its own theater company and program, including tours in the country.
- Developing innovative cultural products and targeting different audiences is one of the ways to maintain and develop theatrical art in Dupnitsa.
- This once again raises the question of the development of innovative cultural infrastructure and spaces in Dupnitsa. Investments in such will not only change the architectural appearance of the city center, but will allow the utilization of spaces that are classically not perceived as producing cultural products (squares, open stages, staircases and walls, abandoned and destroyed factory buildings, etc.).

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The fortress in the area "Kulata", Dupnitsa

- Another remarkable monument from the time of antiquity, as well as a symbol of Dupnitsa.
- From the archeological excavations carried out in 2009-2010 it was established that the fortress was built in the period V-VI century. During the Turkish invasion of these lands, the fortress was completely destroyed.
- It is interesting that during the last excavations, a pit and objects from the prehistoric era were discovered under the ancient buildings.



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Religious temples in the municipality of Dupnitsa

- The oldest church in Dupnitsa is the Holy Mother of God. There is no information when the original temple was built, but it must have been in the Middle Ages. The whole spiritual life of the city before the Liberation was centered around this church, even in its yard was the old school.
- St. George the Victorious is a cathedral church, the largest in the city of Dupnitsa. The majors of the iconostasis are the 12 large / 2 m high and 1 m wide icons made and brought from Kiev, which are extremely rare in their size in Bulgaria. The church is declared a monument of culture of local importance.
- The cultural monument "Tyurmeto". According to a number of sources, the mosque dates back to the late 15th century. It is a bearer of architectural and historical significance for the city. Today, the mosque in the town of Dupnitsa has been turned into an exhibition hall for works by local and other artists.

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II. Kyustendil Province – Tourism Infrastructure

- The iron bridge over the Banshtitsa River was built in 1909 according to the project of arch. Rudolf Fischer. Its construction was part of the implementation of a larger project aimed at connecting the city center of Kyustendil with the railway station.
- At both ends of the bridge, four columns are built, on which are placed 4 sculptures of women standing in different poses. The female figures symbolize the glory of the city of Kyustendil, its rich revolutionary past and its fame as a major spa and fruit-growing center. They were made of white Vratsa stone in 1969 by the sculptor Lyuben Dimitrov.



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- The main concentration of movable cultural values on the territory of the municipality of Kyustendil is in the **Regional Historical Museum "Academic Yordan Ivanov"**. The archaeological exhibition includes exhibits from the entire Kyustendil region from the VII-VI millennium BC. to the 17th century. The numismatic exposition shows part of the museum's numismatic wealth. Silver, bronze and copper coins from Antiquity, the Middle Ages and the Renaissance are on display.
- Another object where movable cultural values are exhibited is the **"VI. Dimitrov-Maistora" Art Gallery** (on the picture). The gallery owns the main and largest collection of works by Vladimir Dimitrov - the Master, 1357 paintings arranged in a permanent exhibition. The gallery has a total of 3180 works by 585 authors. Periodically, the art exhibitions "Kyustendilska Prelet" and "Struma" are opened, as well as a number of guest, author's, jubilee and other exhibitions.



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- The most significant cultural value for the city and the municipality, as well as for the entire region, is the architectural and archaeological reserve "Pautalia - Velbazhd", announced by Memorandum No. 16 of the Council of Ministers of the Republic of Bulgaria in 1977, whose findings represent the development of the city - from the Stone and Copper Age to the late Middle Ages. The Roman baths, built in the 2nd - 3rd centuries, are supposed to be part of a large complex - Asklepion, the second largest after the baths in Odessos (Varna), with an area of more than 3000 square meters. The south-eastern and eastern towers are also located in the reserve.



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- The Acropolis of Pautalia is located on the hill of Hisarika, it was built at the end of the IV century and the beginning of the 5th century, reconstructed several times and lasted until the 15th century. The fortress wall has something in common 14 round, triangular and rectangular towers, 2 gates and 5 secret entrances. In this cultural value of archaeological monuments of national importance from various historical periods have also been discovered.
- Near the Roman baths is the medieval defensive tower, called the Pirkova" tower, built at the end of the 14th century and the beginning of the 15th century. The ground floor once served as a warehouse, the next - residential, and the third - for defense. The tower is part of the defense system of the medieval Velbazhd.

