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**TOURISM  
IN FUNCTION OF DEVELOPMENT  
OF THE REPUBLIC OF SERBIA**

**Spa Tourism in Serbia and Experiences of Other Countries**



**THEMATIC  
PROCEEDINGS**

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**UNIVERSITY OF KRAGUJEVAC  
FACULTY OF HOTEL MANAGEMENT  
AND TOURISM IN VRNJAČKA BANJA**



## THE ALTERNATIVE TOURISM IN THE REPUBLIC OF MACEDONIA – THE CASE OF MUNICIPALITY OF KRATOVO

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### Abstract

*Alternative tourism as a tourist offer versus conventional tourism begins modestly, to spread also in the Republic of Macedonia. The Republic of Macedonia has 4300 archeological localities, over 1000 churches and monasteries, 27 monasteries with opportunities for monastery tourism, over 50 lakes, 16 mountains with peaks over 2000 meters above sea level, 230 buildings with Ottoman architecture and 43 towers and bastions, localities with endemic flora and fauna and many other rarities present only at this part of the world. Municipality of Kratovo has the following localities and opportunities for alternative tourism: "Kameni kukli (Stone dolls)", "The Golden town", "Golemo gradishte", "Cocev kamen (Tsotsev stone)", rock art, two pinetrees from the XIV century, 7 bridges and 13 towers built in the Middle century, three churches: "St. John the Baptist" (1836), "Saint Nicholas the Wonderworker" (1848) and "St. George of Kratovo", dedicated to the young Christian from Kratovo, who was proclaimed as saint in the 16th century and in 1515 at the age of 18, was burned in Sofia for his unbeaten faith in Christ. 11 230 hectares or 31% of the total territory of the municipality are over 1000 meters above the sea level, which, among other things can be used for mountain tourism. In Kratovo's households and restaurants, special dishes specific for this region are prepared "Kratovski pastrmajki".*

**Keywords:** *Macedonia, Kratovo, alternative tourism.*

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## Introduction

Tourism as a phenomenon of modern times, is taking more and more important place in national economies. It's a form of exploitation of resources, primarily natural ones. Conventional (mass) tourism is characterized by a visit of a larger group of people in one place and that visit lasts more than 24 hours. Accommodation capacity expressed in number of hotel rooms, with one, two, three, four or five stars in the country, is in average of (2010-2014) 6,427 units, with a total capacity of 13,968 beds (SSO, 2015a). We don't have precise data, but we assume that, about half of these facilities are located by the Macedonian lake gem - Lake Ohrid. The average number of tourists in the past five years is 666,977, from which, 47% are domestic tourist. The total number of overnight stays was 2,139,600, which means that, every tourist in the country remained an average of 3.2 nights. 17.7% of domestic tourists, stayed in hotels of all classes. We can assume that, if only two thousand beds are used, in Ohrid, for a period of 150 days tourist season, there are around 300,000 tourists. The realization of mass tourism, among other means, investment of large amount of funds for construction of hotels and other infrastructure facilities, intended only for tourists.

Macedonia has 4,300 archaeological sites, over 1,000 churches and monasteries, 27 monasteries with opportunities for monastery tourism, over 50 lakes, 16 mountain peaks over 2,000 meters above sea level, 230 facilities with Ottoman architecture and 43 towers and ramparts, localities with endemic flora and fauna and many other rarities present only in this part of the world.

In the second half of 20<sup>th</sup> century, as a reaction to mass tourism, alternative tourism has emerged. Alternative tourism involves residence of individuals or small groups of people, primarily in rural areas, that use the homes of local people and infrastructure, without damage to households and the environment. Alternative tourism include the following forms of tourism: rural, agricultural (farm), Eno (wine), culinary, spa, adventure, archaeological, religious (monastery), speleological, mountain, ski, bike, conference and cave tourism, visit of sites of historical and cultural heritage, visiting sites of natural significance, the remains of alien (foreign) culture and burial sites, ethnographic museums, exhibition of local handicrafts, visiting festivals of traditional music, vintage teas, berries and so on. Alternative tourism,

as tourist offer opposed to mass tourism, begins modestly, to spread in the Republic of Macedonia. For us, especially important is agritourism.

The main purpose of this paper is, to explore the capacity for development of alternative tourism in the municipality of Kratovo, Macedonia. It also aims to determine the organization and production of "kratovska pastrmajka", and the cost structure.

