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
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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