



(Biota Top Destinations-Bitola Tourist Info. <<http://bitolatourist.info/558-heraclea-lyncestis-bitola>> [accessed 12 March 2018].)

Bitola is a town located in the south-western corner of the Former Yugoslav Republic of Macedonia (FYOM) and is situated twelve kilometres from the FYOM/Greek border and seventy kilometres from the town of Ohrid. Bitola is the second largest city in Macedonia and is seen as a centre of Macedonian culture. Bitola actively seeks tourists with its many claims to fame such as Bitola: “The city of the first camera in the Balkans, the city of consuls, the city of pianos, the cultural centre in Macedonia.” (Nikola V. Dimitrov, 'Bitola Destination for Cultural Tourism- 7000 Years of History (From Gurgur Through Heraclea Bitola)', Journal of Process Management - New Technologies International , Vol. 3. No. 1 , (2015), p. 45.)

Issues of Cultural Heritage for The Educated Tourist in Bitola:

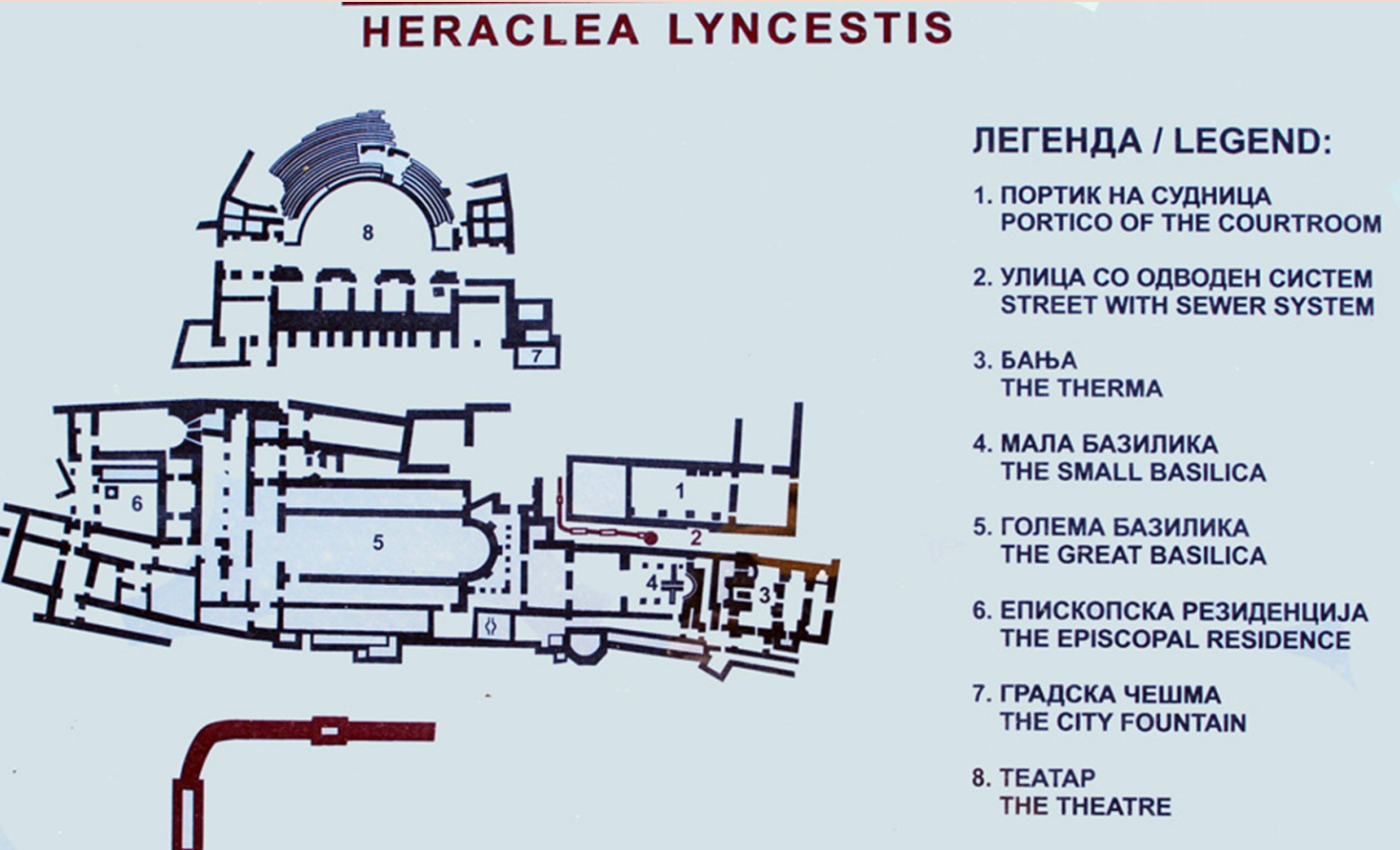
Currently in Bitola there are many issues concerning not only the sustainability of The Former Yugoslav Republic of Macedonia’s cultural sites. These issues include:

