

Early Forms of Tourism in the Republic of Macedonia: Ottoman Period, Bitola and Skopje Vilayet

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The survey covers the last two centuries of the Ottoman Empire with special reference to the Bitola (Monastir) and the Kosovo (Skopje) vilayet. They identified beginnings, names, and conditions of work and stay of the guests in the caravanserai, the first hotels, and restaurants in both vilayets. The survey is based on primary and secondary data sources for a longer period of time. In this research we use a qualitative analysis based on the relevant sources (archival documents and published books) and secondary sources (historical and contemporary written sources and scientific publications). The main tourism development unit is the number of caravanserai, inn, and hotels that received passengers, as well as the number of restaurants and tourist arrivals. The study explores two areas of hotels and catering that have contributed to the beginning of early forms of tourism in the Republic of Macedonia, in area of Bitola and Skopje Vilayet, the economically most developed areas in that part of the Ottoman Empire.

Keywords: history of tourism, caravanserai, inns (khan), hotels, restaurants, vilayets

Introduction

Full paper on the history of tourism in the Ottoman Empire, specifically for the Bitola (Monastir) and the Skopje (Kosovo) vilayet has not been published so far. This paper therefore aims to deal with the history of tourism in the two vilayets of the European part of the Ottoman Empire (that is, only the parts that today belong to the Republic of Macedonia). The research is dominated by data on caravanserai, inns, hotels, restaurants, cafes, restaurants for the centers of vilayets, Bitola and Skopje, and partly also data on other smaller settlements are presented. We also pay attention to the role of the then Ottoman government towards accommodation and catering facilities. The study has three goals: first to determine the beginning of hotel business and hospitality in the two vilayets, the second to determine the beginning of tourism in the two vilayets, and the third goal to identify the attitude for accommodating passengers-guests.

In order to achieve these goals, we need to emphasize the similarity of the terms “tourism” and “tourists” used in Western countries, with the terms “travel” and “travelers”, “guests” and “foreign guests” used in the Ottoman Empire. Therefore, in the research we use more information from travelers on their travel and stay, published in many books and tourist guides from the 19th century in the Western countries (Matkovski, 1991-2012).

Material and Methods

In this research we use a qualitative analysis based on the relevant sources (archival documents and

published books) and secondary sources (historical and contemporary written sources and scientific publications).

The main tourism development unit is tourist arrivals, but for the research period (19th century) we do not have data on tourist arrivals, and as a basis are the number of caravanserai, inns, and hotels that received passengers, as well as the number of restaurants.

The data group for cafes, inns, and caravanserai is a period from the 15th century onwards, and for hotels and restaurants it covers period from 1843 to 1912.

Results

Road Stations (Caravanserai and Inns)

During the Ottoman Empire, the stations of road that used to rest and stay overnight are referred to as caravanserai and inn.

The word caravanserai is composed of two words, “caravan” and “seray”. The word “caravan” means more horses and camels, and the second word “seray” means a yard, or in caravanserai is yard where there are more horses or camels.

The caravanserai were surrounded by tall and thick walls, without windows on the outside to protect themselves from attacks. In the caravanserai there was no inventory, the bed was free and the travelers carried with them everything they needed, such as linens and bedspreads. Caravanserai raised wealthier people with the intent to do good to the passengers and their livelihood was from the income of other properties. The difference between inn and caravanserais is that the inns for the stay and all services have been paid, and even for winter heating.

The first inn (khan) in Bitola was registered in the Bitola sigils in the 15th century. It is mentioned Sungur Chaush Bey Inn, erected in 1435. Sungur Chaush Bey was the great benefactor of Bitola for Christians. (Bitola caddish siddhis registers). In 1498 Tetovo and Kumanovski Inn are mentioned (Stojanovski, 1974).

The first caravanserai mentioned in Skopje was Kurshumli an, built in the first half of the 14th century as a small building, and in 1550 it was built and adjusted for caravanserai, following the reputation of similar such inn built in the east. While Kapan Inn was built in the second half of the 14th century (Vasiljevic, 1930; Bogojevic, 1966).