### **Data source and method of operation**

For realization of our target, we studied numerous literatures that refer to the city of Kratovo and Municipality of Kratovo. We used data from the State Statistical Office of Macedonia, mainly for the past 5 years. From the Food and Veterinary Agency, we used data for the number of livestock in the Municipality of Kratovo. We determinate the organization for preparation and structure cost of pastrmajki, using the method of interviewing 5 restaurant owners in Kratovo. In determining the costs, local prices of inputs in 2015 are used.

### **Research Results and Discussion**

#### **History of the town and Municipality of Kratovo**

Kratovo, according to archaeological evidence is one of the oldest cities in the Balkans. It is spread in the slopes of an extinct volcano - crater in Osogovo Mountains, according to which it bears the name - Kratovo. The specificity of the city is that, the houses are stationed in tiers. It seems that, it is the only example in our country.

In the Byzantine Empire period, the town was named Koritos or Koriton. For the existence of Kratovo, is talked as back as the VI century BC, and such evidence is Homeric epic "Iliad" where is mentioned, as well as numerous coins (found in Kratovo) from the time of Adolion the Paionian, king who ruled from 315 to 285 BC. Roman period aslo left many archeological traces in Kratovo, when the city (Kratishkara) is located within the Roman province of Dardania, whose capital was Scupi, present day Skopje. At the time of the rule of Stefan Nemanja (1113 - 1199), the town was annexed to Serbia.

Kratovo, through the centuries of history, especially is mentioned in the time of one of the most famous rulers of Serbia, Stefan Uros IV Dusan (1308 - King 1331-1345, king from 1346 to 1355), which in 1346 in



([https://mk.wikipedia.org/wiki/Општина\\_Кратово](https://mk.wikipedia.org/wiki/Општина_Кратово)). According to number of inhabitants, 27 villages are small villages (1 to 300 inhabitants) and 3 are medium size villages (300 to 800 inhabitants) and the town of Kratovo belongs to a group of small towns (up to 10,000 inhabitants).

### **Capacities for development of alternative tourism in Municipality of Kratovo**

Agricultural land in the municipality of Kratovo, according to Panov (1998) is 22 492,9 ha, of which 47.5% covers arable land and forests 31.5% of the total area of the municipality. While non arable land (roads, streams, rocks, etc.) covers 2 230,4 ha. The largest volume of agricultural land (64.1%) are in the area of 500 to 1000 meters above sea level. Then follows the territory of the mountainous part (over 1000 meters) from the municipality, with 19.4% and finally the plain (below 500 m) part. The majority (60.5%) of pastures are in the second height group and the smaller part in the first (15.8%) area.

The town has a special atmosphere, which creates cafes, complemented by the landscape and the abundance of old buildings, that make this place a potential magnet for tourists seeking traditional home or guest house accommodation and food, away from large cities and traditional holiday resorts. The town has many old streets and shops, which by its appearance and atmosphere attract people. Each village has its own specificities. Kratovo Municipality has a relatively large number of sites and opportunities for archaeological, religious and cultural tourism. On the first place, we would set the site "Stone dolls" in the village of Kuklica (eastern part of the municipality), which date back up to 10 million years, and is formed by tectonic erosion (Figure 2). Close to the village Konjuh (western part of the municipality), is located the site "Golden City" or City of Warriors of V century A.D. Dating back from the VI century A.D, is the site "Great Gradiste" and next to it, the church "St. John the Baptist", built in 1955 on foundations of religious building, built in the VI century A.D. And today (2016), close to the church, there are remains of old collective tomb and temple, "rotunda", made of green volcanic rock. This archaeological site is located in the western part of the municipality, between the villages Dimonci and Konjuh. Also, in the western part of the municipality, in the village of Shopsko Rudari is located Cocev Rock - a volcanic rock which in prehistoric times was used as a megalithic observatory.

**Figure 2:** *Stone dolls, v. Kuklica*



**Source:** *Peshevski D., 2015.*

According to Emmanuel Anati from Italy statements, director of World records for rock art and the French academician Jean Claude, Macedonia is a country with the largest number of this kind of rock art in the world. The net engravings (which were first discovered in the town Las Mazil-France), in Macedonia, they were discovered in Pelagonia region, in Slavishko Pole (municipality of Rankovci) and in the villages Topolovikj, Gorno Kratovo and Trnovec (Kratovo).

