

CULTURAL AND HISTORICAL HERITAGE OF OHRID AS A TOURIST RESOURCE

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Abstract

Macedonia appeared on the map of Europe after the collapse of the former Yugoslavia in 1991. Its official name is the Former Yugoslav Republic of Macedonia. Macedonia has a particularly favorable tourist-geographical position. It positively influences tourism resources. Tourism-resource potential of Macedonia in composition, wealth and attractiveness has a large variety. The attractiveness of tourism resources is one of the most important elements in the formation and development of tourism activities. Many tourists visiting lakes, spas, mountain resorts. Moreover, there are conditions for pilgrimage tourism - numerous monasteries, rural tourism, hunting, fishing and so on. Cultural and historical monuments in their multitude, value and variety are important contributors to the development of cognitive tourism. Total Macedonia has over 700 sites.

Extremely great cultural and historical heritage of the city of Ohrid. The city is rich in picturesque houses and monuments, and tourism is predominant. It is located southwest of Skopje, west of Resen and Bitola. In 1979 and in 1980, Ohrid and Lake Ohrid were accepted as Cultural and Natural World Heritage Sites by UNESCO. In fact, Ohrid is one of only 28 sites that are part of UNESCO's World Heritage that are both Cultural and Natural sites.

Keywords: Tourism, UNESCO, fortresses, monasteries, churches, National Park.

Resumo

Macedónia apareceu no mapa da Europa após o colapso da ex-Jugoslávia, em 1991. A sua designação oficial decorre da antiga República Jugoslava da Macedónia. Macedónia tem uma posição turístico-geográfica particularmente favorável o que influencia positivamente os recursos turísticos. Com um elevado potencial turístico, pois multiplicam-se os recursos, desde os ambientais e paisagísticos, aos culturais, económicos, gastronómicos, etc. Assim se justifica a atratividade dos recursos turísticos, um dos elementos mais importantes na formação e desenvolvimento da atividade turística. Muitos turistas visitam lagos, spas e *resorts* de montanha.

Além disso, há condições para o turismo de peregrinação - numerosos mosteiros, turismo rural, caça e pesca. Efetivamente multiplicam-se os monumentos históricos e culturais, cujo valor e variedade constituem importantes contributos para o desenvolvimento do turismo. A Macedónia tem mais de 700 sítios reconhecidos pela UNESCO. Um caso em análise onde deparamos com um enorme património cultural e histórico, é o existente na cidade de Ohrid. A cidade é rica em casas pitorescas e monumentos, o que justifica o impacto do turismo. Está localizada a sudoeste de Skopje e a oeste de Resen e Bitola. Em 1979 e em 1980, Ohrid e o Lago Ohrid foram certificados como Património Cultural e Natural Mundial pela UNESCO. Na verdade, Ohrid é um dos 28 sítios que fazem parte do Património Mundial da UNESCO, sendo ambos sítios culturais e naturais.

Palavras-chave: Turismo, UNESCO, fortalezas, mosteiros, igrejas, Parque Nacional.

1- Introduction

Macedonia, officially the Republic of Macedonia is a country in the Balkan Peninsula in Southeast Europe. It is one of the successor states of the former Yugoslavia, from which it declared independence in 1991. It became a member of the United National in 1993, but, as a result of an ongoing dispute with Greece over the use of the name Macedonia, was admitted under the provisional description the former Yugoslav Republic of Macedonia (abbreviated as FYROM), a term that is also used by international organizations such as the European Union, the Council of Europe and NATO.

A landlocked country, the Republic of Macedonia is bordered by Kosovo to the northwest, Serbia to the north, Bulgaria to the east, Greece to the south, and Albania to the west. It constitutes approximately the northwestern third of the larger geographical region of Macedonia, which also comprises the neighboring parts of northern Greece and smaller portions of southwestern Bulgaria and southeastern Albania. The country's capital is Skopje, with 506,926 inhabitants according to the 2015 census. Other cities include Bitola, Kumanovo, Prilep, Tetovo, Ohrid, Veles, Štip, Kočani, Gostivar, Kavadarci, and Strumica (Doikov, 1999).