The first caravanserai in Bitola is mentioned in the travelogue of Ivan Kavaz in 1591. “Bitola has ... and caravanserai who is good for horses, but inconvenient for people” (Matkovski, 1991, p.298).

In the travelogue of Turkish traveler Evliya Celebi from 1660 to 1668 (Matkovski, 1991a, p. 403-463), there were registered taverns and inns in several cities. Thus, for Skopje mention 7 Musafiraans inns with free food and overnight stays, and four shopping inns, Prilep one inn, 40 cafes in Bitola, there is one large caravan house in Stip with 50 rooms on the ground floor and 50 rooms on the first floor and where the night is free, and there are 7 inns, there is one in Kocani, one in Struga one, in Ohrid there is one caravan, three beautiful shopping inns, three free accommodations, three small cafes, two cafes in Tikvesh-Kavadarci, two commercial inns, two inns in Valandovo, and seven commercial inns in Strumica (Matkovski, 1991a; Matkovski, 1991b).

From the travelogue of the Czech sanitary technician and physician Joseph Müller from 1843, it is noted that “... in Bitola there are many private inn that appear as business agencies for wholesalers” (Müller, 1844, p. 88). In his handwriting, English artist of Danish origin Edward Lear in 1848 arrived in Bitola, “We went to the biggest and the most beautiful inn in the Bitola, ‘Yeni Inn’—a spacious building, with a courtyard on the three

sides ... Fortunately I got a room ... a clean, white-colored room with glass windows and new mattresses they did the whole luxury of this metropolis” (Lear, 1852, p 53).

According to Edmund Spencer, who in 1850 visited Skopje and Bitola, he mentioned “tavernas and cafes” in Skopje, and for Bitola, where he stayed for six days, he mentioned that he was housed in a comfortable inn, and he also talked about cafes, for numerous caravans with camels, mule and horses, ... and gave a description of the lake on the mountain above the city (probably the Great Lake of Pelister), which said that

it is without a bottom, and it’s so cold that if you put your hand into the cold, it sweeps the entire body. People who have fallen sick due to fever and similar diseases use the lake for recovery during the summer period; and as they told me, they managed to recover in a few weeks; they drink water and perform ritual washing. We came across an inn and a coffee shop, along with several temporary huts for accommodating the disabled. (Spenser, 1852, p. 65, 66)

According to the English Edward Mani of 1856 who was a military person and was specified in Bitola where he remained for one year,

... We soon reached the annex and, before continuing I should describe it. In fact, the word itself means a vault or a resting place for people and horses. This is very different from any place of its kind in England. Usually it consists of a large open yard, a tap and a water tank in the middle, where the horses of the passengers are powered. The yard is surrounded by low-rise buildings. The ground floor, along the entire length, is used for stables, and on the upper floor are the rooms for the passengers. In front of the rooms there is a circular balcony overlooking the courtyard. The buildings are usually eight to ten feet wide, supported by pillars in front of the stables and under the roof of the rest of the building. (Money, 1857, p.131)

According to the report of the French consul Béleg De Bug from 1856 for Bitola, he states that there is “... a guild of inn with 40 in number ... in the city there are no European nightclubs and the need for them begins to feel” (Stamboliska, 2005, p. 85, 86).

On the basis of the pathopis descriptions (from the 19th century) and on the basis of geographical and topographic maps (issued at the end of the 19th century) and other books, we find that in Bitola and Skopje Vilayet (in the part of Republic of Macedonia) during the nineteenth century and in the early 20th century, there were 520 inns and caravanseraï for accommodating travelers, of which 343 were located in the cities, and in 135 villages located are 177 inns and road stations. Most of the cities’ inns in Bitola (50), Stip (47), Kumanovo (33), Krusevo (32), Ohrid (31), Dojran (30), Prilep (26), Skopje (22), Veles (13), Radovis (12), Strumica (7), Negotino (5), and in other cities 35 inns. The road and village inns in the villages Pletvar (8), Kazhani (7), Krivolak (7), Malino (7), Mavrovi Anovi (6), Staro Nagorichane (3), etc. The caravanseraï numbered was 14 in the following cities: Skopje (6), Ohrid (3), Bitola (1), Gostivar (1), Kriva Palanka (1), Stip (1), and Strumica (1) (Matkovski, 1991a, 1991b, 1992a, 1992b, 2000, 2001, 2002, 2005, 2006, 2007, 2008, 2009, 2012; Topographic Map, 1890; Topographic Map, 1900; Dimitrov & Veljanov, 2017).