**Figures 3 and 4:** *Cocev Kamen*



**Source:** *Peshevski D., 2015.*

Almost in the center of Kratovo, before the arrival of the Ottomans, the Saxons (Germanic tribe), which in Kratovo came for exploitation of mineral wealth, in 1354 planted five trees Black Pine (*Pinus nigra*), of which, one pine caught fire hit by lightning in 1918, one was cut in 1948 to make the first looms for carpet factory, which was put into operation in the same year, one in 1950 was cut for expansion of the street on the western entrance to the city and the two exists even today (Figure 5). Determination is made by phytobiologist Gisela Nirschl-Braun and it was determined that these pines belong to the type *Pin Pignon syn. Pinus pinea* ([www.8ka.com.mk/spisanie/ostanati-napisi](http://www.8ka.com.mk/spisanie/ostanati-napisi)).

**Figure 5:** *Black pine*



**Source:** *Peshevski D., 2016.*

In the Stara Musala district and near to Radin Bridge (east of downtown), there is one tree chestnut (*Castanea sativa*), 750 years old (Figure 6). Another attraction, even older than the pines and chestnut, exists in the village Krialtica. It is an oak tree (*Quercus Macedonica A.DC.*), even 950 years old (Figure 7).

Kratovo is known as the town of bridges and towers. Across the town, several rivers flow: Manceva River, Tabachka River and River Babakarina, which merge in the downtown and form Kratovska River. In purpose of communication of people and craft-trade development, in the

Middle Ages were built 14, and today still exists 5 bridges: Grofchanski, Charshiski, Orshinski, Arbulichki and Radin Bridge.

**Figure 6 and 7:** *Old chestnut / Old oak*



**Source:** *Peshevski D., 2015.*

**Figure 8:** *Bridges in Kratovo*



**Source:** *Peshevski D., 2016.*

At that time, 13 towers were built, and today there are only 6 exist (Clock Tower, Simicheva tower, Emin-begova tower, Zlatkova tower, Krsteva tower and Haji-Kostova tower), which are connected with underground tunnels. The entrance in one of the tunnels is under Grofchanski Bridge and the exit is at Radin Bridge.

In the municipality of Kratovo, almost every settlement built at different times, its own church, dedicated to various saints. The town has three churches: "St. John the Baptist" (1836), "St. Nicholas the Miracle Worker" (1848) and "St. George of Kratovo" (1925) dedicated to young Christian from Kratovo (George of Kratovo, 1497-1515), who was burnt alive in Sofia, because of his faith in Christ (Figure 9).

**Figure 9:** *St. George of Kratovo*



**Source:** *Peshevski D., 2015.*

### **Possibilities for development of agrotourism in Municipality of Kratovo**

Population (SSO, 2005), although small in numbers (3516 inhabitants), from rural part of the municipality, most of the food for themselves and

livestock, is preparing in their household in specific ways, using traditional instruments, tools and equipment. For example, some residents, bread wheat are grinding in a mill. Also in the mill, they grind barley, rye, oats and corn for animal feed. During the stay of tourists in these families, may, with prior instructions, to enable them to carry out works on the grinding of grain, i.e. to practice authentic agrotourism.

Then, mould the dough for bread or some kind of pasta, is done manually in a wooden tray, in which then is stored as baked bread or mould on a wooden table, and baking is done brick oven, which from the outside is walled with stone (Figure 10) or “podnica” under baking lid (Figure 11). And these tourists will be classified as authentic agrotourists.

**Figure 10 and 11:** *Brick oven / “Podnica”*



**Source:** *Peshevski D., 2015.*

Red pepper and salt (mild or hot), some residents of rural areas, prepare themselves in a hand mills (Figure 12), but before that, peppers are baked in the oven (after baking bread) or on the stove with wood . With these mills, population of rural areas make “bungur” (crushed wheat).

Most of the milk, either cow or sheep, is processed in the households. Processing is domestic, because the daily quantities are small due to the fact that, the number of milking cattle is small. According to data from the Food and Veterinary Agency (AHV, 2015), the number of milking cattle in 2015 was: 2 173 dairy cows, 4 949 dairy sheep and 1 741 dairy goats. The total quantity of milk would be 5 060 463 liters (our calculations), from which, 92% is cow milk, sheep 5.2% and the rest is goat milk. This milk is mainly processed in cow, sheep and goat cheese.

