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Greece - The former Yugoslav Republic of Macedonia

WP 3 Development of cross border tourism products

D3.3.1 Map and access cross border tourist potentials

**INTERREG IPA Cross Border Cooperation Programme
"Greece- The former Yugoslav Republic of Macedonia 2014-2020"**

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INTRODUCTION

The Pelagonia region (PR) is characterized by its important tourist-geographical position. Namely, although Pelagonia is the largest valley in the FYR Macedonia and unites the mountainous environment for most of the FYR Macedonia, it extends over the territory of Greece, which determines the contact of this area with its parts in Lerin. It is also important to mention that in the vicinity of this valley in its Greek part is the wide Thessaloniki Field. In this way, this width, apart from contact, also ensures polyvalence, which suggests that the values of the coastal area of the Aegean Sea with the continental relief structure of Pelagonia in FYR Macedonia and Greece can be used. This is the basis for the creation of combined tourism products of different character.

In this space, there is a significant urban and rural configuration that allows receptive-emission units to be in function of tourism development. But, it should also be noted that in this area there are separate rural entities with significant natural heritage. In the natural heritage are systematized values that have significant recreational, curiosity and aesthetically attractive properties, which points to complexity as a source of creative tourist opportunities. Such complexity is the basis for the development of active tourism. Active tourism involves the use of different forms. In this sense, a special place occupies the values in the rural areas, thus enabling rural tourism to rely on authentic values.

The creation of tourism products with the character of cross-border cooperation and based on authentic natural and cultural predispositions enables them to be competitive in the performance of the tourism market. However, this represents a factor to be visited by foreign and domestic tourists. As cross-border cooperation is concerned, the successful tours for active tourism contribute to a more intensive dynamization of the tourist customer's fluctuation from one country to another. The forms of tourist products in this sense can basically have a stationary character, but they can also be in a picnic and excursion form.

Rural areas represent environments where dominate the basis of active tourism associated with components of untouched nature and stable ecosystems. But they are also connected with a remarkable cultural heritage. This enables the formation of tourism products with

more complex elements and a complex character. If practiced in a wider area, that is, in the case of cross-border interaction, the quality and opportunities will be strengthened.

Active tourism in Pelagonia should contribute to improve the content of stay for all tourists in the region and especially those who are aspired from the rural areas. In this way, the involvement of these environments in the development processes, affirmation of the localities and objects, as well as the territorial units in the cross-border area, is contributing to more intensive involvement of these environments. In order to exploit the tourist potentials, most of the stakeholders can be involved in the development of tourism. Tourism products created by using the potentials mean income diversification and socio-cultural development. In this sense, it is of particular importance to create close and friendly relations of the population, both within the regional and municipal entities as well as in the cross-border context.

The inventory and valorization of tourist values as part of tourism products leads to the provision of qualitative and quantitative parameters, and spatial and temporal determination of the phenomena and relations in function of development.

This methodological approach has a multifunctional character since it enables stakeholders to recognize the values in these environments. They at the same time have a promotional meaning. The promotion of values will enable recognition of Pelagonia and the border region as a humane, natural and cultural environment and will enable economic and social development.

This research will provide a creative approach of using resources that deserve special attention as elements of natural and cultural heritage, and content that will enable sustainable development in an ecological, economic and social sense. In order to enable active tourism to be recognized as recognizable content, it is necessary to take into consideration the cultural heritage not only in rural areas but also outside of them. Culture in this regard should be monitored through the following dimensions: culture as an interaction between providers and recipients of services or a culture of behavior; culture as a process category for exchanging views, opinions, experiences and experiences; culture as an attractive component through various forms of material and spiritual heritage and culture as a functional category regarding the consequence of the accepted tourism products whose basis is in this inter-border area.

The findings are the basis for their use in the process of mapping the content elements for the creation of tourism products. Tourist products should have an operational character for originally to be used, and at the same time to advance environments that are not sufficiently involved in their tourist affirmation. In spatial-planning terms, mapping allows you to come up with an illustrative location of places of interest for tourists and service providers. Based on the location of the sites of interest, it will be possible to differentiate the location frameworks for specific tourist values.

The good communication of Pelagonia enables the connectivity of the various spatial units, which strengthens its competitiveness on the tourist market. In this sense, the creative approach in the development of active tourism is supported by opportunities for connecting different types of tourism based on selectivity, which enables the creation of a complex tourist offer of the region and its promotion in international frameworks as a separate brand.

Tourist products are the basis for their direct use during the appearance of the tourism market, but also for the improved rural development of Pelagonia through tourism. In this way, through tourism products certain objects and localities in the rural areas will find a basis for protection and promotion and putting into function of affirmation of the rural space.

STARTING POINT

The increasing of the possibilities for tourism through the act of using the resources in the systematic region of Pelagonia (mkd “Пелагонија”) and the instanteneous neighborhood is based on appropriate analysis. Those imply that a starting point is needed. On these terms the starting point is contained in the contemporary tendencies for creating tourist policies in the FYR Macedonia in order to approach towards the Euro-integration. In fact the forming of this document involves regard to the commitments surrounded by the developing directions "tourism to be treated as one of the priorities' actions". The researching actions which enable the developing priorities to be determined in the field of tourism are contained on a state and a regional level. They contribute in the process of finding new data that represents the starting point into planning and establishing sustainable developing presentations.

Taking the occurrences and the relationships into consideration in this matter involves assessment of the components that are essential to the realization. In this context the needs for forming this document occur as a starting point. The need for bringing the document to a starting point implies determining the justification to the established goals in an operating sense, where concrete precautions and activities are based, as optimal solutions in the determined time frame. Starting point is also an identification of the positive practice for the past period, with whom in the current terms the need for the act of bringing connects to the perception of conditions and the developing tendencies.

Dominant parametres as a base where the perception of the possibilities are based for the development of tourism into the region introduce the attractive and receptive resources in the area of Pelagonia as a tourist destination. The description of the region has to identify the potentials and to perceive the possibilities of different forms of active tourism incorporated with components of the cultural and the natural heritage.

The need to develop this research enables planned foreseeing to be made for a long period of time. Tourism in this region needs to represent a recognizable categorie. Certain researches occurred and strategic plans are brought up in that context. But, considering the fact that the improvement of the usage of resources in direction to selective classes is vital, the active tourism is implemented as a new option for the development of the systematic region of Pelagonia and its' surrounding.

The configuration on the field and the other components which it possesses are a reason to be thought about using them in an optimal way to form a new tourist offer. Selecting in the development enables specific tourist products to appear as a need for enrichment of the possibilities for a competitive event on the tourist market and additional activating the region.

The need for research activities even comes from the determining the region of Pelagonia to increase tourism on a higher level and to become a branded tourist destination with a complex recognition. This approach is due to the natural and cultural attractions which are a special treasure in this region. Into consideration for the role of development of the tourism are the favourable communicative relationships, the offer for accommodation abilities, catering service for offering food and drink, communal order and infrastructural equipment. This order and equipment as a content and a supposition to the possibilities for creating tourist products has a special dimension into the active tourism. The research activities are targeted directly toward the optimal usage of the resources and determination of the potentials when their usage connects to the elements for controlling the tourist destination that is a definition of an appropriate order and equipment.

This document enables to function on the structures in the local self-government in the order of tourism. The need is essential because only with an application of the strategic approach positive results can be achieved. That is a pure direction that enables perceiving the activities to come to results that enable the tourism to update its' spot in the field of the economic and social development in the society.

The management's place and role with specific tourist destinations in the field of active tourism is a priority in order for an occurrence and update of the conditions to be achieved in this domain. Research will enable the region to use the possibilities for tourism through implementing the resources.

By this matter the research allows the affected sides to use the available resources into the frames of the region. Likewise, it is vital to take into account the surrounding or the neighboring regional entities to use the encouraging precautions that are open in each-other's collaboration. In fact the need for creating this study is because of the fact that in front of the international donators and funds, the region will be able to support its aspirations for using the products.

1. GENERAL TOURISM CHARACTERISTICS

Tourism in the FYR Macedonia has been facing numerous problems of internal and external nature. As a former socialist republic of the Socialist Federal Republic of Yugoslavia (SFRY), the state was characterized by an increase in tourism development until the 1990s. The dissolution of the SFRY in the 1990s was characterized by turbulent political and security changes. Added to this were also numerous transformations of economic and social life. The result of such changes was a sudden decline in tourist trade. The transition from state-owned to private ownership was not successful, and this was a reason to reduce the number of tourist-catering facilities in the country. Only in the last decade there has been a significant increase in the number of foreign arrivals and overnight stays. In terms of domestic tourists, there has also been recorded an increase, but not at the same level of foreign tourism. Because of such circumstances, tourism participates to a very small extent in the economic development of the country, which can be determined through indicators that refer to the direct and total contribution of tourism in GDP, as well as in the total number of employments.

The organizational structure in the tourism sector has also been experiencing some improvements over the last 10 years. In this sense, the establishment of the Agency for Promotion and Support of Tourism of the FYR Macedonia was particularly important – especially on a regional level. In support of tourism, the Government undertook measures and activities in the form of subsidies with the aim to promote foreign tourism. This resulted in an increase in tourist arrivals and overnight stays by tourists from foreign countries dominated by Turkey and the Netherlands. The basic strategic position of the Ministry of Economy as well as the Government of the FYR Macedonia is to achieve and to exceed the levels of tourism development that existed in the 80s and 90s. In order to achieve greater competitiveness on the tourism market, it is especially important to develop tourism products and tourist offers that belong to alternative types of tourism. In this sense, an important role have the numerous domestic and international projects and programs for creating strategies for tourism development at national, regional and local level.

1.1 Basic Tourism Figures

The pre-transitional period of FYR Macedonia's tourism development was the period between 1980 and 1990. Tourism in this period experienced the highest level of development. The numbers of tourists reached the highest figures. The total number of tourists and visitors in 1987 was at a record high (a total of 1.183.160 registered tourist arrivals) and consisted of more tourists that arrived in the country than in 2017 (registered were a total of 998.841 tourists), even 30 years later. This number is emphasized for domestic tourist arrivals. The record high for domestic tourists was achieved in 1986 (508.903 tourist arrivals), compared to the period until 2017 (in 2017 a total of 368.247 domestic tourist arrivals were registered). Some relatively better results have been achieved for foreign tourists and visitors. Namely, the number of foreign tourists that arrived in 1987 was surpassed only in 2015 (450.661 foreign tourists in 1987, compared to 485.530 in 2015). Tourism in the Pelagonia Planning Region is on a very low level. Namely in 2017 the realized number of tourist arrivals in the region represented only 6,36% of the total number in the FYR Macedonia with a total of 63549 arrivals. This region is on the third place in the country where the leading regions are the South-West Planning Region and the Skopje Planning Region. In the past 10 years there is no continuous increase in the number of tourist arrivals. The highest arrivals were achieved in 2011 with a total of 76.469 arrivals (63.549 tourist arrivals were achieved in 2017).