- There is a lack of tourist cohesion, with many tourist companies overlapping.
- The Macedonian Tourist Industry is also greatly lacking in skilled tour guides.
- Many tourist companies being severely undermanned.

-While the Macedonian government has great interest in increasing revenue from tourism, as of 2010 tourist revenue makes up about 2% of FYROM’s GDP. (Ivanka Nestoroska, 'Situation and Perspectives on Sustainable Tourism Development in the Republic of Macedonia', University of Rijeka, Faculty of Tourism & Hospitality Management, , (2011))

In terms of the cultural sites themselves, these issues include:

- There is a lack or loss of archaeological data compiled on the sites during their excavation, with much of the information on the sites being either lost or inaccessible. (Ian Mikulcik, Heraclea Lyncestis: Ancient City in Macedonia (Skopje, 2007)
- There has been a habit of reconstruction of some of the ancient monuments without adequate research and which in many cases have damaged the original work. The Roman Theatre and the Heraclean fountain have both been damaged via reconstruction efforts. (ibid)



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Bitola’s charm seems to have enticed many as the south-west region of Macedonia has the greatest number of tourists with this region making up 49.2% of tourism in Macedonia. (Ivanka Nestoroska, 'Situation and Perspectives on Sustainable Tourism Development in the Republic of Macedonia', University of Rijeka, Faculty of Tourism & Hospitality Management, , (2011), pp 256). It is easy to see why Bitola is such a draw for tourism for the area surrounding the town of Bitola contains a wealth of cultural sites and history which stretches back thousands of years. With the earliest sites dating as far back as the Neolithic period (Nikola V. Dimitrov, 'Bitola Destination for Cultural Tourism- 7000 Years of History (From Gurgur Through Heraclea Bitola)', Journal of Process Management - New Technologies International , Vol. 3. No. 1 , (2015), p. 45-50.) up until the twentieth century wherein Bitola has been dubbed “The most avant-garde tourist destination in cultural tourism in the Balkans” (Nikola V. Dimitrov, 'Bitola Destination for Cultural Tourism- 7000 Years of History (From Gurgur Through Heraclea Bitola)', Journal of Process Management - New Technologies International , Vol. 3. No. 1 , (2015), p. 45-50.) Not only does Bitola contain many examples of Ottoman and Orthodox Christian architecture from the 19th century onwards (Bernard Lory, 'The Vizier's Dream: “Seeing St. Dimitar” in Ottoman Bitola', History and Anthropology, Vol. 20.No. 3, (2009), pp. 309-316.), but it also has grown to contain much of the ruins of Heraclea Lyncestis, which was an ancient settlement that is thought to have been constructed in the 3rd century BC and which lasted until the 7th century AD. (Ian Mikulcik, Heraclea Lyncestis: Ancient City in Macedonia (Skopje, 2007).

This ancient archaeological site, along with the towns many other historical landmarks and museums makes Bitola a prime spot for tourists.

References:

Anica Gjorgievska, The path of Heraclea Lyncestis through Time (Bitola: , 2007).

Ian Mikulcik, Heraclea Lyncestis: Ancient City in Macedonia (Skopje, 2007).

Nikola V. Dimitrov, 'Bitola Destination for Cultural Tourism- 7000 Years of History (From Gurgur Through Heraclea Bitola)', Journal of Process Management - New Technologies International , Vol. 3. No. 1 , (2015), p. 45-50.

