

Skopje, a street in the Old Bazaar in 2000



Skopje, a street in the Old Bazaar in 2010



Stakeholders

- **Commercial businesses such as shops, restaurants, cafes, hotels etc. in the Old Bazaar area;**
- **Cultural organisations such as museums, mosques, churches, etc.**
- **Residents in the Old Bazaar area and in Skopje more generally;**
- **Tourists and visitors from elsewhere in Macedonia and from other countries;**
- **Public and semi-public authorities, NGOs etc.**

Surveys undertaken

- **Restaurants, café shops, souvenir shops, handcrafts, and jewellery makers;**
- **Hotels, guest-houses, hostels;**
- **Museums, galleries, exhibition halls; and**
- **Domestic and foreign visitors.**

Perception of cultural benefits: Visitors to Old Bazaar

	Strongly agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly disagree (%)	Total (%)
The Old Bazaar is an important part of Macedonian culture	79.2	13.1	5.5	2.2	0	100
Restoring the Old Bazaar improves Skopje as a place to visit or live in	23.0	61.2	10.9	4.9	0	100
Investing in improvements in the Old Bazaar is a waste of money	0	1.1	2.7	23.0	73.2	100
The Old Bazaar is a place that helps people come together	33.9	30.1	21.9	12.6	1.6	100
The renovated buildings of the Old Bazaar are beautiful	41.0	29.5	23.0	5.5	1.1	100
The Old Bazaar gives me a sense of Macedonian cultural identity	24.6	63.9	7.1	4.4	0	100
The Old Bazaar should be demolished and replaced with modern buildings	0	0	0	6.0	94.0	100
I have learnt something about my cultural heritage from being here	31.1	48.1	14.2	6.6	0	100

Statements about value of cultural heritage

	Skopje Old Bazaar	Prilep Old Bazaar
	Total proportion agreeing (%)	Total proportion agreeing (%)
Positive statements		
Part of Macedonian culture	92.3	83.4
Improvement in liveability	84.2	83.3
Visual/aesthetic value ^(a)	70.5	–
Social value	64.0	95.2
Identity/symbolic value	88.5	78.6
Educational value	79.2	59.6
Negative statements		
Heritage investment a waste of money	1.1	9.5
Should be demolished	–	21.5

Note: (a) This statement not included in Prilep survey

Willingness to contribute

Visitors' willingness to make a one-off contribution to heritage restoration in the Old Bazaars in Skopje and Prilep (per cent)

Amount willing to contribute	Proportion of respondents (%)	
	Skopje	Prilep
Zero	9.8	28.6
Up to 500 MKD	67.2	59.5
1000 MKD	16.4	11.9
1500 MKD	5.5	0
More than 1500 MKD	1.1	0
Total	100.0	100.0