Tourism in the Republic of Macedonia is a large factor of the nation's economy. Macedonia's large abundance of natural and cultural attractions make it suitable for tourism.

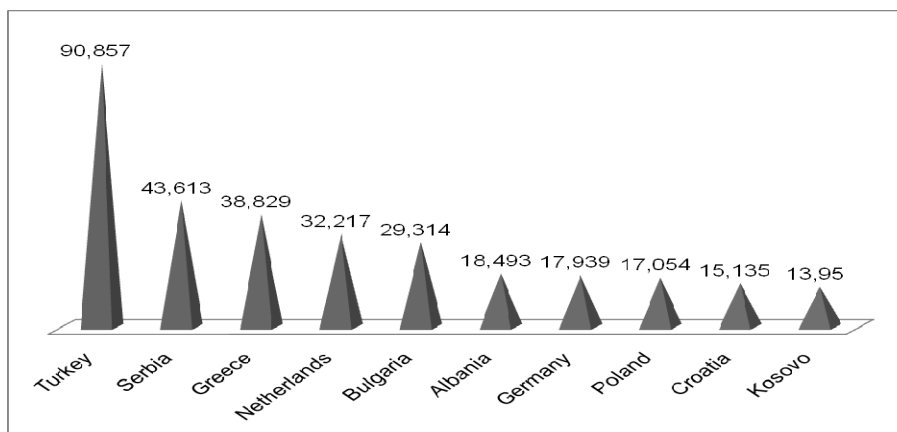
Tourism-resource potential of Macedonia in composition, wealth and attractiveness has a large variety. The attractiveness of tourism resources is one of the most important elements in the formation and development of tourism activities. Many tourists visiting lakes, spas, mountain resorts. Moreover, there are conditions for pilgrimage tourism - numerous monasteries, rural tourism, hunting, fishing and so on.

Cultural and historical monuments in their multitude, value and variety are important contributors to the development of cognitive tourism. Total Macedonia has over 700 sites (Doikov, 2008).

In 2015, Macedonia received 735,650 tourist arrivals. Among foreign tourists in 2015, the most common country of origin was Turkey with 90,857 arrivals, followed by Serbia with 43,613 and Greece with 38,829 (Figure 1). The most common non-Balkan country of origin was the Netherlands with over 32,217 tourist arrivals (Tourism in the Republic of Macedonia, 2016).

Bulgarian side is interested in expansion of business contacts between tour operators from both countries to increase tourist flow between Macedonia and Bulgaria.

In 2015, 473,548 Macedonian tourists visited Bulgaria (indicator registered a growth of 16% compared to 2014 - 6th place). Bulgarian citizens that visited Macedonia in 2015 were 316,094 (a decrease of 3.3% compared to 2014 - the fourth highest number of visits) (Table 1).



Source: Tourism in the Republic of Macedonia, 2011-2015. Skopje, 2016.

Figure 1- Foreign tourists arriving to the Republic of Macedonia in 2015.

Table 1- Tourist exchange between Bulgaria and Macedonia

Year	Macedonian tourists in Bulgaria	Change from previous year, %	Bulgarian tourists in Macedonia	Change from previous year, %
2006	548 691	-5.58	267 889	14.67
2007	157 017	-71.38	329 425	22.97
2008	216 064	37.61	346 384	5.15
2009	204 838	-5.20	324 993	-6.18
2010	309 906	51.29	293 467	-9.70
2011	382 826	23.53	305 536	4.11
2012	388 604	1.5	337 079	16.7
2013	397 309	2.2	315 604	-6.4
2014	408 221	2.74	327 033	3.62
2015	473 548	16	316 094	-3.3

Source: Ministry of Tourism, Sofia, 2016.

Lifting the visa regime for Macedonian citizens by December 19, 2009 allows the Bulgarian resorts to strengthen their positions among Macedonian tourists.