Until 1990, most foreign tourists originated from the countries that belonged to the Socialist Federal Republic of Yugoslavia (SFRY). These results are considered to be a planned achievement by the government in its strategic documents in the coming years. The final years of this transitional period were characterised by turbulent political processes. During this period the transition process began which resulted in a decrease in the overall tourist mobility of the population from the countries of Yugoslavia and in this context, also the population from FYR Macedonia. Therefore, there was also a decline of tourist trade. Significant stagnation occurred also in the domain of tourism infrastructure. The total number of available tourist beds and rooms decreased dramatically. The record high of available beds was achieved in 1988 when a total of 85.284 were registered. This number has not been reached by far in the last 3 decades of the country's tourism development. The

last available data of the State Statistical Office show that in 2015 there were a total of 46.289 available beds, which is almost half of the total beds in 1988.

The importance of tourism for the economy is reflected in its contribution to the total Gross Domestic Product as well as to the total employment of the country. In this sense, significant improvement has not been achieved in the past decades after the transition period ended. The direct contribution of tourism to the GDP of the FYR Macedonia in the 1990s was 1,3%. The direct tourism share in the GDP is represented in Figure 1. The figure contains parameters for the direct contribution of tourism in the GDP in denars (MKD) and its percentage share. In 2005, the direct participation of tourism was realised which was 5 billion MKD or 1,2%. In 2008, it increased to a total of 6 billion MKD, or a share of around 1,35%. After that, in 2010 a decline happened and the achieved level was the same as in 2005, and in 2015 it reached about 7 billion MKD or a share of about 1,4%. In 2017 there has been registered a significant increase of the direct contribution of tourism 11,2 billion MKD, or 1,8%. The total contribution of tourism to the GDP amounted to 42,2 billion MKD, or 6,6%.

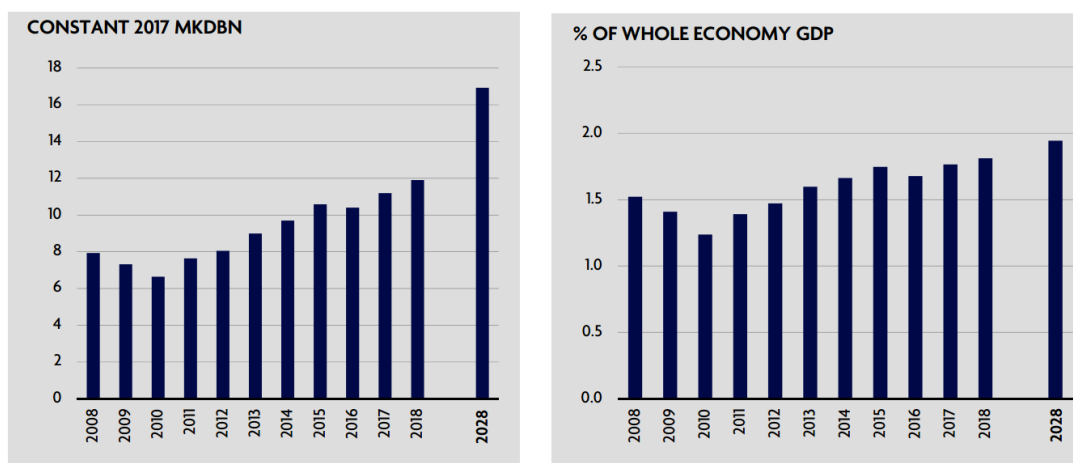


Figure 1. Total contribution of Travel & Tourism to the GDP of FYR Macedonia

Source: World Travel and Tourism Council (2018)

There is a similar direct contribution of tourism to the employment as in the contribution to the GDP of the FYR Macedonia. A total of 6.000 workers were employed in the Travel & Tourism sector in 2005 with a percentage share of only 1,1%. In 2008 significant growth was recorded, and in 2010 there was a decline to almost the same level as in 2005. In 2014 again

a significant growth occurred, which reached about 7.000 employees, or a percentage share of about 1.2% of tourism in the total employment of the country. Furthermore, in 2017 there was again an increase of the numbers of generated jobs by Travel & Tourism. Namely, 12.000 jobs were created, which represented 1,6% of total employment in the country. This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). This also includes the restaurant and leisure sector. This significant increase can be seen in the following figure.

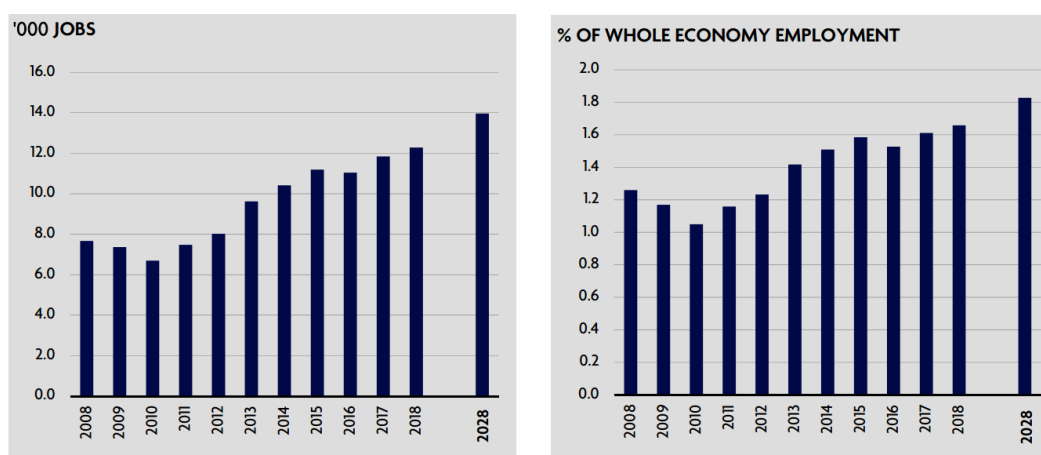


Figure 2. Total contribution of Travel & Tourism to the GDP of FYR Macedonia

Source: World Travel and Tourism Council (2018)

The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts) was 33.000 jobs in 2014 (4,7% of total employment). In 2017 these numbers increased to 44.500 created jobs, which represented 6,1% of total employment in the country.

Changes in tourism development occurred because of historical circumstances, political conditions and economic reforms. The beginnings of tourism development are registered only from the period before World War II when the FYR Macedonia did not have state-territorial status. In this period, the first organisational structure and the first forms of intermediaries in tourism were established. In that time the first accommodation facilities were also built and the first promotional materials were published. In the 1953 the self-governing system was introduced, while the general tourism policies referred to domestic tourism. It is important to mention that foreign tourism did almost not exist. Until 1963, significant measures were introduced, such as premiums and incentives for attracting

foreign tourists. These incentives resulted in an increase in the infrastructure (such as the number of beds) and an intensive growth of the tourism sector at different levels. The strengthened grants for investments, the approval of construction loans and the purchasing of tax incentives should be also highlighted as significant and positive measures. Measures related to the opening of the country towards other countries included convertibility of the currency, loans etc. with foreign countries, as well as independence in the repayment of external debts and the construction of accommodation facilities for foreign tourists. Tourism could be seen as a factor of increasing incomes of foreign exchange, with tax and credit policies that stimulate foreign and Diaspora investments, charging for tourism services in foreign currency and defining a certain quota for purchasing foreign currency. The planned development of foreign tourism also included changing the parity of dinar taxation incentives, enabling loans from abroad and introducing beneficial interest rates. These measures resulted in the overall development of tourism until the transitional period. In the period from 1980 to 1990, the most significant results were achieved in the country's tourism development. On the other hand, the transitional period was characterized by the decrease of tourism in almost all instances. This situation is slowly changing and improving, only in the past 10 years. The Government and the Ministry of Economy have undertaken measures of subsidising foreign tourism in the FYR Macedonia. These actions resulted in a steady increase of foreign tourist arrivals and overnights. However, the political circumstances in the Balkan region is complex and no so stable. There is a high risk of further conflicts (economic or political) which can influence tourism development in a negative way.

1.2 Organizational structure of tourism

Changes in the period of transition have been remarkably indicative. During the pre-transition period, the main government institution was the Republic Committee for general economic issues and the market. Changes included the character of the political system and regulations for transferring competencies in the field of tourism and hospitality.

The period of transition was characterised by the establishment of the Government of the FYR Macedonia instead of the previous Executive Committee as a socialist body. Because at

that time there were no Ministries, it was a form similar to the ministry with all competences. Although it was not very formal, it had very important functions. Tourism came to be treated as an economic activity which it should be. In the pre-transition period, the main activities for the promotion and marketing of the tourist offer, as well as business relations with foreign business partners were the responsibility of the Tourism Association of the Socialist Federative Republic of Yugoslavia. Within the framework of this Association, was the Tourism Association of the Socialist FYR Macedonia, along with the Tourism Associations of other Yugoslav Republics. This Association was non-governmental. The responsibilities for the tourist promotion of FYR Macedonia within Yugoslavia and abroad were transferred by governmental executive agencies of the non-governmental sector with tourist attributes (Tourism Association of Yugoslavia, 1988).

After the independence of the FYR Macedonia, a travel agency had competences to represent the country abroad in the field of tourism, which was one of the biggest anomalies in this sector. Soon, this problem was identified and eliminated by transferring the activities to the Sector for Tourism that transferred its competencies to the Direction for Tourism. But, this Direction was closed soon, as well. The establishment of the Agency for the promotion and support of tourism was the next step with its head office in Struga, a city in the Lake Ohrid region which was the most developed tourist region of the country, and after a few years it was transferred to Skopje, the capital city, but most of the sectors remained in Struga.

The Agency for Promotion and Support of Tourism plays a significant role in the development of the potentials at the regional and state level. Although this institution has a state character, its impact on development processes in a regional and municipal sense is much emphasized. Namely, it should be mentioned that it has an active role in the immediate implementation of the activities related to a balanced regional development of tourism as well tourism promotion in the planning regions. Their attractions and receptive capacities are promoted through the Agency in accordance with the adopted programs on an annual level.

The Committee for tourism is a national coordinative body with the biggest responsibility, constituted in 2009. This body is managed by the Prime Minister of the FYR Macedonia, based on the strategic orientation that tourism is amongst the most important development

priorities of the FYR Macedonian economy. The Committee has a function to align program objectives in the field of tourism with other ministries of the Government. Representatives of ministries participate in the structure of this body as well as experts who have advisory importance.

In the FYR Macedonia there is no National Tourism Organisation, so one of the Committee for tourism functions is to act as the Agency for the Promotion and Support of Tourism. It performs operational activities, participates in international tourism fairs and presentations, prepares and realises sub-strategies, adopts and implements programs for tourism development, and implements government measures such as, for example subsidy payments for tourism and hospitality. The Agency reports on proposals related to program activities and presents the adopted documents to the Committee as the coordinating body.

The FYR Macedonia has differentiated regionalisation in terms of tourism. Namely, it is divided into planning regions, but these regions are not determined by spatially defined units from a functional standpoint, but have administrative character. During the transition period, these regions were established as statistical regions. Tourism within them is determined as an opportunity for balanced economic development. They do not have a political-organisational nature in terms of local or regional development, but the nature of the connection of the interest in tourism is from the local to the state level. They do not possess executive bodies in tourism and do not have separate departments for tourism.

