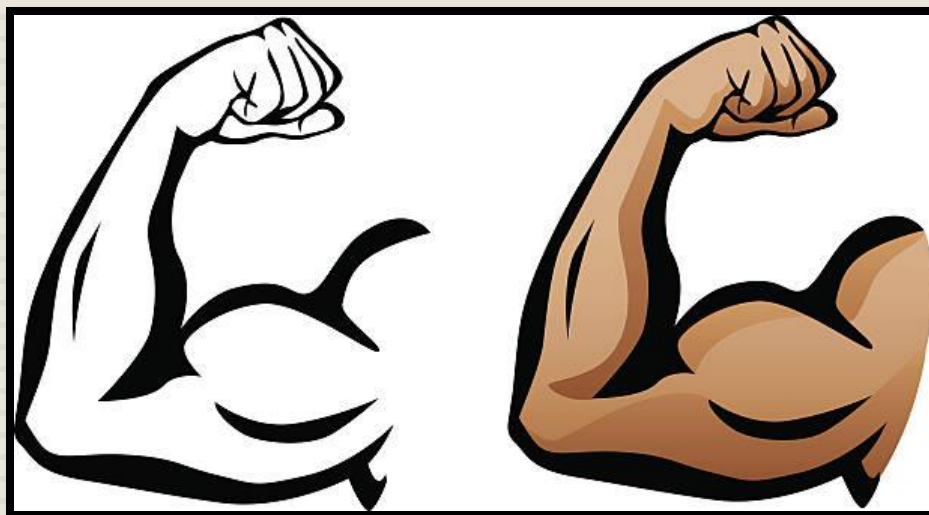


RURAL TOURISM - MACEDONIA -

Personal background



Purpose of the presentation/meeting



Further steps



Final results/outputs

Expectations



RURAL TOURISM (definition), or
Eco tourism or,
Green tourism or,
Alternative tourism, or
Agri tourism or,
Adventure travel.....

Location????

Content????

WTO – Rural culture key component of the product

KEY INSTITUTIONS IN RURAL TOURISM (I)

Top Policy Level

National Committee for tourism development

CDPMED (donor coordination + Secretariat for EU affairs)

National Council for regional development

National Policy level/Executive

Ministry of Agriculture FWS

Ministry of Economy

Agency for financial support of ARR

Agency for tourism promotion

Agency for support of agriculture development

Ministry of transport and communication (infrastructure, airports, loans)

KEY INSTITUTIONS IN RURAL TOURISM (II)

Regional level (Policy?/Executive)

Regional development centers

Ministry of Agriculture branch offices (!)

Local Policy level/Executive

Municipalities

NGOs (Local action groups)

Network for rural development

KEY INSTITUTIONS IN RURAL TOURISM (III)

Cross level (Policy/Executive)

Donors: EU, GIZ, UNDP, SDC, SIDA, SWG, USAID, World Bank

Educational institutions

Tourism chambers

Business sector (providers, guides, locals, farmers...)

National Parks

Commercial banks

Macedonian Bank for development promotion

Fund for innovation ??

KEY DOCUMENTS IN RURAL TOURISM (I)

Program of the Government of RM

National Budget

Fiscal Strategy of RM (3 annual)

Law on financial support of the investments (Plan for economic development, CDPMED)

Tourism / Hospitality law/Agriculture and RD law

National Strategy for rural tourism (2012-2017)

<http://tourismmacedonia.gov.mk/wp-content/uploads/2018/08/NAcionalna-strategija-za-ruralen-turizam.pdf>

KEY DOCUMENTS IN RURAL TOURISM (II)

National Strategy for tourism of RM

Sub strategy for traditions and events

Strategy for development of rural tourism in Pehcevo

Strategy for development of eco tourism in Berovo

Strategy for tourism development in Tetovo

Sub strategy for development of sport tourism

Sub strategy for development of MICE tourism

Strategy for development of tourism in East region

Study for development of Pelagonija as adventure destination

KEY DOCUMENTS IN RURAL TOURISM (III)

Strategy for tourism development of Krusevo

Strategy for tourism development of Gazi Baba

Strategy for development of healthcare tourism (national)

National Strategy for agriculture

EU membership related documents (SAA, regulations, association documents, MIFF, MIPD)

KEY DOCUMENTS IN RURAL TOURISM (IV)

Local economic development strategies (Municipalities)

Local Action plans (Municipalities)

Annual programs (Municipalities)

National Strategy for regional development (MLS)

Regional development Programs (RDCs)

KEY INSTRUMENTS/MEASURES IN RURAL TOURISM (I)

IPARD I Priority Axis 3 - Development of the rural economy

5.739.160 EUR

IPARD II - Investments in rural public infrastructure 12 mil EUR,

IPA Agriculture and Rural Development 2014-2020, 60 mil EUR

Program for financial support of rural development (34 mil EUR)

National tourism development program (630.000 EUR)

Program for tourism support and promotion (2.6 mil EUR)

Donor programs (financial, technical assistance grants)

Local self government financial support programs

Program for regional development (4.8 mil EUR)

KEY INSTRUMENTS/MEASURES IN RURAL TOURISM (II)

National Program for agriculture and rural development

Section 3. Rural development measures

Focus: Economic diversification

Measures:

“Privileged” tax (5%) and social/healthcare insurances rates

Loan instruments – Macedonian Bank for development promotion

500 communal infrastructure projects in rural areas

>300.000 EUR for water supply infrastructure

Public investments in social infrastructure in rural areas

Rural women support

Key challenges (rural tourism):

Specific Law on rural tourism

Statistical data/Baseline

Municipalities and their role in the system

VAT reduction/payment system revision

Property issues/rural planning

Promotion/recognition

Sustainability and resources management

Involvement/engagement of as much as possible local people in the business

Thank you for your attention

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