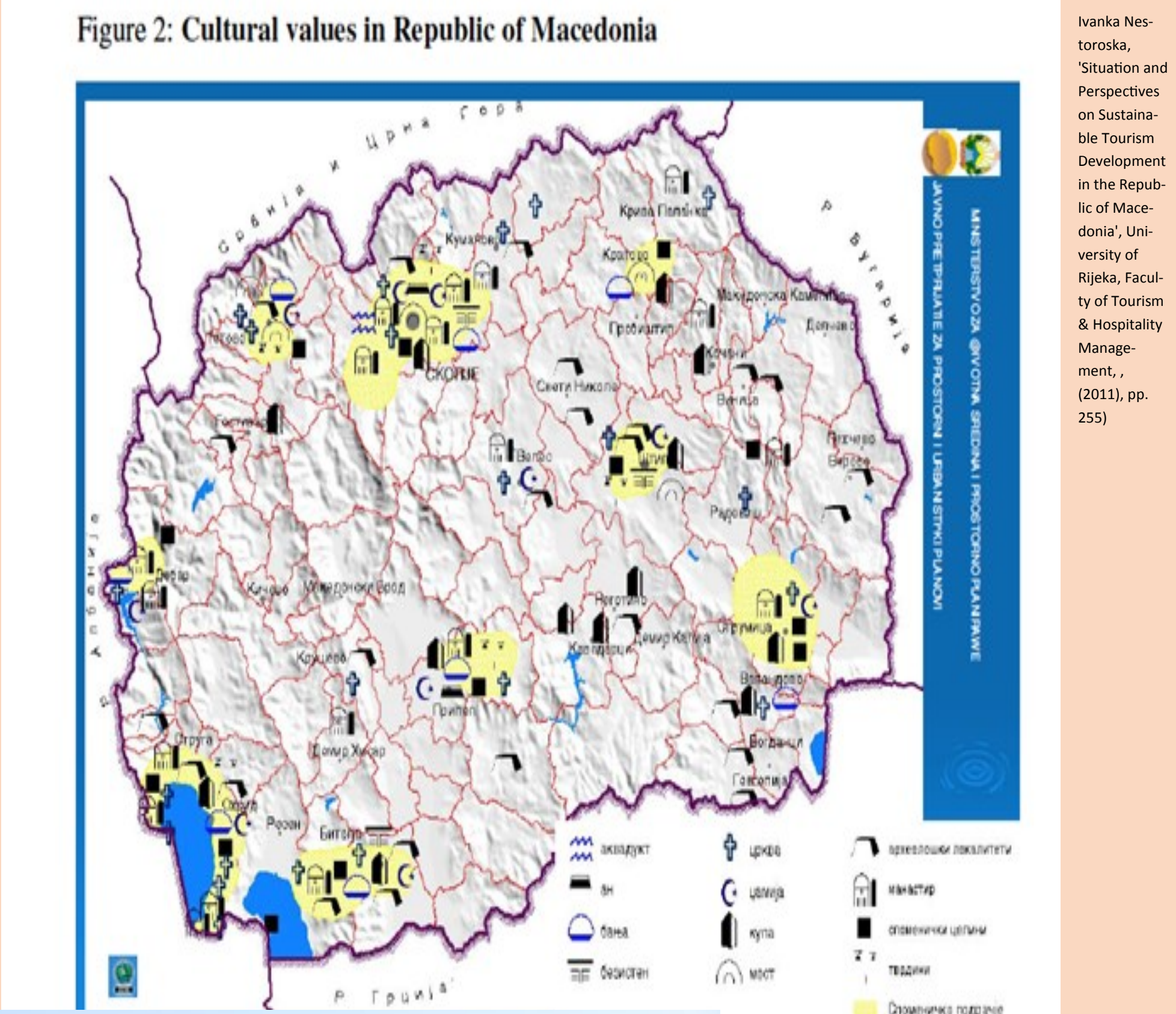
Ivanka Nestoroska, 'Situation and Perspectives on Sustainable Tourism Development in the Republic of Macedonia', University of Rijeka, Faculty of Tourism & Hospitality Management, , (2011), pp. 251-262.

Bernard Lory, 'The Vizier's Dream: “Seeing St. Dimitar” in Ottoman Bitola', History and Anthropology, Vol. 20.No. 3, (2009), pp. 309-316.

'Total Population, Households and Dwellings: Total Population According to the Ethnic Affiliation, Mother Tongue and Religion Final Data', Republic of Macedonia State Statistical Office, Book X, (2002), pp. 1-230, [accessed 12 March 2018].