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Religious temples in Kyustendil Province

- The medieval church "St. George" dates from the 10th-11th century, as evidenced by its architectural features, as well as the newly discovered medieval wall paintings in it. At the beginning of the 19th century, the church was destroyed up to the foundations of the vaults. In 1878-1880 it was restored as an active Orthodox church, a vestibule and bell tower were added. In 1985, the vestibule and the bell tower were demolished, and the church regained its authentic volume. According to some assumptions, the grave of the Bulgarian king Michael III Shishman, who died in 1330 in the battle of Velbzhid, is located here. The church is distinguished by great artistic, architectural and historical value. It is among the 100 national tourist sites of Bulgaria.
- The Assumption Parish Church was built on the site of the medieval church "St. Nicholas" in 1816. The plan of the building provided for it to be a single-apsed pseudo-basilica, with a wooden covering. Later, in 1933, the ossuary, the candlestick and the narthex were built to the north and west. The church is a remarkable monument of Bulgarian art from the Renaissance era. It has been declared an architectural and artistic value of national importance.

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- The monastery "St. Luke" is located about 2 km. southwest of the village of Granitsa. It was founded in the 10th century, repeatedly destroyed by the Ottomans, in 1948 it was restored. The monastery is a small complex of a single nave, single apse and domeless church, on the western facade of which a belfry and residential buildings have been added. A fountain was built in the monastery yard in honor of three monks from the nearby village of Granitsa. A tradition has been preserved that St. Ivan Rilski lived in the monastery. The monastery is operational and completely renovated.
- Parish Church "St. Mina" was built in 1859. It is a three-nave pseudo-basilica, without a porch. Nearby is a small underground chapel with an ayazmo, to which a portico leads from the south. In 1934, the new temple was built, adjacent to the revival church existing there.

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- The Fatih Sultan Mehmed Mosque is believed to have been built in the middle of the 15th century by the well-known master of the area, Kharaji Kara Mehmed bin Ali. The year 1531 is inscribed on the eastern part of the dome, when a later reconstruction of the building was probably made. Today the mosque is not operational.
- The "Ahmed Bey" mosque, also known as "Injili", was built in the middle of the 15th century. Preserved in its original form is the entrance arcade, which is covered with three small domes. The mosque was rebuilt and expanded in 1734. Today it is used as an exhibition hall of the Kyustendil Museum.

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III. The northeastern part of North Macedonia

- The northeastern part of North Macedonia is one of the eight statistical regions of North Macedonia. It is located in the northeastern part of the country and borders the Skopje region and the eastern region. The region has many tourist and cultural attractions, attracting a large number of visitors. The most significant are the localities of Kuklitsa, Kokino, Tsosev Kamak and the monastery "St. Joachim Osogowski". The north-eastern region consists of 6 municipalities: Kratovo, Kriva Palanka, Kumanovo, Lipkovo, Rankovtse and Staro Nagorichane.
- The northeastern region is characterized by protected natural areas and ecological corridors from the national ecological network for connecting protected areas and ecologically significant areas. Several localities have been designated as representative areas, such as the Kumanovo Kozyak.
- The northeastern region in North Macedonia is rich in natural resources and sights, which is a prerequisite for the development of tourist activity and the attraction of young tourists to the area.

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The distinctive cultural sights and sites in the North-East region of North Macedonia

- One of the distinguishing features of the **Municipality of Kratovo** is its bridges. The intensive communication of people in the city of Kratovo inevitably contributed to the construction of bridges on the Kratovska and Mantseva Rivers. Distributed around the bazaar, along with the towers, the bridges give the city a medieval character and a museum-town atmosphere. The bridges are built of hewn stone, in the shape of a bow. The most famous of them is Radin Bridge, but the Grofchanski, Charshiyski, Yokshirski, Argulichki and Gornomahalski bridges captivate with their beauty.



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- Kratovo is the city with the most medieval towers in North Macedonia, 17 in total. Twelve are located on the left side of Kratovo and five on the right. Only six of them are preserved, while the others are seriously damaged. Most of the towers were damaged during the Karposh uprising. Zlatkova Kula is the oldest and richest, built in 1365. Simicheva Tower is the most significant, tallest and most beautiful tower in Kratovo, built in 1370 by the then ruler of Kratovo, dignitary Kostadin Deyanov. A city clock was installed on the tower in 1921, so today it is known as the city clock tower.



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- **Kumanovo** is the center of the Kumanovo municipality and the second largest in the country after the capital Skopje. The city is located in the northern part of North Macedonia on the rivers Kumanovska (Koinarka) and Lipkovska, at 330 m above sea level in the Zhegligovo valley, on the eastern slopes of Skopska Black Mountain. The distance to the capital Skopje is 25 km, and to the border with Serbia – 10 km.
- The most significant cultural sites in Kumanovo are the churches of St. Nicholas (1851) and St. Trinity, the National Museum, the House of Crafts, the monument to the Revolution and other monuments. In the vicinity of Kumanovo is the monastery of St. Virgin near the village of Mateiche (XIV), the church of St. George in the village of Staro Nagorichino (XIV), the monastery of the Holy Mother of God - Karpinski monastery near the village of Orah, the Zebarniak ossuary and others.