The roles of local and regional authorities in tourism development and policy are different. Local authorities have a high degree of autonomy in tourism policy realisation. This function is delegated to specific sectors established as Sectors of tourism and local economic development. They are responsible for issues related to communal problems, spatial landscape and promotional activities at the local level, and they follow the interests that fit the general national interests. It is characteristic for planning regions that the implementation of policy is carried out by the Council of municipalities. The planning regions have a dual responsibility: to local governments and the Ministry of Local Self-Government. They adopt strategies, programs and feasibility studies on a regional level for different issues of tourism development.

Some of the adopted tourism strategies in the FYR Macedonia in recent years have been:

- Strategy for the regional development of the FYR Macedonia, 2009;

- National Strategy for rural tourism in the FYR Macedonia, 2009 and 2012;
- Strategy for the rural development of the FYR Macedonia; 2010;
- Strategy for the sustainable development of the FYR Macedonia, 2010;
- Sub-strategy for traditions and events in the FYR Macedonia, 2014;
- Sub-strategy for sports tourism in the FYR Macedonia, 2014;
- National Strategy for the protection of Nature 2017-2027, and so on.

Important are the tourism strategies, action plans and development programs on a regional and local level, that have been implemented in the past years:

- Study for connecting and promoting monastery tourism on Baba Mountain 2011;
- Baseline Study, Strategic and Action Plan for development of the cross-border region of Prespa 2012;
- Trilateral Tourism Strategy and Action Plan for the Prespa Lakes Basin 2012-2016;
- Program for development of the Pelagonia Planning Region 2015-2019;
- Strategy for development of the Municipality of Resen 2016 – 2021;
- Strategy for local development of the Municipality of Bitola 2014-2018;
- Strategy for local economic development of the Municipality of Prilep 2014-2020;
- Strategy with Action Plan for Development of Tourism in the Municipality of Krushevo;
- Strategy for local action group for rural development - Pelagonia 2015-2020 and other local strategic documents for development.

Destination management organisation at a lower/local level is transferred to the Local Economic Development Departments and Tourism clusters. Tourism policy in the FYR Macedonia is led by the Ministry of Economy as the most responsible institution. Tourism is regulated by the Department for tourism and hospitality, which deals with the implementation of policies. The promotion and support of tourism are the responsibility of the Agency for Promotion and Support of Tourism as an independent body. The Committee on Tourism of the Government has a coordinating role at the highest level. The FYR Macedonia does not have a national tourist organisation, instead the Agency for the Promotion and Support of Tourism is responsible. The laws of Tourism and Hospitality exist as separate legal acts. Tourism regionalisation is still an open issue, and the planning regions

undertake and perform different activities and actions for the balanced development of tourism in the country. In local government, sectors for local tourism and economic development are responsible for local tourism development. Destination management is closely related to this organisational structure. Changes in these sectors were made in the transition period in line with accelerating tourism development.

The governmental institution responsible for tourism development nowadays is the Ministry of Economy. Within this Ministry, the Department for Tourism and Hospitality is the responsible authority for conducting of developing tourism through adopting policies, legal regulations within the Law on Tourism and the Law on Hospitality, as well as categorizing accommodation facilities, restaurants, and inspection activities.

The organizational structure in the tourism sector can be shown in the following figure.

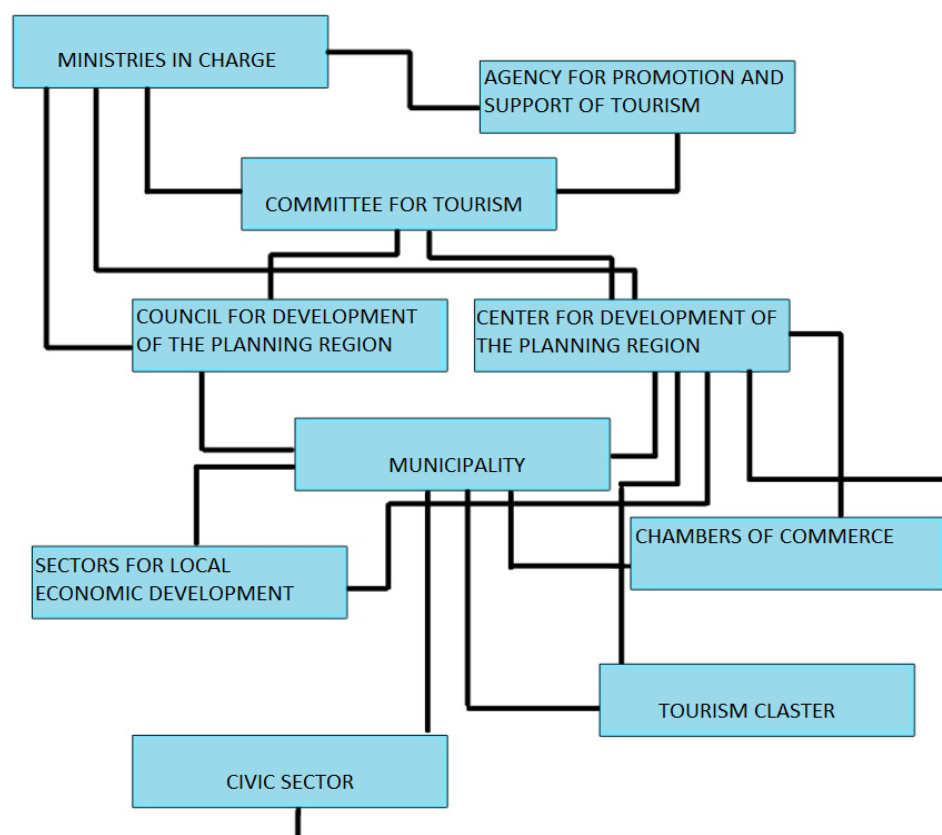


Figure 3. Organizational structure of the tourism sector

Source: Marinovski, N., Korunovski, S., Andreeski, C., Angelevska-Najdeska, K., Risteski, M. (2013). Study on the tourist potentials of the South-West Planning Region, Center for Development of the South-West Planning Region

On a vertical basis, the structural links can be on a local level (local self-government), regional or state level. The quality of using the potentials in these sectors is directly dependent on the relations that exist in this sense. In this way, the tourism activities can be improved in all instances.

Given that tourism is a heterogeneous and complex activity, it is understood that it belongs to several sectors. The creation of the Committee on Tourism at the highest governmental level is aimed at dispersing the authorities and positions to the different sectors, creating sustainable policies and coordinated development of tourism in the different regions. Thus, this body has a significant impact on regional development and cross-sectoral coordination.

The development of tourism at the regional level in the FYR Macedonia is under the supervision of the institutions and services of the state. For example, the safety of tourists and service providers is the priority of the Ministry of Interior of the FYR Macedonia. In certain cases (especially during the high season when the most arrivals are recorded) special activities are undertaken in order to increase security. Often, security personnel are coming in and out of the country for the purpose of the security of tourists from certain countries (like for example the tourists from Israel).

The State through its services carries out inspection and supervision activities in various fields, such as taxes, fees and the like. In this way, it is included in the regulation that applies at the regional and local level.

At the regional level, the core organizational structures are the Councils for Development of the planning regions and the Centers for Development of the Planning Regions which have a crucial role in linking the activities of the local (municipal) and the regional level with the state level (state institutions) in the field of tourism and catering sector.

The primary carriers at local level of management are the sectors for local economic development (LEDs). The existence of such sectors is of great importance, because under their authority is the adoption and implementation of development strategies and planning documents. However, most of the municipalities in which the LEDs operate have not created an organizational structure which is focused on the development of tourism through informational promotional activities.

It is very important to keep in mind that the adopted strategies, development plans and programs should ensure compliance with the documents adopted at different levels, from municipal to the highest level (state level).

At the local organizational level, in the field of tourism there are also inspectorates that monitor the phenomena and processes that are taking place in tourism, thus having a significant influence on the development of this activity.

The sectors for local economic development allow for adopting acts for categorization and to establish programs for promotion and development of tourism through expert analyses.

The tourism sector at regional and national level is also organized through several chambers, such as HOTAM (Hotel Association of FYR Macedonia). Especially important are the business associations that enable the promotion of economic activities.

The links on a horizontal basis in the organizational structure are relatively weak. Namely, in certain regions and municipalities in the FYR Macedonia there exist specialized clusters for tourism, but a targeted symbiotic link, especially in the tourism industry, has not been organized. Horizontal linking should relate not only to the linkage of economic entities, but also to cross-sectoral linkages through the creation of clusters that include a wider range of stakeholders.

In the FYR Macedonia, in almost all planning regions, there also exist non-governmental associations (NGOs) from different fields (eg. environmental associations; project companies; associations for gender, religious and social equality; associations for promotion of relations in national communities etc.). They have a significant contribution in strengthening the inclusiveness of socially disadvantaged and vulnerable groups in social activities. These activities also have a limited impact on the development of tourism. However, it should be noted that there are no NGOs that are directly related the field of tourism. Thus, such associations represent the forces that rectify tourism relations.

1.3 National Strategic Plan for Tourism

The National Strategy for Tourism has been adopted in 2016. It is a five-year plan intended until the year 2021.

The main Vision of the Strategy is: FYR Macedonia is a recognizable tourist destination among Europeans. The number of overnight stays of foreigners has steadily grown since 2015, while the decline in overnight stays of domestic tourists (registered between 2010 and 2015) has been stopped and has remained stable.

The stated vision is planned to be achieved through accomplishing 8 key strategies that are aimed at supporting the professional tourism:

- Raising awareness of FYR Macedonia as an attractive tourist destination;
- Improving the attractiveness of FYR Macedonia as a tourist destination;
- Improving the organizational structures in tourism;
- Improving the investment climate for FYR Macedonian entrepreneurs in terms of developing additional accommodation facilities;
- Improving the quality and quantity of available tourism related data;
- Improving the conditions for tourism development;
- Improve tourist knowledge and quality of services;
- Improving the awareness of the local population related to tourism.

The stated strategic guidelines should be achieved by undertaking a specific Action Plan. The specific activities in the Action Plan are as follows:

- Increasing the amount of available budget for marketing of the Agency for Promotion and Support of Tourism;
- Developing a „brand strategy“ for FYR Macedonia;
- Establishing a Tourism Development Fund;
- Reorganizing the organizational structures for tourism at national level;
- Establishing regional Destination Management Organizations (DMOs);
- Establishing a Hotel Development Fund.

The above mentioned main activities of the Action Plan include a number of additional tasks

1.4 Programmes to address seasonality

The influx of tourists in the past decade is the direct result of the government subsidizing organized tours, starting from 2009.