Hotels

First registered data for a hotel in Bitola and Skopje Vilayet (or on the territory of the Republic of Macedonia), is given by Josef Miller’s travelogue from 1843, who was in Bitola and registered the following: “Among the private houses that have 2,500-2,600, the beautifully set, simply and with great taste, the orderly hotel of the Greek Vice-Consul and the pharmacist Lorenzo Perry stands out, for comparison (Müller, 1844, p. 88), the first hotel in Istanbul was registered in 1800 (Matkovski, 1991b) and in Thessaloniki in 1828 (Matkovski, 1992a).

Second data using the word “hotel” is found in the travelogue of English Henry Tozer (Henry Tozer) in 1865, which gives an extensive description of the impressive inn (khan):

The khan in which we lodged was a fine specimen of these old buildings—a brickwork structure, built round a spacious quadrangle, with two rows of stone arches and pillars, one above another, supporting its corridors and galleries. It is entered by a gateway secured with strong iron-bound doors; in the centre stands a large stone basin, which once contained a fountain, and at the back of the building are excellent stables. The whole place is massive, and very picturesque. In former days, when there was an extensive trade between Ragusa and Uskiub, it was a picturesque great resort for Ragusan merchants, From the arched gallery of the upper story, which is reached by two stone staircases, doors open out into square apartments, which were occupied by these merchants ; most of them are now left to decay, but a few we found in repair, and still tenanted. On the outside are seen the g-rated windows of the upper story, together with the domeshaped attic roofs, covered with lead, from which it gets its name of Kurschumli-khan, or Lead Hotel. (Franshawe Tozer, 1869, p. 367)

According to us, this can be taken for a hotel, but not according to the European criteria at that time.

Third data for the hotel, but now with its name, the hotel “Turati” with dependance have in a patepis for Skopje from 1877. This year is the start of hotel business in the Republic of Macedonia. This claim is derived from the patepis of French René Millet (1877), which noted, among other things: “In fact, the European parth of city was composed only of the modest place by the hotel ‘Turati’ with all of departments... Every honor of this rare hotelier who holds in his hands the monopoly of civilization” (Millet, 1891, p. 59).

With the construction of the railroad Thessaloniki-Belgrade in 1873, starts the construction of hotels in Skopje followed, in 1877, the hotel “Turati” (Rene Millet, 1891) and the hotel “Europe” in 1878 (Hugennet, 1886), and then hotel in Veles in 1888 (Smilevski, 2016), followed by Hotel de l’Orient in Bitola in 1890 (Gopcevic, 1890), and Belgrade Hotel in 1893 (Goltz, 1894), Hotel “Pec” in Skopje in 1897 (Constantinople messenger, 1897a), Hotel “Hamidiye” in Bitola in 1898 (Constantinople messenger, 1898), Paris hotel in Skopje in 1900 (photo documentation of the Museum of the City Skopje), hotel “Syntagma” in Bitola in 1907 (Najdov, 2014), then “Hotel de Saolonik” in Ohrid in 1901 (Grothe, 1913), so the hotel “Otoman” in Gevgelija in 1901 (Trajkov & Stamkov, 2017), hotel “Tetovo” in Skopje in 1903 (Constantinople messenger, 1903a), hotel “New Khan” in Prilep in 1903 (Constantinople messenger, 1903b), the hotel “Macedonia” in Bitola in 1903 (Kostadinov, 1983), a night stay “Negorski Banji” in 1903 (Stojmilov, 1978), and the hotel “Belgrade” in Veles in 1909 (Filipovic, 1935), “Orient” hotel in Ohrid in 1911 (Group of autors, 1985), hotel “Grand Hotel” in Stip in 1911 (Tsackov, 2014), hotel “Europe” in Bitola in 1912 (Photo documentation of the city Bitola), “Shopov hotel” and two others in Dojran in 1912 (Mileski, 1971; Kajdamov, 1999).