Then in yogurt, from all types of livestock. As a specific dairy product is considered, “mukjenica” (Buttermilk). This type of dairy product requires a specific wooden bowl - butinj.

**Figure 12:** *Hand mill*



**Source:** *Peshevski D., 2015.*

Next opportunity for authentic tourism in Kratovo is the *brandy*. The brandy in Kratovo and its region is produced (boiled), mainly from plums and grapes. For the production of plum brandy, most used is plum - janka (dzhanarika), and the plum - stanley and apples. The number of plum trees in the last five years has the average of 37 870, from which, 95.1% are fertile trees (SSO, 2015b). With an average yield of 13 kg/tree in the municipality, 462 tons of plums are produced. The total number of fertile apple trees is 18 736. Total apple production has an amount of 263 tons, or 14 kg/tree. Grape production in Kratovo in the past five years has an amount of approximately 2 078.4 tons, of which, 179 000 liters of wine was produced. The maximum amount was in 2011 (397 000 liters) and a minimum in 2014, only 25 000 liters. Fermentation of raw materials for brandy (plum, apple or grape), takes place in wooden barrels. Once fermentation is completed (20-28 days), plum or apple marc is placed in stills for boiling and from the grapes after fermentation (10-15 days), first wine is poured, then brandy is distilling. Plum brandy, to reduce the methyl alcohol, is boiled again. In the region of Kratovo, grape brandy is not boiled again. For making brandy from any raw material in rural areas of the municipality Kratovo, mainly concrete cauldron is used.

The brandy traditionally is kept in wooden barrels. The total production of brandy (average 2010-2014), is amounted to 385 644 liters with 40% alcohol, from which, 78.8% grape, plum 14.4% and 6.8% apple brandy.

Related to wine growing, municipality can organize wine tourism too. For example, if, at the same consumption of wine has in Kratovo and in the country (1.79 l/capita) over 2014 (SSO, 2015c), tourists may be offered with 7 800 liters of wine. At the same consumption of wine (1.79 l/capita), Kratovo region can be visited by 4 375 tourists during the year. The wine is stored in wooden barrels in cellars and tourists will be offered directly from the cask, into gourds.

The population in the municipality, besides other regular activities, harvest tea plants - yarrow, thyme, St. John's wort (kantaron), etc. and berries: rosehip, cornels, blackthorn, blueberries and edible mushrooms.

Visits to other facilities for alternative tourism (archaeological, cultural, religious, mountain biking etc), directly can be increased through realization of agrotouristic opportunities, and vice versa.

Selected food product, by definition belongs to the group of traditional food. Definition of traditional food is influenced by certain elements, related to human factor (Barham, 2003; Dixon, 1999). The term traditional food itself, leads to a long history (time), then it made habit of local population, i.e. it is transmitted from "generation to generation". However, the amount of supply of traditional food market largely depends on the size of the production area. The offer depends also on the efficiency and the very short distribution channel from farms to the local market (Alkon, 2008). It seems that the local availability of products to consumers is a key element of the offer. Although, consumers may be offered agricultural food products manufactured outside the point of sale. As a traditional food can be considered food that is, produced in households or in craft stores, but should be made according to traditional recipes.

### **Organization and economics of production of “Kratovo pastrmajki”**

Kratovo pastrmajki are produced in two stages. Such mode of production is dictated by the fact that, dried meat is used. Kratovo region is one of the few areas where pork is dried (smoked). Until recently, the meat was

dried on the home attic. Today, this method of drying meat is abandoned. Now the meat is dried in metal smokehouses.

**Drying the meat.** Pork, which is used in preparation of “pastrmajki”, is prepared in a specific way. The 50 kilos of pork without bones, is cut into pieces with a length of about 30 to 50 cm and a thickness of about 8 to 10 cm. Sea salt is put on all sides. In addition, for 100 kg of meat, 2.5 kg of salt is used. Thus, salted meat is placed in a wooden barrels, pressed to expel the air, which would allow anaerobic medium. The meat here stand for 10 to 15 days without interventions on it. Then, the meat is removed from the wooden barrels and is placed on a metal rod or attaches to metal hooks in a smokehouse. The meat in the smokehouse is dried for 3 to 4 days. Drying is with fire from beech wood without its bark, in a way that drying last for 2 to 3 hours in the morning, then the fire goes out, and at night, for 2 to 3 hours is dried again. During the night, the meat is cooling down, and the next day, the same procedure is repeated. The next one to two days, depending on the water content in meat and intensity of the fire, procedure from the first day is repeated. For that amount of meat, one horse load of beech trees is consumed.