One of the most popular measures undertaken by the Government is the subsidization of the foreign organized tourist trade, whereby subsidies can be introduced on some parts of the costs of the package tours for foreign tourists that have at least three overnight stays in all accommodation facilities where professional catering services are offered (except for private accommodation facilities that operate illegally and with no categorization). Subsidizing is also implemented on organized tourist transport (by air, road and rail) during the year, as well as on round trips (tours throughout the country). It should be noted that this measure significantly influenced the number of foreign tourist arrivals and the length of tourist stay to increase. The measure itself contributed to the return of some of the traditional guests in the country, such as the Dutch tourists.

The subsidy – which for charter flights from Europe varies between €25 and €65 a passenger, depending on country of origin – combined with discounted rates of hotel rooms, made package holidays very cheap and affordable to a wider range of tourists. Together with the increase of promotional activities undertaken by the Agency for Promotion and Support of Tourism, resulted in a more dispersed tourism turnover throughout the year. The tourist season increased from 2 to 5 months, during the summer season. This has an effect on increasing the length of locals’ employment.

There exist many opportunities for education and training of tourism and hospitality staff in FYR Macedonia. There are several opportunities to get higher education in the tourism sector on state and private universities in the country. However, more attractive are the numerous training programs where people working in the tourism sector can acquire different certificates and qualifications.

Some of the organizations and institutions responsible for certification and qualification include the following:

International association of mountain guides (by UIMLA), IATA certificates (by TA Savana – Skopje) different certificates for travel agency-related jobs (for operating a travel agency,

tour guides and tour companions) – by the Faculty of Tourism and Hospitality - Ohrid, slow-food certificates – by business chambers and associations and so on

FYR Macedonia has a consistent national classification covering all occupations and jobs in tourism and hospitality. Besides higher education institutions, certificates related to the improvement of work processes in tourism, are provided by secondary schools, associations, chambers and associations as well as international institutions. Certificates for professional courses are delivered by employment agencies.

1.5 Tourism Prospects

The main aim of the tourism development policy is to increase the number of tourist arrivals, stay and revenues. The development strategies are more oriented towards foreign tourists. This planned increase will mainly be determined by the increase of quality, the enrichment and diversification of tourist products. There are numerous tourism resources (natural and cultural) which are still insufficiently used in the tourist offer. Those resources represent an important potential for development. With adequate activities for the improvement of the tourist resources, interesting tourist attractions can be created. Some of those attractions can be transformed into recognizable tourism brands. This will lead towards a higher competitive advantage of the country, compared with its neighbours.

Seaside tourism is not possible to organize in the country because of its geographical position (landlocked). On the other hand, there are excellent potentials for development of some interesting types of tourism activities: rural tourism, cultural tourism, adventure tourism, eco-tourism, etc. Such niche types of tourism are becoming more and more demanding for the tourists. It is expected that tourists from these target markets will be more prevalent in whole of the Balkans. Furthermore, people want to visit unknown and unexplored destinations. In this sense, the former socialist countries, such as FYR Macedonia or Albania, are becoming more and more interesting for foreign tourists (not only from Europe, but also from the other continents). A continuous threat is the difficult and unpredictable political situation. This can lead in a sudden decrease of tourism turnover in the whole Balkan region.

2. LEGAL ENVIRONMENT

The tourism sector in FYR Macedonia is regulated by several legal solutions (Law on Tourism, Law on Catering Activity and Law on Temporary Residence Tax), which have been adopted several years ago, while recently, these legal solutions have been amended, according to the current needs.

The Law on Tourism was adopted in parallel with the Law on Hospitality within the transition period. By this time there was a law of hospitality and tourism as one. The main change was that this was the first time in the normative legislation that hospitality diverged from tourism activity. This law was enacted in 2004 with changes made in 2008 (Law on Tourism Activity, 2004; Law on Hospitality Activity, 2004). The most significant changes relate to the following: regulating the procedure for issuing licences related to the positive solvency of the company; introducing the obligation for acquiring a certificate for managing a travel agency; acquiring a tourist guide certificate and travel companion as a condition for obtaining a licence; regulating courses that allow such certifications and specifying the conditions for obtaining licences “A” and “B” for travel agencies. Further development of tourism is regulated by the Law on Tourist Development Zones, 2012.

More recently, the Government of the FYR Macedonia, emphasizing the need for further development of the Tourism and Catering Sector, has implemented additional acts thus improving the overall results in these activities. In this sense, important are several laws that have been adopted, such as Law on the Agency for Promotion and Support of Tourism, Law on Rural Development and Law on Tourist Development Zones. The basic goals that are planned to be achieved through these laws refer to a faster development of the mentioned activities, attracting foreign and domestic capital, increasing the competitiveness and increasing employment in the Tourism and Catering Sector.

Other legal solutions (Law on Auto Camps, Law on the Protection of Cultural Heritage, Law on Environment, Law on Nature Protection, Law on Waste Management, Law on Ambient Air Quality, Law on Waters) point to a set of protective mechanisms that should be implemented, since it is a fact that tourism is a "transformer" of the environment.

In the sense of proper tourism development in the country, the numerous adopted spatial plans (at national and regional level) provide the following:

- Defining a rational and optimal spatial model for the organization and use of space in the function of tourism in order to preserve biodiversity and to protect natural values;
- Coordinating the spatial development in the direction of sustainable management of natural and cultural resources, which represent a function of tourism;
- Providing conditions for tourism development and sustainable urban development of settlements in order to improve the standard of living;
- Revitalization of rural areas, existing structures and facilities and traditional ways of managing, which can be useful for tourism, and
- Defining the necessary spatial-planning documentation for shaping of space and determining the urban-technological conditions for arranging of space in order to develop the content of tourist and catering services.

3. ECONOMIC ENVIRONMENT

According to the World Bank data for 2017 by the nominal gross domestic product (nominal GDP) in millions \$, FYR Macedonia is on the 136th place of 200 countries, with GDP of \$ 11,388. Having in mind GDP (nominal) per capita, FYR Macedonian economy in 2017 is on the 96th place in the world, and on the 37th place in Europe (according to International Monetary Fund). According to the same source, and using GDP per capita (PPP), FYR Macedonia in 2017 is on 88th place in the world, and on 38th place in Europe. Having those ranks, FYR Macedonia have nominal GDP per capita \$5,474, and GDP per capita (PPP - purchasing power parity) \$ 14,914.

In the structure of GDP formation by production approach (Value added structure), greatest participation has services (61.1%), and then industrial sectors (28.4%). Agriculture makes a smallest part of 10.5% of national economic output in 2016.

NACE Rev.2 Section A	Description	2015	2016
A	Agriculture, forestry and fishing	11.1	10.5
B to F	Mining and quarrying, Manufacturing, Electricity, gas, steam and air conditioning supply, Water supply; sewerage, waste management and remediation activities, Construction	27.4	28.4
G to T	Services	61.5	61.1

Table 1. Value added structure formation (in %), 2015-2016

Tourism as part of the service sector has a significant place in the formation of GDP in FYR Macedonia, but there is still space for improvement of tourism activity. One of the basic strategic objectives in that direction is conservation and management of natural resources. Sustainable development calls for a change in the relationship between economic growth, consumption of natural resources and waste generation. The economic growth must be accompanied by the sustainable use of natural resources, in direction of increase of the

services they can provide in the future. Hence, it is a key challenge to manage natural resources properly and to avoid their overexploitation.

The number of tourists in 2017 increased by 50.5% compared to 2012, and even by 86.3% compared to 2007. The number of overnight stays also increased, but with a lower intensity than the increase in the number of tourists. It goes hand in hand with the fact that future activities should be directed towards the animation of tourists so that they stay longer on the destination they arrive. The number of overnight stays in 2017 increased by 29% compared to 2012, and by 37.4% compared to 2007. The structure of tourists is dominated by foreign tourists with 63.1% of the total number, while domestic tourists account for 36.9%. However, in the number of overnight stays, the share of overnight stays by domestic tourists was higher (53.3%), while overnight stays by foreign tourists were 46.7%. But there is a positive trend of overnight stays by foreign tourists. Namely, compared to 2016, in 2017 the number of overnight stays of foreign tourists in the total number of overnight stays increased by 3.8%. According to the country to which they belong most foreign tourists were from Turkey, than follows those from Serbia, Bulgaria, Greece, the Netherlands, Germany, Poland, Albania, etc.

3.1 FYR Macedonian Gross Domestic Product

According to the preliminary data of the State Statistical Office (obtained from the annual reports of business entities and other sources), the gross domestic product (GDP) in 2017 in comparison to 2016 increased by 3.7% in nominal terms. The real GDP growth rate in 2017, compared to 2016, was 0.2%. The following sectors had the biggest share of value added in the structure of GDP in 2017: (G, H and I) Wholesale and retail trade; repair of motor vehicles and motorcycles; Transportation and storage; Accommodation and food service activities (20.0%). Figure 4 below shows the GDP real growth rates from 2003 to 2017.

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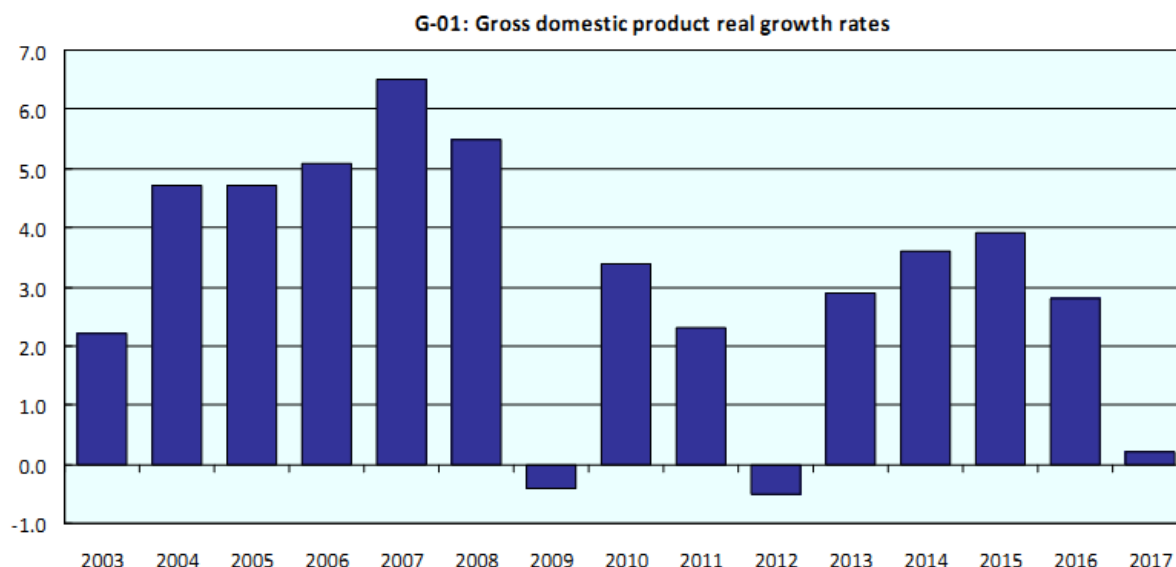


Figure 4. GDP real growth rates, 2003-2017

The final consumption in 2017, in comparison to 2016 increased by 1.7% in nominal terms, while the share of final consumption in the structure of GDP was 80.8%. In 2017, the share of export of goods and services in GDP was 55.4%.