To strengthen the tourist exchange between Bulgaria and Macedonia contribute the overall history, common heritage and a common language. It must be remembered that Ohrid is the capital of the Bulgarian state at the end of X, early XI century, while Macedonia is the cradle of Bulgarian Renaissance in XVII-XVIII centuries.

In 2015, the largest percentage of domestic tourists was registered in the Southwest Region (41.34%), while the smallest percentage was in the Northeast Region (0.62%) (Figure 2). On the other

hand, the Skopje Region had the most foreign tourists (42.05%), while the smallest percentage was in the Northeast Region (1.25%) (Regions of the Republic of Macedonia, 2016).

Most rich in tourism resources is the Southwestern Region. There are wonderful town of Ohrid and Lake Ohrid (Regions of the Republic of Macedonia, 2016).

Ohrid is a city in the Republic of Macedonia and the seat of Ohrid Municipality. It is the largest city on Lake Ohrid and the eighth-largest city in the country with over 42,000 inhabitants as of 2015 (Statistical Yearbook, 2015). Ohrid is notable for once having had 365 churches, one for each day of the year, and has been referred to as a "Jerusalem (of the Balkans)". The city is rich in picturesque houses and monuments, and tourism is predominant. It is located southwest of Skopje, west of Resen and Bitola. In 1979 and in 1980, Ohrid and Lake Ohrid were accepted as Cultural and Natural World Heritage Sites by UNESCO. In fact, Ohrid is one of only 28 sites that are part of UNESCO's World Heritage that are both Cultural and Natural sites.



Source: Regions of the Republic of Macedonia, 2016.
Figure 2 - Tourist regions in Republic of Macedonia.

2.1. Lake Ohrid

Ohrid Lake came about three million years ago according to the latest scientific researches. It was formed in remote geological ages as a result of tectonic shifts. There are only a few lakes in the world today whose antiquity can be compared with that of Lake Ohrid. It is possible that only Tanganyika in Africa and Titicaca in South America came into being in the same geological period. The nature of Lake Ohrid's formation is also of interest. It came about as a result of the vertical sinking of the land. Only a relatively small number of lakes have been formed in this fashion. Lake Baikal in Siberia in Russia, the

deepest lake, which is several hundred times larger than Lake Ohrid, was formed in this way. The waters of the two lakes are inhabited by similar flora and fauna. Lake Ohrid lies in a basin surrounded at all sides by mountains with peaks of over 2,000 metres. To the east there are Mount Petrino and Mount Galihcica with the Magaro peak (2 275 m) which separates the Ohrid basin from that of Prespa. To the south Mokra and to the west Jablanica mountain (Figure 3). Lake Ohrid covers an area of 358 square kilometers. Two thirds of its surface area belong to the republic of Macedonia and one third to Albania. The Lake is 30 km long, and its width varies from a maximum of 15 km, to an average of 11 km. Lake Ohrid has been found to be deepest 286 m about 5 km from the shore, in the section between the fishing villages of Pestani and Trejca. Its average depth is 151 m. The rare clarity of the water in Lake Ohrid, whose transparency may reach down to depth of 22 meters, is due to numerous underwater springs all along the south and the east shores. Much of this water comes from Lake Prespa, which lies at a greater altitude and is also the outcome of a tectonic shift (Stoimilov, 1995).



Source: <https://mk.wikipedia.org/>

Figure 3 - Lake Ohrid.

2.2 The National Park Galichica

The National Park Galichica offers numerous recreational and tourist attractions for the visitors. For those who want to recreate and enjoy in its exceptional natural beauty, we suggest using the marked pedestrian, bicycle and hiking trails. As a visitor, if you are Ohrid and somewhere near the petrol pump in the area named “Biljanini Izvori” (Biljana’s Springs) you can walk to the village of Velestovo. If you are in good shape, you can go on further the locality named “Krstetc”, from where you can enjoy the stretches a beautiful view of the large stony area called “Jaffa” (area which is popularly known in our country as “Karstni Polina – Jaffa”) and the huge part form the massif of the mountain. To climb one of the highest

peaks on Galichica – “Magaro” you should follow the trail that starts near the place called “Baba”, on the regional road Ohrid - Trpejca - Customs - Resen. Additionally, besides the exceptional natural views along the trail you will have the opportunity to see the two round flows of water called “Cirkovi” – geomorphological phenomena that witness the last ice age on our planet. Also, on this part of the mountain you can walk through the natural pastures that are extremely opulent with endemic flora, fauna and animal species, some of which can be found nowhere else. In suitable weather circumstance, beautiful views across the lakes and neighboring mountains can be seen from the Galichica peaks, especially from Magaro from where visitors can enjoy panoramic view of both Ohrid and Prespa lakes – such as palm.