Bitola for The Tourist: Issues and Opportunities:
By Bryce Aszody-Robinson



Ivanka Nestoroska, 'Situation and Perspectives on Sustainable Tourism Development in the Republic of Macedonia', University of Rijeka, Faculty of Tourism & Hospitality Management, , (2011), pp. 255)

Table 2a.4. Vкупно naselenie na Republika Makedonija според izjavuvaweto za veroispoveda, po pol

Table 2. Total population of the Republic of Macedonia according to declaration by religion, by sex

	Veroispovedi						
	ukupno	pravoslavno	muslimani	katolici	protestanti	ostali	
	Total	Orthodox	Muslim	Catholic	Protestant	Other	
Paradiz	202 194	-	-	-	-	1	Paradiz
ma 'l	98 94	-	-	-	-	-	male
eni	104 100	-	-	-	-	1	female
Sredno Egi	209 275	-	-	-	-	24	Sredno Egi
ma 'l	150 136	-	-	-	-	14	male
eni	149 139	-	-	-	-	10	female
Bitola	86408 78104	7943	144	11	1106		Bitola
ma 'l	42373 38159	3577	58	5	574		male
eni	44035 39945	3466	86	6	532		female
Bitola	74550 66492	6843	140	9	1066		Bitola
ma 'l	36355 32363	3476	58	4	532		male
eni	38195 34129	3367	82	5	534		female

Table 2. Total population of the Republic of Macedonia according to declaration by ethnic affiliation, by sex

	Nacionalna ili priпадnost											
	ukupno	Mak-donc	Alban-conv	Alba-mus	Slav	Slav	Slav	Slav	Slav	Slav	Slav	
	Total	Macedonian	Albanian	Albanian Muslim	Slav	Slav	Slav	Slav	Slav	Slav	Slav	
Kozlevo	167	-	-	-	-	-	-	-	-	-	-	Kozlevo
ma 'l	84 84	-	-	-	-	-	-	-	-	-	-	male
eni	73 73	-	-	-	-	-	-	-	-	-	-	female
La 'ec	202 161 135	-	-	-	-	-	-	-	-	-	-	La 'ec
ma 'l	109 88 75	-	-	-	-	-	-	-	-	-	-	male
eni	143 93 60	-	-	-	-	-	-	-	-	-	-	female
Mest'ija	155 1 154	-	-	-	-	-	-	-	-	-	-	Mest'ija
ma 'l	77 1 76	-	-	-	-	-	-	-	-	-	-	male
eni	78 1 78	-	-	-	-	-	-	-	-	-	-	female
O'evani	157 156	-	-	-	-	-	-	-	-	-	-	O'evani
ma 'l	80 79	-	-	-	-	-	-	-	-	-	-	male
eni	77 77	-	-	-	-	-	-	-	-	-	-	female
Op'isani	337 336	-	-	-	-	-	-	-	-	-	-	Op'isani
ma 'l	160 160	-	-	-	-	-	-	-	-	-	-	male
eni	157 156	-	-	-	-	-	-	-	-	-	-	female
D'evani	229 228	-	-	-	-	-	-	-	-	-	-	D'evani
ma 'l	114 114	-	-	-	-	-	-	-	-	-	-	male
eni	115 114	-	-	-	-	-	-	-	-	-	-	female
Paradiz	202 194	-	-	-	-	-	-	-	-	-	-	Paradiz
ma 'l	98 94	-	-	-	-	-	-	-	-	-	-	male
eni	104 100	-	-	-	-	-	-	-	-	-	-	female
Sredno Egi	209 275	-	-	-	-	-	-	-	-	-	-	Sredno Egi
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Fluctuations in Tourism:

“The analysis [of] the period [between] 1990-2009 (Statistical Yearbook of R. Macedonia, 2010) indicates a [continuous tourist flow] decrease expressed by [a] decline of tourist arrivals and tourist nights with low changeability without causing any changes. In the period of analysis, the turnover in 2009 is being decreased for 39.7% compared to 1990. This 20 years tendency is mostly as a result of the recent situation in Macedonia and the region, which is characterized with turbulent political and socio-economic changes. This situation indicates a decreasing tendency in foreign as well as domestic tourist flow which is more expressed compared to foreign. Apart from political situation and instability, [another] reason for domestic tourist flow decrease is [the] current economic crisis [which] reflects [the] payment abilities of population. But in the last three years positive changes [have been] evident leading towards [an] increase of tourist turnover which is optimistic and expected for the next period.” (Ivanka Nestoroska, 'Situation and Perspectives on Sustainable Tourism Development in the Republic of Macedonia', University of

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