**Figure 13:** “Pastrmajka”, before and after baking



**Source:** *Peshevski D., 2015.*

**Preparing the dough and making “pastrmajki”.** The dough is prepared also in a specific way. Of white wheat flour type 400, one kilogram is separated. 1.5 liters of warm water, yeast - cube (40 g) and a small

tablespoon of salt (15 g) are mixed with the flour. Raw materials are hand mixed for creation of the dough. Then, dough is fermenting 35 to 40 minutes. After that, dough is kneading and it's divided into four pieces. Again, dough pieces are left to ferment for 30 to 35 minutes. Upon this time, the pieces are divided in half again on a wooden shovel, and the dough is stretched into an elliptical shape. Previously cut dried meat into thin slices, is placed on the dough in an amount of 200 g.

Then the dough is baked 4.5 to 5 minutes in an oven at 300 to 350 °C. Once the “pastrmajkata” been removed from the oven, its edge is coated over with melted fat, not to harden. Then “pastrmajka” is served.

If the consumer requests, pieces of pork are mixed with small pieces (20-30 g) of mutton meat (“pastrma”), which is salty and dried, with specific aroma and flavor. According to some, this meat “pastrma” have heavy smell, thus, the majority of consumers do not consume such “pastrmajki”. But anyway, this product is named because of such meat. It is unknown since when preparation of “pastrmajki” began in Kratovo, but certainly, initially was used only mutton and later that was combined with dried pork.

**Table 1:** *Structure costs in production of pastramajki*

Type of cost	Unit	Quantity	Price (MKD)	Value (MKD*)		Portion (%)
				Total	By 1 piece	
Work labor	h	0.8	62.500	50.00	6.250	5.55
Flour	kg	1	24.000	24.00	3.000	2.66
Water	l	1.5	0.021	0.03	0.004	0.00
Yeast	kg	0.04	62.000	2.48	0.310	0.28
Salt	kg	0.015	7.000	0.11	0.013	0.01
Meat	kg	1.6	498.560	797.70	99.710	88.48
Electricity	kWh	1.09	19.440	21.19	2.650	2.35
Amortization (Damping)				6.00	0.750	0.67
<b>Total</b>				<b>901.51</b>	<b>112.687</b>	<b>100.00</b>

\*61.5 MKD = 1 EUR

**Source:** *Calculation of the authors based on data from surveys*

Based on the technological process and materials used in the drying of pork in metal smokehouse, we found that the total cost for one kilogram of dried meat is amounted to 498.56 MKD/kg (Table 1). In this process, from 50 kg of raw pork boneless meat, 32.5 kilograms of dried meat in

average is gotten. This means that during drying, which takes an average of 15 hours, the main raw material (meat) lost 35% of its weight. That loss, as it is also called *kalo*, is mainly due to water evaporation.

In the cost structure of drying the pork in metal smokehouse, dominant place (almost 88%), have the raw meat. Also, meat takes the dominant place in the cost structure during the process of preparation of “pastrmajki”. But here, the share of costs of dried meat is over 90% in total.

Second place with almost 6%, takes the human labor. Within 0.8 hours, a worker produces 8 “pastrmajki”, which means, during the working day, 90 to 100 “pastrmajki” can be produced and offered to consumers (tourists).

Pork fat, which is used for softening the edges of “pastrmajki”, when calculating the total cost, is not taken into account, because of the small amount.

### **Conclusion**

It seems that, Republic of Macedonia is one of the few countries in the world where, on its small territory, there is a relatively large number of natural rarities, archaeological sites, churches, monasteries, endemic plant and animal species, traditional food, etc.

In the municipality of Kratovo, there is a great opportunity for development of alternative tourism, ranging from archaeological, religious, ethnic, mountain biking, gastronomic, rural and agrotourism.

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