The unique beauty and the diversity of the “Mount Galichica” – landscape, are a result of the huge alpine grasslands that occurred due to human impact. If you have your own transport, bicycle or car, disconnect from the regional road Ohrid - Trpejca - Customs – Resen and following the asphalt road to the north head for to the locality named “Dva Javori”. From this point there is another large stony area named “Suvo Pole”. After that you will arrive to the mountain house in the trail divides into two separate paths, one going to the top “God” and the other to the cave “Samatska Dupka”. Entering the cave is possible only with a park guide with previous appointment. On the other hand, if you decide for climbing to the top “God” you will have the opportunity to enjoy the beautiful view of the two lakes, lakes of Ohrid and Prespa (Figure. 4).



Source: <https://mk.wikipedia.org/>

Figure 4 - The National Park Galichica

Very often, many of the visitors decide to make a one-day trip to the area “Korita” which is located along the regional road Ohrid – Trpejca – Customs – Resen, on the western slopes of the mountain above the village Trpejca. To this area can also arrive on foot following the footpath marked from the village of Peshtani (Stoimilov, 1995).

2.3 -Antique theatre

Half the way to them on the left is the Antique Theatre that tells of the rich cultural life in ancient and Roman times. It is situated below Samuels' Fortress and close to the Upper Gate on the eastern slope of the hill of Ohrid, from which an unforgettable view of the lake and the surrounding mountains can be obtained. The Classical Theatre was built about 2000 years ago, either in the Late Hellenistic period or shortly after the Roman conquest. The first recorder mentions of the existence of the beginning of the XXth centuries. Its first purpose was a scene and space for the spectators of theatre performances but in the IV century later the citizen Markus Aurelius had rearranged it and made it an area for gladiators fights with animals and that is why he transformed the first rows into cages. He made that in honour of the visit of the Emperor Septimus Severus (193-211).

The hypothesis of its existence are first dating back in time with centuries ago but the first diggings started in XX century and is fully reconstructed in the beginning of this century. Many famous musicales, theatre plays and concerts are held here. The first show was "Martolozot: (the Sirdar)" within the Ohrid Summer Festival in 1993 according to the text of Ohrid's Homerus, Grigor Prlichev (1829-1893) (Shukarova, 2008).

2.4- Samuel's fortress

The road leads to the highest part of town – the Tzar Samuel' Fortress. By the monumental appearance of the Samuel's Fortress in Ohrid, you can easily imagine the splendour of the magnificent temples in Prespa and Ohrid during the period of the Samuel' Empire (916-1018). This fortress is mentioned early in 290 BC but it has today's form during the reign of Tzar Samuel. In the last millennium it was destroyed a couple of times, but also rebuilt and repaired. The fortress is placed around 100 meters above the sea level and it offers a stunning view on the town and the lake. The Samuel's Fortress is the trademark of the town Ohrid and it is incorporated in its coat of arms. The castle is just one part of one fortified area 3 km long and circles the Old Towns centre – Varosh (Figure 5).

The fortification has 18 towers and 5 gates - Iron gate, East gate, Upper gate, Chelna Gate and Down Gate. Some of them are in function even today. The Citadel known as Samuel's Castle is positioned on the highest top around 100 meters above the lake. The walls are very high (20 meters) and are nice to walk around with magnificent view on the town, the lake and the surrounding mountains. There you can find telescopes that allow the visitors a better look. The archaeological data tells that the oldest walls of the fortification are from the period of the king Philip II of Macedonia and the together with the town Lihnid was mentioned for the first time in 209 BC by the antique historian Livie. Today's form and style are probably made in the IV century a. d.