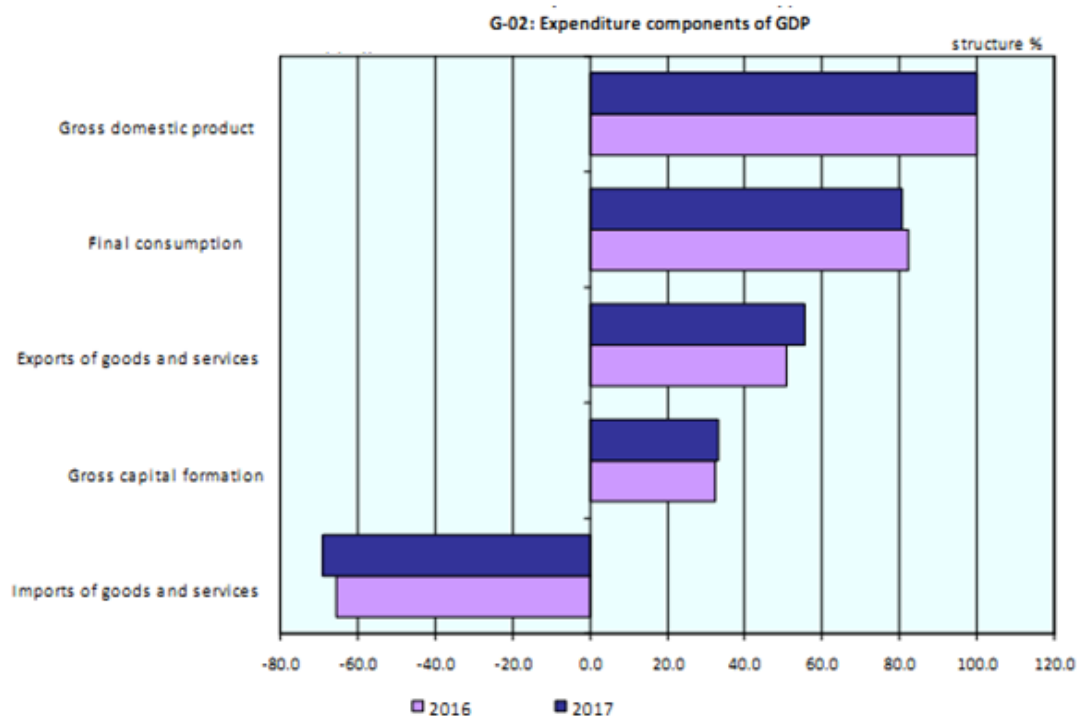


Figure 5. Expenditure components of GDP, 2016-2017

In the technical structure of gross fixed capital formation (GFCF) in 2017, construction participated with 61.0%, machinery and equipment with 31.5%, and the rest of GFCF with 7.5%

According to the estimated data of the State Statistical Office of the FYR Macedonia, the growth rate of the Gross Domestic Product (GDP) in the second quarter of 2018 was 3.1%. In this quarter, the biggest increase was recorded in sections:

- R, S and T - Arts, entertainment and recreation; Other service activities; Activities of households as employers; undifferentiated goods - and services - producing activities of households for own use by 13.9%;
- G, H and I - Wholesale and retail trade; repair of motor vehicles and motorcycles; Transportation and storage; Accommodation and food service activities by 12.7% and
- M and N - Professional, scientific and technical activities; Administrative and support service activities by 4.5%.

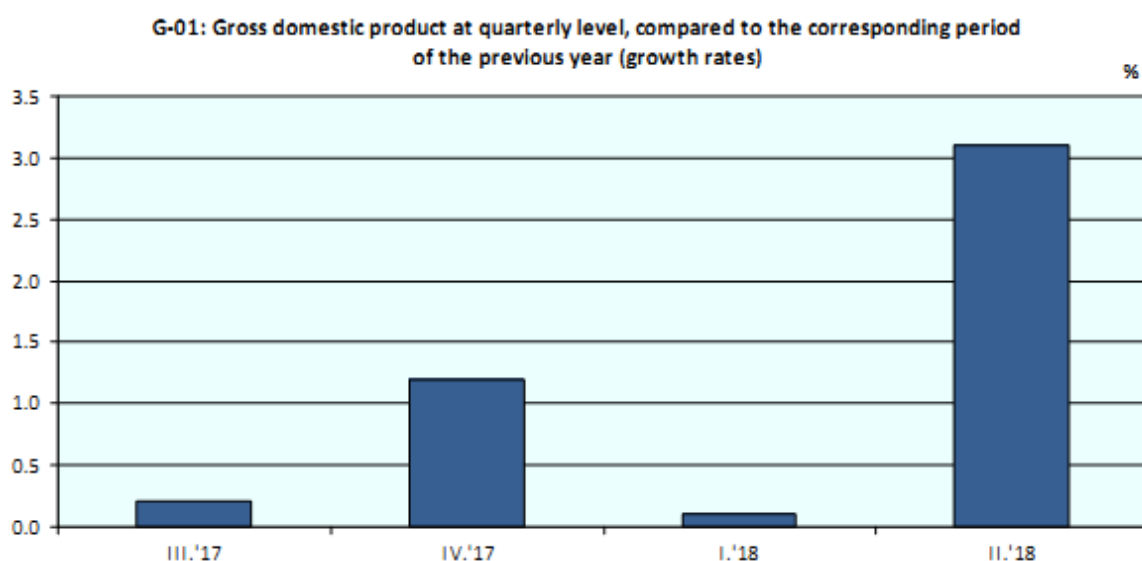


Figure 6. GDP growth rates at quarterly level, 2017-2018

In the second quarter of 2018, Household final consumption, including Non-profit institutions serving households, increased by 3.2% in nominal terms, and its share in the GDP structure was 69.6%. In the same period, Export of goods and services increased by 13.0% in nominal terms, while Import of goods and services increased by 6.6%.

3.2 Unemployment Rate

According to the data of the State Statistical Office, in the III quarter of 2018, the labour force in the FYR Macedonia numbered 958.770 persons, of which 759.445 were employed, while 199.325 were unemployed persons. The activity rate in this period was 57.0%, the employment rate was 45.1%, while the unemployment rate was 20.8%.

The unemployment rate, which in FYR Macedonia has a structural rather than a cyclical character, in the considered period (2010-2018) shows a continuous downward trend. Data on employees listed in the State Statistical Yearbook are obtained from the "Report on Employees and Wages", which is gathered from business entities and from their working units which perform activity in different municipalities in the FYR Macedonia. The Labour Force Survey is one of the basic sources of information on the basic categories of labour force - employed, unemployed, and inactive population, as well as on the structure of these categories and their fluctuations. The Labour Force Survey was carried out for the first time in the country in April 1996. Until 2003, the Labour Force Survey was conducted annually, and since 2004, it has been conducted as a continuous survey throughout the year, with quarterly processing of results. The Labour Force Survey is conducted in accordance with the methodological recommendations of the International Labour Organization (ILO) and the recommendations of the Statistical Office of the European Communities (Eurostat).

FYR Macedonia's Unemployment Rate dropped to 21.10% in June 2018, from the previously reported number of 21.60% in March 2018. FYR Macedonia's Unemployment Rate is updated quarterly, available from March 2004 to June 2018, with an average rate of 31.45%. The data reached an all-time high of 38.70% in March 2005 and a record low of 21.10% in June 2018. The data is reported by State Statistical Office of the FYR Macedonia.

- The **unemployment rate** at the end of the III quarter of 2018 was 20.8% which is 1.6 percentage points less than the unemployment rate in 2017. The number of employed in the III quarter of 2018 amounted to 759,445 persons. The number of unemployed in the same period was 199.325, and the number of inactive persons was amounted to 723,283. Table 2 below presents official data for Labour force (Employed and Unemployed persons) and Inactive population for the period from

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2010 to the III quarter of 2018. Based on those data, appropriate unemployment rate is calculated.

- The **number of employed** persons increased by 18,797 persons compared to 2017 (2.5% rate of increase) and by 121,590 persons from 2010 (19% rate of increase).
- The **number of unemployed** persons at the end of the III quarter of 2018 decreased by 14,239 persons compared to unemployed in 2017 (6.7% rate of decrease), and by 101,114 persons compared to 2010 (33.7% rate of decrease).
- The **number of inactive** population, i.e., persons that neither work nor look for a job, decreased at the end of the III quarter of 2018 by 2,440 persons compared to 2017 (0.3% rate of decrease), and increased by 13,055 persons compared to 2010 (1.8% rate of increase).

Labour force and Unemployment rate, 2010-2018

	2010	2011	2012	2013	2014	2015	2016	2017	III q- 2018
Labour force	938,294	940,048	943,055	956,057	958,998	954,924	948,599	954,212	958,770
Employed	637,855	645,085	650,554	678,838	690,188	705,991	723,550	740,648	759,445
Unemployed	300,439	294,963	292,502	277,219	268,809	248,933	225,049	213,564	199,325
Inactive population	710,228	716,166	726,910	716,403	714,497	721,735	730,290	725,723	723,283
unemployment rate	32.1	31.4	31.0	29.0	28.0	26.1	23.7	22.4	20.8

Table 2. Labour force, employed, unemployed and inactive population, 2010-2018

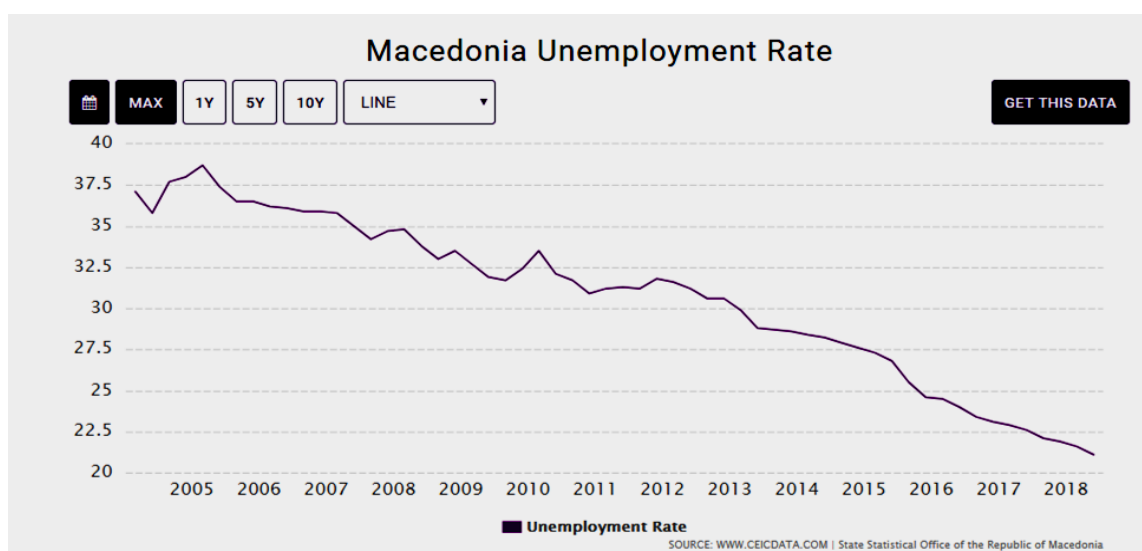


Figure 7. Unemployment rate movement, 2005-2018

Source: CEICDATA.COM / State Statistical Office of the FYR Macedonia

The following Table 3 and Figure 8 show the structure of unemployed persons according to the duration of unemployment for the period 2015-2017. The data show that more than half of the unemployed are unemployed in the longest time category of unemployment (4 years and more), which is one more confirmation for the structural characteristics of unemployment. In addition, there are no drastic differences between female and male unemployed population having in mind the unemployment duration. However, in three years (2015-2017), the percentage of people waiting for employment for more than 4 years has been reduced by about 5%. A moment which can also be emphasized and that creates the potential for motivating the young population is that in the total number of unemployed persons, the share of the young population aged 20-29 is highest, and the unemployment rate for this age group in 2007 is 48.2%, in 2012 -46.1%, and in 2017 - 37.9% (Figure 9). In the period 2007 - 2017, the largest numbers of unemployed persons are waiting for employment for more than a year. In 2017, their share in the total number of unemployed was 77.9%.