Summarize, from the appearance of the first hotel in 1843 to 1912 we registered 23 hotels and 1 night stay, or a total of 24 accommodation facilities. By cities, the number was: Bitola 7, Skopje 6, Dojran 3, Ohrid 2, Veles 2, Gevgelija 1, Shtip 1, Prilep 1 hotel and 1 night stay in Negorski Banji (see Table 1).

Table 1

Year of Mention, Name of Hotel/Night Stay Viewed by Settlements, for the Period From 1843 to 1912 in Bitola and Skopje Vilayet

Number	Year	Hotel name	Place
1.	1843	Hotel of Lorenzo Perry—the name of the hotel is unknown	Bitola
2.	1865	Krushumli Inn or “Lead hotel”	Skopje
3.	1877	Hotel “Turati” (Sloboda) (in 1908 a new name “Grand hotel”)	Skopje
4.	1878	Hotel “Europe” (Depandance of the Hotel “Turati”)	Skopje
5.	1888	Hotel (previously a night stay)—name unknown	Veles
6.	1890	“Hotel De L’Orient” (new name “Shar” 1900, and in 1915 hotel “Bosnia”)	Bitola
7.	1893	Hotel “Belgrade”	Bitola
8.	1897	Hotel “Pec”	Skopje
9.	1898	Hotel “Hamidiye”	Bitola
10.	1900	Hotel “Paris”	Skopje
11.	1901	“Hotel de Salonik”	Ohrid
12.	1901	Hotel “Ottoman”	Gevgelija
13.	1903	Night stay “Negorski Bani”	Negorci
14.	1903	Hotel “Macedonia” (from 1908, hotel “America”)	Bitola
15.	1903	Hotel “Tetovo”	Skopje
16.	1903	Hotel “Novi Han”	Prilep
17.	1907	Hotel “Syntagma” (in 1912 hotel “Constitution”)	Bitola
18.	1909	Hotel “Belgrade” (in 1912 hotel “Moscow”)	Veles
19.	1911	Hotel “Orient”	Ohrid
20.	1912	“Grand Hotel” (owned by the church municipality)	Shtip
21-23.	1912	“Shopov hotel” and two others (the names are unknown)	Dojran
24.	1912	Hotel “Europe”	Bitola

Source: Müller, 1844; Matkovski, 1992a; Franshawe Tozer, 1869; Rene Millet, 1891; Hugennet, 1886; Smilevski, 2016; Gopcevic, 1890; Goltz, 1894; Constantinople messenger, 1897a; Constantinople messenger, 1898; Photo documentation of the Museum of the City Skopje; Najdov, 2014; Grothe, 1913; Trajkov & Stamkov, 2017; Constantinople messenger, 1903a; Constantinople messenger, 1903b; Kostadinov, 1983; Stojmilov, 1978; Filipovic, 1935; Group of autors, 1985; Tsackov, 2014; Mileski, 1971; Kajdamov, 1999; Photo documentation of the city Bitola.

The year of the start of the hotel business may be a year earlier, an example 1873 when the railway Thessaloniki-Skopje was put into operation, and when the hotel “Turati” is probably built.

In our research we failed to find a book that kept records—registration of visitors—guests in hotels in the Ottoman Empire. However, the central Ottoman government, in order to modernize the state and to approach the countries of Western Europe, in accordance with certain rules and laws, created conditions for the stay of foreigners—guests. For this we are told the significant reform laws that the Ottoman state introduced in the period from 1839 to 1909, such was the Law on the Rights of Foreigners (referring to persons from other Vilayets) in 1868 (Todorovski, 1984), as well as the Rules for passports from 1894, brought to the side of the Ministry of the Interior and the Ministry of Foreign Affairs, and the passports were issued by the Ministry of Police (Constantinople messenger, 1895).

The stay of foreign travelers—guests from many European countries is sufficient data that the beginnings of the basic forms of tourism in Bitola and Skopje Vilayet (or in Macedonia) begin at the end of the XIX century. Thus, in order to confirm our conclusion, we use a travelogue and a journal entry.