Source: <https://mk.wikipedia.org/>

Figure 5 - Samuel's fortress.

The citadel god today's from at the end of X century and the beginning of the XI century when it became the capital during the reign of Bulgarian Tzar Samuel (Ivanov, 1931). For many years it was invincible but the time has taken its toll. In the beginning of XIX century the Ohrid ruler Djeladin Beg transformed the citadel in his summer house and harem known as Gorni Saray. But after a while the Saray was robbed, partially destroyed and abandoned. The newest archeological discoveries tell of a non-stop life in this area from VI century BC till these days.

2.5 - Monastery of St. Pantelimon-Plaosnik



Source: own photos

Figure 6 - Monastery of St. Pantelimon-Plaosnik.

Passing through this fascinating way we come around thick pinetrees wood to the place named Plaosnik (Figure. 6). It is here that St. Kliment Ohridski built the Monastery of St. Pantelimon -the first university of Slavic education and culture. There you can see the tomb of the saint that he built for himself before his death 916. Plaosnik witnesses the 3 millenium life of this land. During the Ottoman rule there is one Muslim memorial Turbe of Sinan Celebi from 1439. This area represents a real archeological sight and open-air museum full with different remains from various periods and early civilizations that used to inhabit Ohrid (Ivanov, 1931).

2.6 - The church St. John - Kaneo

The paths further on lead to the lake shores and the fishermen settlement of Kaneo. High above the lake is erected one of the most famous churches by its location and looks, dedicated to St. John. The church was built in XIII century (Figure 7). Standing alone on a cliff above the lake the location of this church is beyond perfect. It affords magnificent views of the lake, it fills your soul with peace and quiet so there is no wonder that the locals have chosen this place to worship the Lord because this is one and only place if you want to share your thoughts with God (Stoimilov, 1995).



Source: <https://mk.wikipedia.org/>

Figure 7 - The church St. John – Kaneo.

Just down under the church lies the fishing settlement of Kaneo and the favorite town's beaches. In the past a fishing settlement, but today with its apartments, food, drinks, boats, it offers everything one tourist can just imagine.

Here you can hire a boat for a tour of the lake or you might simply stroll through the town Square St. Kliment to Old Bazaar full with small shope.

2.7 - Cathedral church of St. Sophia

At the end street our view is attracted by the Cathedral Church of St. Sophia, memorable because of its architecture and frescoes from the XIth century (Figure 8). It is dedicated to Christ, the Wisdom of God. It is one of the largest and certainly the most important churches in the region. Raised on the foundation of an old Christian building, during the reign of Tsar Samuil (976-1014) it was the seat of Ohrid Patriarchate. Later it became cathedral church of the Ohrid Archbishopric, whose ecclesiastical authority in the centuries that followed covered the territories north of the Dunabe, to the Albanian coast to the west and Gulf of Thessaloniki to the east (Ivanov, 1931).



Source: <https://mk.wikipedia.org/>

Figure 8 - Cathedral church of St. Sophia.

Today lots of concerto of famous artists are held inside as its acoustics is extraordinary. The 2 hills are divided by Street Ilindenska that leads to the Gallery of Icons and church dedicated to Mother of God Perivleptos.

2.8 - Urban architecture

Urban planners say the Ohrid house is made to fit nature and natural, and it can be felt sprouting from the soil, from the tock, the hill, the heights. And this same house in its external appearance, by its internal structure and organization, by its ornamental decoration is done fit man.

Particularly enchanting but rare are the preserved houses from past centuries for their beauty not only outside but also for the internal organization of floors, rooms, balconies and stairs. The magnificent residential edifices of the Robe family (Figure 9), Kacko, Bodle families, Uramoja, Uzun, Savin, of Krapche, remind of little palaces up to these days.



Source: own photos

Figure 9 - The Robe family.

They were built in the XIXth century and witness the economic power of the Ohrid people and the cultural tradition regardless of the political oppression under the Turkish Empire (Doikov, 1999).