Unemployment structure by duration

	Structure by duration of unemployment in %								
	2015			2016			2017		
	total	man	woman	total	man	woman	total	man	woman
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Up to 1 month	3.6	3.2	4.4	4.1	4.0	4.3	5.1	5.2	4.9
2 - 5 months	7.2	7.3	7.0	8.4	7.6	9.9	9.9	10.6	8.8
6 - 11 months	7.5	7.0	8.4	6.6	5.9	7.6	7.1	6.8	7.7
12 - 17 months	6.1	6.0	6.3	6.9	6.4	7.7	6.8	5.8	8.4
18 - 23 months	5.3	5.2	5.4	3.6	3.7	3.5	5.3	5.5	5.0
2 years	0.9	(0.8)	(1.0)	0.5	0.4	0.7	0.8	0.8	0.7
3 years	8.2	8.5	7.6	8.2	7.8	8.8	9.0	8.8	9.4
4 years and more	61.2	62.0	60.0	61.7	64.1	57.5	56.0	56.5	55.1

Table 3. Structure of unemployment by duration

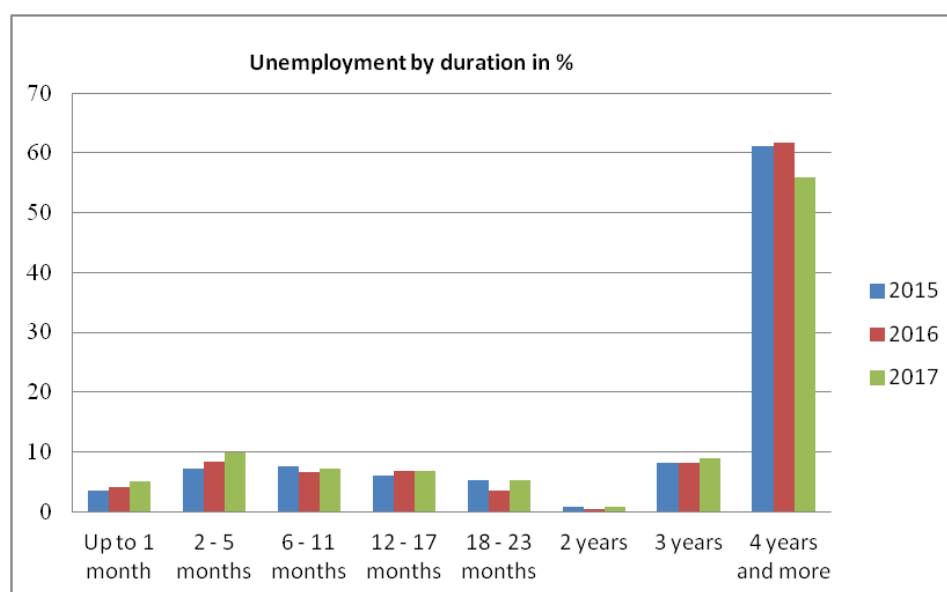


Figure 8. Duration of unemployment in %, 2015-2017

G-07.02.1: Unemployed persons by age, 2017

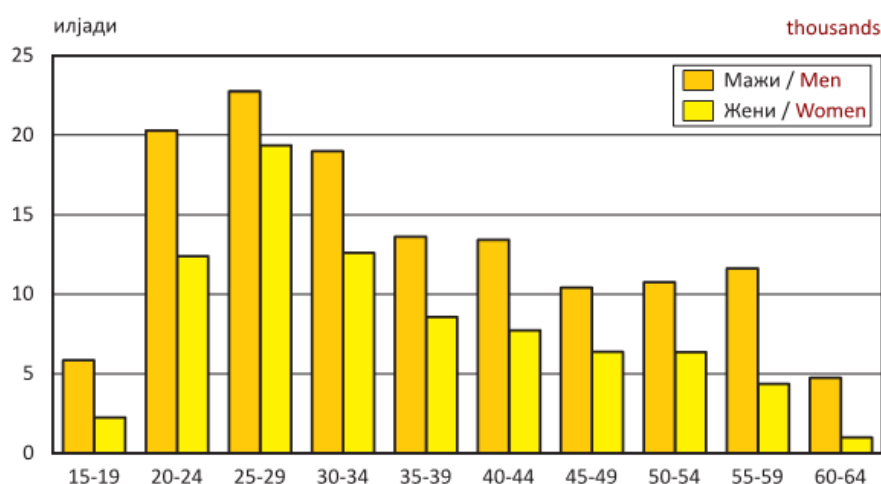


Figure 9. Unemployed persons by age, 2017

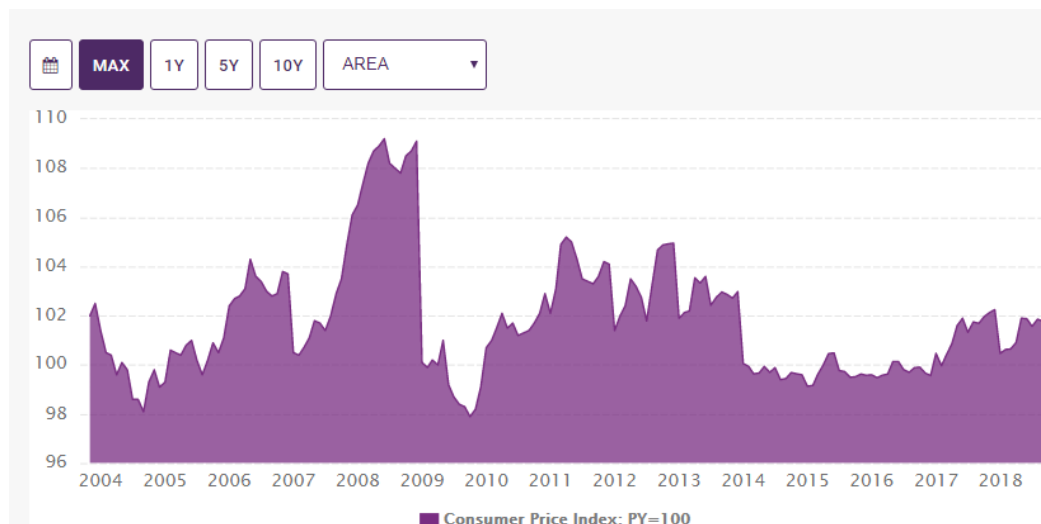
3.3 Consumer Price Index

In FYR Macedonia, the Consumer Price Index or CPI measures changes in the prices paid by consumers for a basket of goods and services. FYR Macedonia's Consumer Price Index: PY=100 data was reported at 102.090 Previous Year=100 in October 2018. This records an increase from the previous number of 101.780 Previous Year from September 2018. FYR Macedonia's Consumer Price Index: PY=100 data is updated monthly, averaging 101.400. Previous Year=100 from November 2003 to October 2018, with 180 observations. The data reached an all-time high of 109.200 Previous Year=100 in Jun 2008 and a record low of 97.900 Previous Year=100 in October 2009. FYR Macedonia's Consumer Price Index: PY=100 data remains active status in CEIC and is reported by State Statistical Office of the FYR Macedonia. The data is categorized under Global Database's FYR Macedonia – Table MK.I001: Consumer Price Index: Previous Year=100.

Last	Previous	Min	Max	Unit	Frequency	Range
▲ 102.090 Oct 2018	▼ 101.780 Sep 2018	97.900 Oct 2009	109.200 Jun 2008	Prev Year=...	Monthly	Nov 2003 - Oct 2018 Updated on 07 Nov 2018

Figure 10. FYR Macedonia's Consumer Price Index: PY=100 in Oct 2018

The following figure 11 shows FYR Macedonia's Consumer Price Index: PY=100 from November 2003 to October 2018.



According to the State Statistical Office data, the Consumer Price Index in November 2018, in comparison with the previous month, was 99.8, while the Retail Price Index was 99.5.

A decrease in the Consumer Price Index in November 2018, in comparison with the previous month, was registered in:

- fresh or chilled fruit by 14.3%,
- frozen vegetables other than potatoes and other tubers by 1.6%,
- oils and fats, dried vegetables, other preserved or processed vegetables by 0.8%,
- milk by 0.6%,
- other bakery products by 0.3%,
- flours and other cereals, yoghurt by 0.2%.

In November, there was also a decrease of the indices of:

- passenger transport by air by 7.4%,
- liquid fuels and lubricants for personal transport equipment by 4.2%,
- gas for household by 2.2%,
- liquid fuels for household, package holidays by 1.6%,
- equipment for reception, recording and reproduction of sound and picture, games, toys and hobbies by 1.0%,

- small electric household appliances, cleaning and maintenance products of the dwelling by 0.9%,
- information processing equipment by 0.6%,
- telephone and telefax equipment by 0.4%,
- photographic and cinematographic equipment and optical instruments, gardens, plants and flowers by 0.2%.

An increase of the Consumer Price Index in November 2018, in comparison with the previous month, was registered in:

- fresh or chilled vegetables other than potatoes and other tubers by 6.0%,
- frozen fruit by 2.2%,
- dry fruit and nuts by 1.6%,
- cheese and curd by 0.9%,
- food products n.e.c by 0.8 %,
- preserved fruit and fruit-based products by 0.6%,
- sugar, jam, honey, chocolate and confectionery by 0.4%,
- meat, fish and seafood by 0.3%.

In November 2018, there was also an increase of the indices of:

- solid fuels by 2.3%,
- paramedical services by 2.1%,
- footwear by 1.0%,
- recording media by 0.4%,
- glassware, tableware and household utensils, spare parts and accessories for personal transport equipment by 0.2%.

The Consumer Price Index in November 2018, in comparison with November 2017, increased by 1.2%, while the Retail Price Index increased by 1.9%.