The first is the travelogue of the French Leon Hugennet from 1878, who spent several days in Skopje, at

the Europa Hotel:

... In the hotel I found a very nice group from engineers and employees of the railway, learned and cheerful people... The evenings passed by telling cheerful anecdotes and singing French, Italian, German and Greek songs. (Hugennet, 1886, p. 115-142).

The owner of the hotel was Italian, and more foreigners stayed in the hotel: Austrians, Germans, Frenchmen, an American correspondent for the English newspaper *The Guardian*, a young Greek doctor, a retired Hungarian doctor serving in Turkey, and Russian and Romanian officials. (Hugennet, 1886).

For the year of beginning of tourism we will use the journalist's contribution from the newspaper "Carigradski glasnik" (a newspaper that has been printed in Constantinople in the Serbian language) in the "Our correspondence" in the city of Bitola, from October 1, 1899, text entitled "English passengers—in which their more days stay was noticed". Namely, they from Serbia arrived to the Skopje and Bitola Vilayet (or in Macedonia), and it is written:

... Last week, two English travelers arrived here—scientists. Noel Buxton and W. Narris. ... From Skopje they went to Veles and Thessaloniki, where they stayed for a day. They left from Thessaloniki by train in Bitola, where they stayed for two days ... and settled in the hotel 'Belgrade', studying ethnography and other issues on this site. In Bitola they visited his Excellency Valya and all consuls. From Bitola they went to Prilep, ... they went to the monastery Treskavec, Markovo Kale ... From Prilep through Gradsko - Stip - Palanka, they traveled to Bulgaria to see the Rila monastery. They are on the way since March this year. (Constantinople messenger, 1899, p. 3)

This data is sufficient to conclude that the travel of English travelers, besides scientific and protocol, had a tourist goal—a visit to several cities, accommodation in a hotel, visiting monasteries and other places. Therefore, we take 1899 as the beginning of a realized tourist trip—the beginning of tourism in Bitola and Skopje Vilayet (i.e., in the Republic of Macedonia).

Mehanas, Cafes, Taverns, and Restaurants

Mehanas is a catering facility where alcoholic beverages and food are prepared and served. The mehanas work all day. Equipment and inventory in the restaurant are simple. Mehanas are found in cities and villages. The first mehanas and cafes in Bitola and Skopje vilayet are mentioned in the 15th and 16th centuries, in Bitola (18), Skopje (12), Ohrid (7), Prilep (2), Veles, Stip, Kratovo, Radovish, Kichevo, Negotino and others. Their number in the 19th century increased significantly and in Bitola and Skopje, 44 mehanas were registered (Dimitrov & Veljanov, 2017).

The first cafes in the Bitola and Skopje vilayets appear in the early 19th century, in 1827 in Bitola, then in Veles (1866), in Skopje (1873), Stip (1883) in Dojran (1884) and so on (Dimitrov & Veljanov, 2017).

The inn is a catering facility that prepares and serves food for drinks. The inn is actually the previous name of a restaurant, that is, for a more modern catering facility that serves food and drinks. In most cases, inns are an integral part of a hotel or a night stay. The first registered inns in Bitola and Skopje vilayet were in 1854 in Bitola, in 1866 in Veles (25), in Radovish in 1879 (7), while the first inn named "Lokanda" was registered in Bitola in 1890 (Dimitrov & Trajan Veljanov, 2017).

Ami Buhe noticed that in European Turkey, nothing was served in the cafes except coffee, ice cream and sherbet, from the Macedonian cities, could be obtained in Thessaloniki and Bitola "... for real inn they are in the markets in Constantinople, Bitola and Thessaloniki, with two or three kettles on the fire burned" (Staninska Popovska, 1999, p. 110).

According to the travelogue of the Romanian Dimitrie Bolinteanu of 1854, he noticed, among other things, that he arrived in the “an inn, very clean” in Bitola (Bolinteanu, 1968, p. 89).

In the travelogue of Frenchman Leon Hugennet of 1878, he noticed that at the Europa Hotel “At night, in the dining room of the hotel, he (Hungarian retired doctor) sang fragments of operas with an extremely funny mimicry” (Hugennet, 1886, p. 115-142).

In open an inn in Bitola, we learn from the travelogue—Spiridon Gopcevic’s book in 1890 “... the one an inns ‘Lokanda’” (Gopcevic, 1890, p. 118).