Despite the fact that the internal layout of each house is different, they are built on the ground floor with rough stone and the upper part with mortar and horizontal wooden beams. The floors are made of wood and structure with many windows facing the lake, wide porches and verandas. All rooms have fireplaces with external chimneys. The streets are narrow and steep, paved with stone. The beauty of the Ohrid houses is not only in the bold design and facades, but also in the details – beautiful bars. Arches, eaves made of wood, window layout and consoles. White in the house of the Orient people were kneeling, sitting on the floor or lying, in the Ohrid house people were standing or sitting on chairs. The large loggia and other departments for representative acceptances had high east – minsofas instead of minderlaks. Besides the minsofas there were positioned small, movable tables for serving white the middle remained empty. The working position is further reflected in the living premises. In the interior the oriental arabesque is replaced with domestic wood carve. The ceilings, closets and doors, carpets and other textile ornament is indigenous – Macedonian.

2.9 - Balkan Festival

Within the history of cultural development of Ohrid and Macedonia, the cultural event Balkan Festival of folk songs and dances contributes to a great extent. It is held every year from 5th to 10th of July.

The festival was first held on July 20th – August 15th, 1962 then named “Balkan Festival of folk songs and dances”. Due to its conception and accomplishment it is highly appreciated and respected through the world. On this basis in 1977 and 1979 it became a member of the UNESCO Associations CIOFF (The International Council of Organizations of Folklore Festivals and Folk Art) and IOF.

So far, more than 50.000 independent artists from Australia, Austria, Albania, England, Argentina, Bosnia and Herzegovina, Bulgaria, Belgium, Germany, Greece, Egypt, India, Italy, Canada, Cyprus, Columbia, Leetonia, Moldavia, Nigeria, Norway, Portugal, Romania, the USA, Slovenia, Serbia, Turkey, Hungary, Finland, France, Netherlands, Croatia, Check Republic, Slovakia, Sweden, Spain and Macedonia have taken part in it (Ohrid. Macedonia. City guide, 2014).

2.10 - St. Naum of Ohrid

Built on a cliff, on the south part of Ohrid Lake, in a landscape with a rare natural beauty, there is a monastery dedicated to St. Naum (fig. 10). This monastery complex has an enormous importance for the cultural history of Ohrid and Macedonia, as well as for the whole region which was under jurisdiction of the Ohrid Archbishopric.



Source: <https://mk.wikipedia.org/>
Figure 10 - St. Naum of Ohrid.

It is well known that St. Naum, the student of the Holy teachers Cyril and Methodius, was a teacher from 893, and in 900 he built a church dedicated to the Holy Archangels Michael and Gavri. He was buried there as a Head of the monastery in 910.

The archeologists found out that this church had the same construction as the one that St. Kliment had dedicated to St. Pantheleimon. Later it was rebuilt, then destroyed and it got its today' look probably in XVI and XVII century taking into consideration that it was built in many phases.

From the period of St. Naum there are preserved fragments of lives of saints frescoes, several epigraphs with Glagolic and Cyrillic letters which are one of the oldest epigraphic monuments in Macedonia.

The frescoes on the walls of the church were painted in 1800 and 1806 but without any special skill. However they are witnesses of the high theological culture of the painter Trpo from Korcha.

The iconostasis, dated from 1711, is of a precious value and the shallow carving is gold – plated. The old guest house with rooms and the enclosed porches, named after the donors from Ohrid, as well as the surrounding premises, the school and chapter house, were destroyed by fire in 1875. Most of the treasury was looted during the wars.

The monastery complex today is a cult place for many visitors from different countries and different religions who believe in the healing power of this Miracle Maker (Doikov, 2008).

3. Conclusion

Tourism in Macedonia will develop and guarantee for this is that there is a priority among the economic activities of the country. With its rich cultural and natural heritage Ohrid and its surrounding areas will continue to be among the leading tourist destinations. The close historical, linguistic, cultural and economic ties between Macedonia and Bulgaria also contribute to strengthening the tourist exchange, both at this stage and in the future.

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