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G-01: Monthly Consumer Price Index by COICOP, November 2017 - November 2018

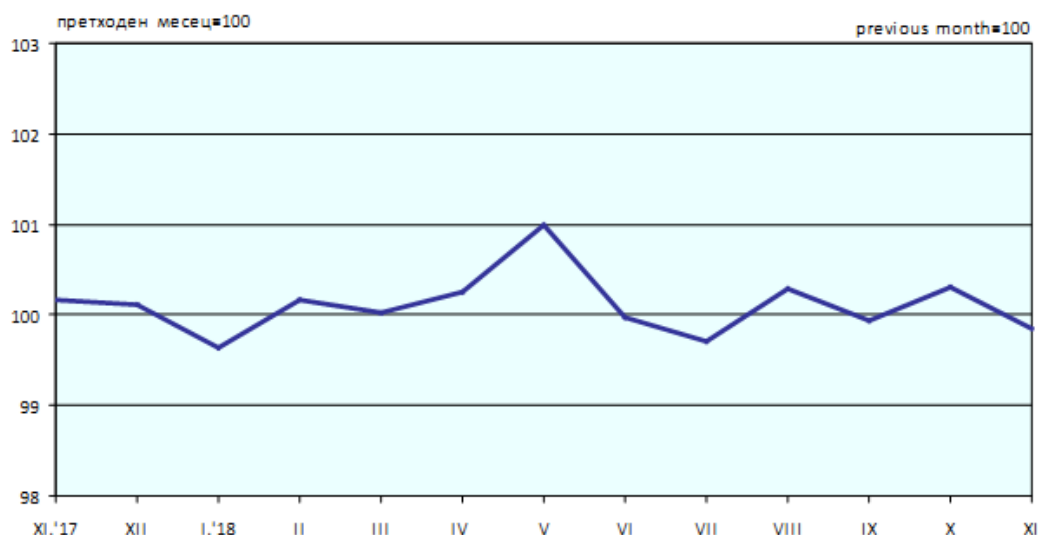


Figure 12. Monthly Consumer Price Index, November 2017-November 2018

Figure 13 presents the forecast of the movement of the FYR Macedonian Consumer Price Index according to State Statistical Office of the FYR Macedonia and www.tradingeconomics.com.

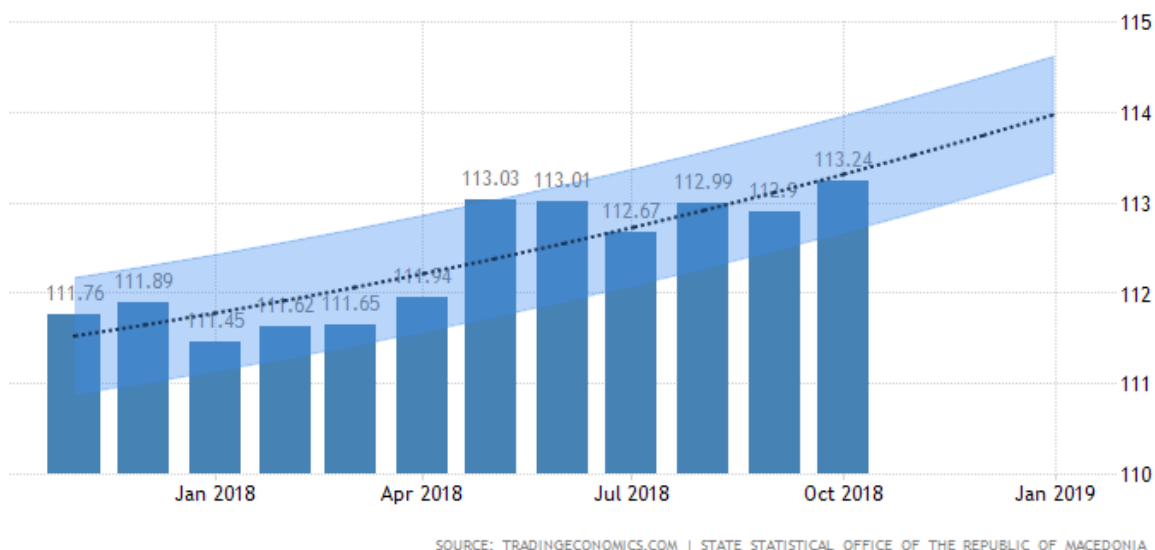


Figure 13. FYR Macedonia Consumer Price Index Forecast

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Consumer Price Index by COICOP, November 2018

	XI 2018 ----- Ø 2017	XI 2018 ----- X 2018	XI 2018 ----- XI 2017	I-XI 2018 ----- Ø 2017	I-XI 2018 ----- I-XI 2017	XI 2018 ----- XII 2017	I-XI 2018 ----- XII 2017
0 TOTAL	101.9	99.8	101.2	101.4	101.5	101.1	100.6
01 Food and non-alcoholic beverages	101.0	100.1	100.5	100.8	100.8	100.5	100.3
02 Alcoholic beverages, tobacco and narcotics	107.3	100.0	104.8	105.3	105.5	104.8	102.8
03 Clothing and footwear	101.1	100.5	100.1	99.5	99.5	100.8	99.2
04 Housing, water, electricity, gas and other fuels	100.3	100.3	100.2	99.9	100.0	100.1	99.8
05 Furnishings, household equipment and routine maintenance of the house	100.3	99.6	100.2	100.7	100.8	100.0	100.4
06 Health	102.3	101.2	102.2	100.5	100.6	101.5	99.8
07 Transport	108.4	97.1	104.7	107.8	108.2	103.7	103.1
08 Communication	100.6	100.0	100.6	100.7	100.7	100.7	100.7
09 Recreation and culture	103.3	99.4	102.3	102.4	102.5	101.9	101.0
10 Education	99.7	100.0	99.7	99.9	99.9	99.7	99.9
11 Restaurants and hotels	103.1	100.1	102.5	101.8	101.9	102.2	100.9
12 Miscellaneous goods and services	100.6	100.0	101.1	100.4	100.4	101.0	100.8

Table 4. Consumer Price Index by COICOP, November 2018

COICOP (Classification of Individual Consumption by Purpose), as an international standard, is classification of personal consumption by purpose. It is used by European Union Member States for calculation of the harmonised index of consumer prices (HICP), which is used as a measure of inflation.

3.4 Economic Environment of the Pelagonia Region

The Pelagonia Region is located in the south of the FYR Macedonia and comprises the Pelagonia basin and the Prespa Lake basin.



Figure 14. Pelagonia Region

This region is the largest, covering 18.9% of the total land area of the country, but also one of the most sparsely populated, having a population density of 48.8 people per km². In 2017, 11.1% of the total population of the FYR Macedonia lived in this region. The Prespa Lake, the Pelister National Park and the winter tourist resort Krusevo represent the basis for development of summer, winter and cultural tourism in the region. This region covers 9 municipalities and 343 settlements. Activity rate for 2017 was 64.8%, employment rate 54.2%, and unemployment rate was 16.3%. That means that Pelagonia region has a lower unemployment rate than the rate for the whole country in the same period (which was 22.4%).

Activity rates of the population aged 15 years and over

	FYR Macedonia			Pelagonia Region		
	2015	2016	2017	2015	2016	2017
Working age population (persons)	1,676,659	1,678,890	1,679,935	187,900	187,181	186,504
Activity rate	57.0	56.5	56.8	66.3	64.9	64.8
Employment rate	42.1	43.1	44.1	52.2	52.5	54.2
Unemployment rate	26.1	23.7	22.4	21.1	19.0	16.3

Table 5. Activity rates in Pelagonia Region, 2015-2017

The following Table 6 shows GDP per capita in the Pelagonia region, as well as the GDP per capita index of Pelagonia Region in relation to the whole country, for the period of the latest available data, i.e. 2013-2015. The data show that GDP per capita in the Pelagonia region is very close to the same data for the whole country, i.e. there is no big deviation in either positive or negative direction.

Gross domestic product, per capita

in denars

	FYR Macedonia			Pelagonia Region		
	2013	2014	2015	2013	2014	2015
GDP, per capita	243,161	255,206	269,996	243,279	251,988	260,855
Rate	100.0	100.0	100.0	100.05	98.74	96.61

Table 6. Pelagonia Region GDP per capita, 2013-2015

In the same direction as tourism as part of the service sector has a significant place in the formation of GDP in FYR Macedonia and there is still space for improvement of tourism activity, there is also space for improvement of tourism activity in the Pelagonia Region. Data below presented in Table 7 show basic tourism indicators in Pelagonia Region in relation to the same indicators in the whole country (last available data, 2017). It is obvious that all indicators are ranging from 4.0% to 13.9%, indicating the existence of huge space for the improvement of tourism activity in this region.

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Tourism in Pelagonia Region

	FYR Macedonia			Pelagonia Region					
	2015	2016	2017	2015		2016		2017	
				total	%	total	%	total	%
Number of rooms	27,812	28,305	28,759	3,386	12.2	3,417	12.1	3,414	11.9
Number of beds	72,021	73,168	74,257	9,993	13.9	10,078	13.8	10,203	13.7
Total number of tourists	816,067	856,843	998,841	62,019	7.6	58,355	6.8	63,549	6.4
Domestic tourists	330,537	346,359	368,247	40,447	12.2	37,012	10.7	38,074	10.3
Foreign tourists	485,530	510,484	630,594	21,572	4.4	21,343	4.2	25,475	4.0
Total nights spent	2,394,205	2,461,160	2,775,152	157,766	6.6	141,153	5.7	161,751	5.8
Domestic nights spent	1,357,822	1,407,143	1,480,460	104,922	7.7	90,028	6.4	93,314	6.3
Foreign nights spent	1,036,383	1,054,017	1,294,692	52,844	5.1	51,125	4.9	68,437	5.3

Table 7. Basic tourism indicators in Pelagonia Region, 2015-2017

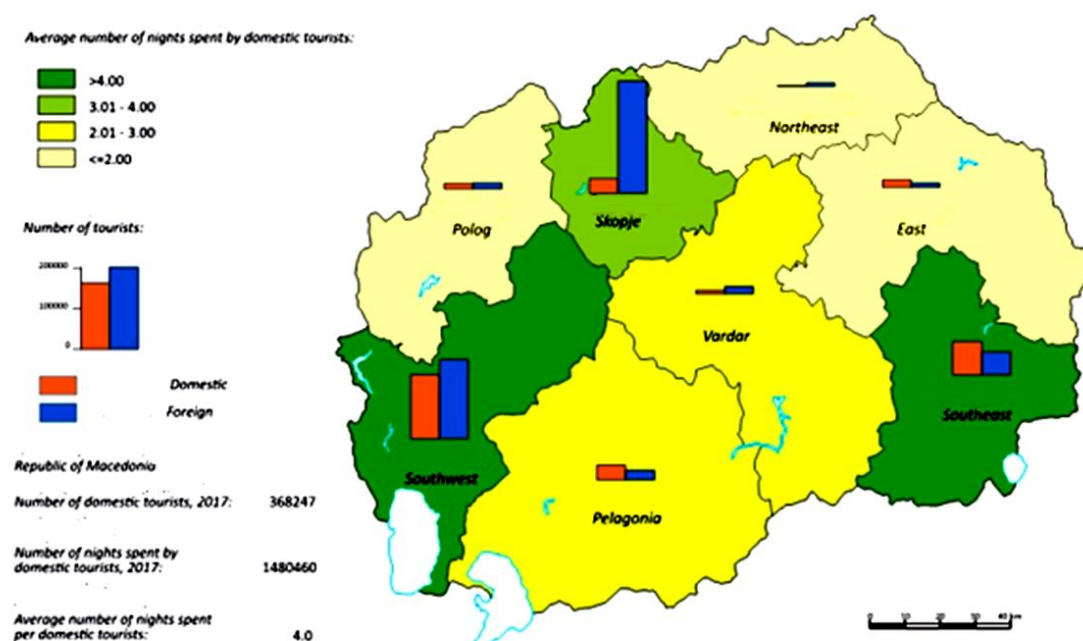


Figure 15. Number of tourists and nights spent, position of Pelagonia Region, 2017

4. IT ENVIRONMENT

When talking about the modern information environment, it is thought of the changes that happen constantly, because of which the modern economy characterizes the development of digital and telecommunication technologies. These changes are so significant that the modern economy, after the expression information age, acquires a new name: networking economy (network economy), cyber economy, digital economy, web economy, e-economy, that is, e-business.