The first restaurant by name was registered in Bitola in the traveler Bérard’s book (1892),

But Monastir is a city of opportunity. The French language is very much spoken here. Opposite us, you can see the hotel “Orient”, with the restaurant “Eiffel Tower”. The hotel and the restaurant were full. Soon we were very happy. (Berard, 1892, p. 133)

In Skopje in 1896 the inn “Prizren” (Murry, 1854) was mentioned, then in 1897. There is an inn “Evropa” (Murry, 1884) and in 1897, for the hotel “Pec” is also mentioned an inn (Constantanople messenger, 1897a). In Bitola in 1898 hotel “Hamidi” had inn (Constantanople messenger, 1898). At the beginning of the 20th century, the inn has the hotel “Syntagma” in Bitola, a restaurant in the hotel “Belgrade” in Bitola, a restaurant in the hotel “Evropa” in Skopje, a restaurant at the Shopov Hotel in Dojran, a restaurant in the hotel “Paris” in Skopje etc. (Dimitrov & Veljanov, 2017).

Other Tourism-related Data

From the survey, we also found the first foreign travel guides or guides for passengers published by John Murray in five editions and printed in London (1840, 1845, 1854, 1872, 1883, and 1900) and intended for tourists from Europe who want to travel throughout Greece, The Ionian Islands, the Aegean Sea, the Crete Island, Albania, Thessaly, and Macedonia (Constantinople messenger, 1896; Constantinople messenger, 1897b).

Guides give descriptions of multiple road routes through the European part of the Ottoman Empire (and in both villayets) and opportunities for visiting and lodging in the cities and monasteries. In the guides, travelers departing from Western countries were named as tourists, while in Turkey they were only travelers, who had to register with the state government and were accompanied by persons known to the government during the whole stay and route. Part of the travel writers who left descriptions about cities and useful for tourism and hospitality almost always realized their diplomatic, military, scientific, economic or political missions with a companion. Most of the passengers were merchants, but there were also scientists, artists, doctors, engineers, adventurers, guests and others.

During the visits to the foreign visitor, they needed companions who spoke local or local languages (some of them knew some European languages—French, English, etc.), knew the locals, knew the paths, the dangerous places and the terrain, were known persons not only to the authorities, but also to persons in other settlements and for various purposes, often traveled.

In part of the travelogue we learn about the baths (Katlanovskaya and Negorskaya baths) then for the monasteries Sts. Naum, St. Joakim Osogovski, St. Jovan Predteca, St. St. John the Theologian, St. Dimitrija, St. George, St. George. Nikola, St. Prohor, St. Mother of God, as well as climbing high mountains (Shar Planina and Pelister) and picnic places near major cities (Matkovski, 1991a, 1991b, 1992a, 1992b, 2000, 2001, 2002,

2005, 2006, 2007, 2008, 2009, 2012).

The famous Austrian botanist August Garisebach on July 2, 1839 with the help of the guide Nikola Sterju from the village of Magarevo and accompanied by 11 other people, climbed to Pelister and discovered the molika-Macedonian Pine (*Pinus peuce Grisebach*) (Hristovski, Matevski, Blazekovic, & Milevska, 2011).

In the travelogue of Edmund Spencer from 1850, a traveling companion (with modern terminology, scribe or travel guide), named Georgi, traveled throughout Macedonia, “Giorgi behaved as if he were at home, everyone knew them and was welcomed everywhere with loud cries of welcome” (Lear, 1852, p. 21).

It is also interesting to notice the climbs of the mountains Shara Mountain and Pelister. Namely, Ami Buye was the first foreigner in 1836 to climb Shar Planina on the top of the mountain Kobilica “one of the highest peaks on Shar Planina”, then climbed to the “high Pelister” (Staninska Popovska, 1999).

In the travelogue of Henry Bard of 1862, he painted his illustration of Pelister’s ascent (Barth, 1864, p.145).