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IV. Municipality of Kriva Palanka – Tourism Infrastructure

- Kriva Palanka was founded in 1633 as a fortified place on the road leading to Bulgaria to protect the passage in the gorge of Kriva Reka. Initially, the place had a strategic function and protection of the city from robberies.
- In the center of the city of Kriva Palanka is *the Old Bazaar*, which is a typical example of secular architecture from the 19th century. It consists of 30 buildings located around the main street. Only 3 km east of the center of Kriva Palanka is the *most visited monastery in Macedonia - "Saint Joachim Osogovski"*, dating from the 11th century. Other interesting sights are the *medieval Orthodox monastery church "St. Nicholas" (Psacha village)* and *the Church "St. Dimitria"* from 1833.



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- **Local Institute "City Museum" - The City Museum** was established in October 2006 as a local cultural institution. The museum is housed in the Army Home Building in the city center. The museum has a permanent ethnological setting, library, archive and a professional.



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- **The National Institution Center for Culture – Kriva Palanka** is the only institution of this type in the municipality. NUCC is a center of cultural life and a place where in addition to the original cultural content, cultural content from other institutions are presented and where cultural values from top institutions from the country and abroad are brought closer.
- The main activity of NIMC is accomplished through several contents. The International Art Colony "St. Joachim Osogovski " it had a central place in its program until 1999, and now it is under the authority of the monastery of St. "Joachim Osogovski".
- The NSCC operates the Cultural and Artistic Society "Eighth October", the Kalin Literary Club, the Modern Ballet Ballet Group, the Workers' University Work Unit, and the Drama Section.

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Religious temples in Municipality of Kriva Palanka

- The monastery "Saint Joachim Osogovski" is located 2 km from Kriva Palanka. It is one of the most visited monasteries in the country. Part of the monastery complex are two churches - "St. Mother of God" and "St. Joakim Osogovski", which contains the mortal remains of St. Joachim. It is clear from the life of the saint Joakim Osogovski that he was one of the most zealous followers of St. John Rilski, together with two other famous saints from this region - Gavrail Lesnovski and Prokhor Pczyński.



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- In 1585, a strong earthquake seriously damaged the holy monastery, and monks and priests left for Russia to seek financial support. In the 17th century, in the travelogues of the famous Turkish traveler Evliya Celebi, the flourishing of the monastery is reported. In the middle of the 18th century, the monastery was abandoned for unknown reasons. The authorities in the Ottoman Empire did not allow the restoration of the monastery, but the local people continued to solemnly celebrate the feast of St. Joachim Osogowski.
- In 1847, with the financial help of Hadji Stefan Mladenov from Kriva Palanka, the construction of a monastery church (consecrated in 1851) began, which has been preserved to this day. This large monastery church is the work of the famous Renaissance architect Andrey Damyanov Renzov from Debarsko.



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- The monastery of Saint Joakim Osogovski has gradually become an important spiritual, ecclesiastical and cultural Orthodox center to which pilgrims flock from many countries. The temple holiday is on August 16, when the Bulgarian Orthodox Church celebrates St. Joachim Osogowski. They worship the relics of the saint and read his troparion.
- Nowadays, the monastery also hosts a number of cultural events, such as schools and plein airs for icon painting, architecture, etc.

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- **The Church "St. Dimitria"** is an Orthodox church in the town of Kriva Palanka, North Macedonia, from the Krivopalan Bishopric of the Kumanovo-Osogov Diocese of the Macedonian Orthodox Church - Ohrid Archdiocese. The church was built in 1833, as indicated by the inscription above the western entrance door. In the immediate vicinity of the church was Enger's house, where in 1817 the first church-cell school was founded, where Joakim Kirchovski taught.



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- **The medieval Orthodox monastery church "St. Nicholas" (Psacha village)** - The church is located 2 kilometers above the village of Psacha. The facades, especially the eastern one, are richly decorated with decorative bricks. The church was donated by Sevastoprator Vlatko and his family. The walls were painted in 1358–1360. The rich iconographic subjects are unique - the Visions of the prophet Ezekiel (in the central dome), scenes from the life of Saint Nicholas and a portrait of the founder (on the southern wall), portraits of the rulers (on the western facade), etc.



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THANK YOU!

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