Conditions for Accommodation

The accommodation conditions in the hotels and hotels were far below the European standards. Namely, the inns and the hotels were mostly faced with a lack of hygiene items and with the problem of insect plummens. In the context of this we present the excerpt from the path of Spiroodon Gopcevic from 1890:

... Hotel de l’Oreint fell in the eyes. Also from the inside, I liked the big tavern, the wide stairs, the spacious corridor with a balcony and arranged bright rooms. But one drawback was that it was boiling from cockroaches, and a second that lacked the simplest hygiene items. Fortunately, we immediately realized this and we prepared for defense with Zakhharlov powder. The iron beds were standing in some tin pots filled with a means by which the naïve Bitola people intended to prevent the loading of the cockroaches ... Zaher’s powder, I would say that in Bitola was still unknown, I concluded that from the servant that the other day was found in a miracle, when he saw the beds yellow from the powder, and in them a few piles of dead cockroaches. (Gopcevic, 1890, p. 118)

At the end of the 19th century, various advertisements were published in the newspapers for the advertisement of inns and hotels. These advertisements are a kind of promotional materials for inns and hotels—catering and hotel management in both vilayets.

First ads and advertisements for hotels and inns come in the Constantinople newspaper since 1896 onwards. And in 1896, an advertisement for an inn “Prizren” in Skopje, in 1897 for an inn “Europa” in Skopje and for the hotel “Pec” in Skopje, then in 1898 an advertisement for the hotel “Hamidiye” in Bitola, in 1899 for the hotel “Belgrade” in Bitola, in 1900, for the hotel “Europe” in Skopje, in 1903 the hotel “Tetovo” in Skopje, in 1903 announcement for hotel “Novi Han” in Prilep etc. (Dimitrov & Veljanov, 2017; Constantinople messenger, 1897a, 1898; Murray, 1854, 1884).

The advertisements were a public advertisement of the catering and hotel facilities to all foreign and domestic guests to visit and stay in them. And most often they talk about “accurate service, excellent drinks, solid food, moderate price, solid bedding, clean bedding, etc.”.

For what was in the rooms we see the following text for the hotel “Belgrade” in Bitola:

The room I got was on the first floor. It consisted of one huge bed where I could comfortably roll. On the floor there was a rug, a porcelain washcloth, and an earthen jug, instead of a thin tin with a faucet, as they were seen in the anchors and where the guests were washing. My window looked in the garden and above the red roofs of the city where the storks were settled with their nests. (Moore, 1906, p. 141)

Facts and Conclusions

From the research we discovered more things that resulted in the following facts:

- By the end of the 19th century tourism in Bitola and Skopje Vilayet (nowadays Republic of Macedonia) was an unknown branch;
- During the 19th and early 20th centuries in Bitola and Skopje Vilayet (present-day Republic of Macedonia) there were 520 caravans and caravans for accommodation of passengers, of which 343 were located in the cities, and 177 were in the villages;
- In 1827 in Bitola the first café was registered;
- In 1836, the first climb of the peak Pelister and Kobilica (Shar Planina) was realized by Ami Buhe;
- In 1839 in Bitola we register the first companion (first local tourist guide) Nikola Sterju from the village Magarevo-Bitola;
- In 1843 in Bitola the first hotel, the hotel of the Greek Vice-Consul and the pharmacist Lorenzo Peri was registered;
- In the period from 1843 to 1912, we registered 24 accommodation facilities, of which 23 hotels and 1 night stay;
- In 1850 we registered the first more daily companion (tourist guide) Georgi who knew many languages, locals, and terrain;
- In 1854, a foreign travel guide gave textual descriptions on several routes for visiting Macedonia;
- In 1854 the first inn was registered in Bitola;
- In 1891 the first restaurant “Eiffel Tower” was registered in Bitola;
- In 1899, two English travelers made the first tourist trip, which we learn from a journalist article in the daily newspaper “Carigradski glasnik” (Constantinople messenger). This event is the first tourist trip to start the tourism in the Bitola and the Skopje Vilayet (in the present-day Republic of Macedonia).

The conclusion of the research is concretized in the next sentence, although the two vilayets, at the very beginning of the nineteenth-twentieth century, faced a series of social problems, yet created conditions for practicing the simplest form of tourism.

The beginning of tourism is interrupted by political and military developments in the Ottoman Empire which in 1912 will result in the Balkan Wars and the decay of the Empire.

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