The new economy, e-economy or information economy are concepts that describe new products, services and markets, related to the widespread use of computers, mobile communications and, in particular, the Internet, both in other economic sectors and in tourism. Although there is no one commonly accepted e-economy definition, different sources of information ample with many similar attempts to define.

As a cultural and civilization paradigm of the modern world, Internet is the world's largest computer network, involving millions of people and businesses with the ability to communicate with each other and access different data and information. In this sense, the digital economy, as the successor to the traditional economy, is leant toward the results and infrastructure of the largest computer network-Internet, which is open to public use. Through it all kinds of information (text, number, image and sound) are converted into digital form, and as such are suitable for processing, transmission and storage in any computer.

The received computer applications are suitable for all types of businesses, so that, especially in the tourist business, each employee has a powerful tool for analyzing and using the information received. The application of the internet in business means a good knowledge of the advantages of digital technologies, as well as understanding how thoroughly the business processes will change.

4.1 Internet

Often the Internet is described as a network that covers all computer networks, which only operates globally. The Internet is a public network, and the key explanation for its enormous success, unstoppable expansion and entry into all levels of public and private life is the implementation of open standards. In a literal translation, the Internet means "network in the network", that is, intracunction between multiple computers connected in small structural networks, which further interconnect and create one global network.

The Internet as a new electronic medium offers great opportunities for acquiring new buyers and developing business relations in the field of tourism. In addition to the information, the Internet allows the buyers great opportunities for quick delivery of products and services at any time, which is a significant facilitation of everyday business.

4.2 Web 2.0

In addition to the Internet, Web 2.0 is a trend in the World Wide Web technology, which is based on principles of social and web sites and allows web site visitors to participate in content creation. The term is created to designate a new version, that is, a second generation web and host a service that places a large number of data provided to visitors to websites (one-way flow of infiltration) implies interactive two-way communication between users and computers, and between users and other users, allowing web site visitors to be passive observers, but also able to participate in the creation of web content on their own.. Web 2.0 is a business revolution in the computer industry caused by treating the network as a platform and trying to understand the rules for success of that new platform.

4.3 Social Networks

Social networks are directly related to social marketing which is new very successful way of communication and promotion. Social marketing in many cases is even more effective than those in media, particular radio or TV, and is free of charge or with symbolic process. It is process of promotion and business model with marketing effect transferred globally.

Social networks in tourism marketing are applicable for more aims:

1. Promotion of new tourist product or service
2. Creating consumer/tourist trust;
3. Maintaining customer relationships and acquiring new ones;
4. Exploring the habits of consumers/tourists and the market.

4.4 Facebook

Facebook is the most popular communication network and depending on whether the business is focused on global or local market, the businesses through Facebook have potential to reach to millions of people.

In particular, on Facebook there are plenty of groups and pages regarding the region from which potential tourists can retrieve information. For example, Pelagonia.mk is facebook page and also web page full of information for residents of the region, but also for tourists.

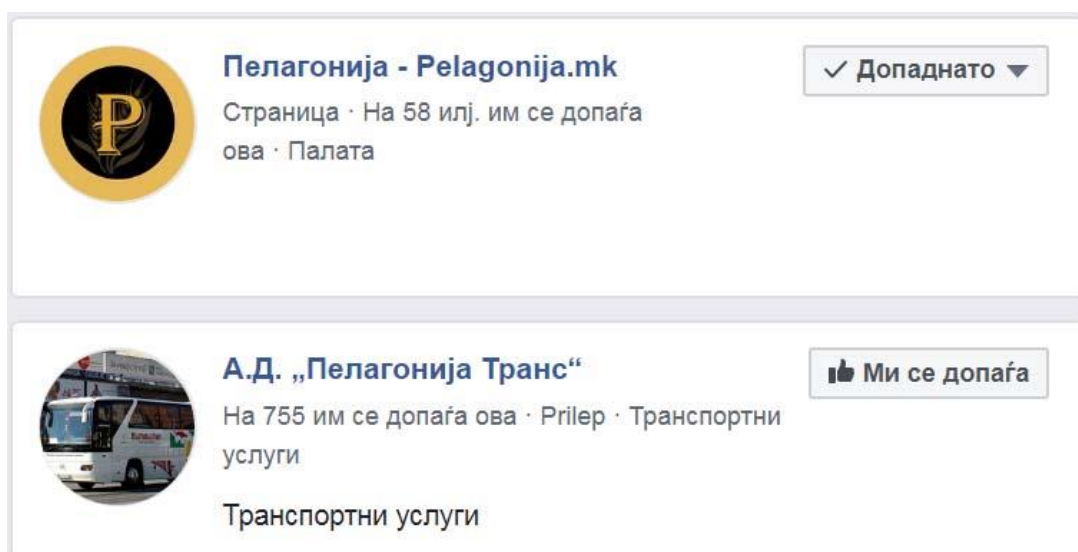


Figure 16. Local businesses on Facebook (1)



Figure 17. Local businesses on Facebook (2)




Figure 18. Local businesses on Facebook (3)



Pretor

На 3,2 илј. им се допаѓа ова · Pretor, Resen, Macedonia · Бар и скара Pretor

 Ми се допаѓа



Pretor Beach


На 910 им се допаѓа ова · Pretor, Resen, Macedonia · Плажа pretor smestaj

 Ми се допаѓа



Hotel Pretor

На 887 им се допаѓа ова · Компанија за храна и пијалаци
Компанија за храна и пијалаци

 Ми се допаѓа

[Види ги сите](#)



Marija Petkovski ▶ Turisticki Agencii

11.2.2015 · T.A. PALAS - BITOLA KOVIOU HOLIDAY VILLAGE - NIKITI 7 nokevanja so pojadok i vecera (svedska masa)+pijalok 20% popust za early booking. tel. za rezervacii: 047/232-980




3 коментари




BalkanFun Bitola ▶ Turisticki Agencii

11 дек. · LAST MINUTE! Последните места се со алармантно ниски цени! Искористи ја оваа можност и резервирај си најдобар дочек за Нова година! Искористи го попустот од 30 евра по лице и патувај на најмасовното патување за крај на оваа година!...




4



Alen Ganic ▶ Turisticki Agencii

16.12.2016 · Samo so Ideal Prevoz Nova godina vo Praga 3 nokevanja + poseta na Viena !!! Cena 7,900 Ne dozvoluvajte drugite da vi raskazuvaat !!! Besplaten transfer od Bitola, Prilep, Kavadarci Negotino i Veles. Informacii na tel:...



3

1 коментар



Figure 19. Local businesses on Facebook (4)

4.5 Twitter

After Facebook, Twitter is the most popular promotion network. This network has over 320 million active users and is an excellent platform for promoting a particular company and its activities.

Short promotional campaigns, useful content, answering questions from potential buyers are part of the activities of companies using Twitter to gain more followers. This network is not yet used for such purposes in the field of tourism in the Pelagonia region, which is an obvious lack in the promotion of the Pelagonia region. Twitter is great for short promotional campaigns, discounts, awarding prizes and free services for those users who will retweet a

particular message. Twitter is fast and is a simple way to acquire a significant number of followers and expand the news about the product in a relatively short time

4.6 LinkedIn

LinkedIn is the basic social network for all companies that are used to work. On this network, companies seek collaboration, perform their work duties and it is advisable that each company initially have a profile on this network if it wants to progress in its career.

In recent years, this network has introduced a number of ways to promote a particular brand. It is an excellent opportunity for interconnecting the businesses and professionals in Pelagonia from the field of catering and tourism.

Companies can list products or services they offer with images and videos, may require users to recommend it to their circle of friends, which creates trust between the company and customers, and the product or service becomes known to a wider circle of users. This network has over 400 million users.

4.7 The role of the new e - intermediaries in the sale of hotel facilities

The great dependence of the tour operators' hotels when it comes to filling the capacities is expressed in hotels of tourist destinations that are distant from the main tourist markets. Despite the tendency of dynamic growth of individual travel, it is a fact that a major limiting factor is airline shipping at relatively low prices. When it comes to individual users of hotel services, the potential hotel guests were directly contacting the hotel via telephone or mail or by using travel agencies as intermediaries until the emergence of the Internet. Today on-line reservation of hotel rooms is a widespread way of booking hotel facilities. Potential guests can book directly through the hotel's web site, but the most common use of on-line agencies is irrelevant.

Even when the guest chooses for a direct booking of the hotel, the presented offers of several on-line agencies make it easy to compare the prices and certain amenities offered by some hotels. In this way, the competitiveness in the tourist offer is especially evident.

The new e-intermediaries have advantages in the sale of hotel facilities compared to classical intermediaries, some of which are:

- greater efficiency in carrying out business operations
- lower operational operating costs
- attractive prices of the offered hotel facilities.

The attractive or low prices of the offered hotel facilities, for the majority of consumers, represent the main reason for visiting the Internet sites, and a special advantage is achieved thanks to last minute offers.

4.8 TripAdvisor

It was founded in 2000 and today it is one of the most visited tourist sites in the world, which helps users to plan their trip. He is present in 47 countries around the world, 28 languages, including the United States, Britain, Spain, Italy, Turkey, Japan, Denmark, Brazil, Mexico, Japan and other countries. The site can find more than 290 million comments and opinions from users covering more than 5.3 million visitors, restaurants and attractions.¹

TripAdvisor works in cooperation with 23 other tourist brens: AirFareWatchdog, BookingBudii, CruiseCritic, EveryTrail, Family Vication Critic, Onetime, Tingo, Tripbod, Viator and other.²

¹ www.tripadvisor.com/PressCenter-c6-About_Us.html

² www.tripadvisor.com/PressCenter-c4-Fact_Sheet.html

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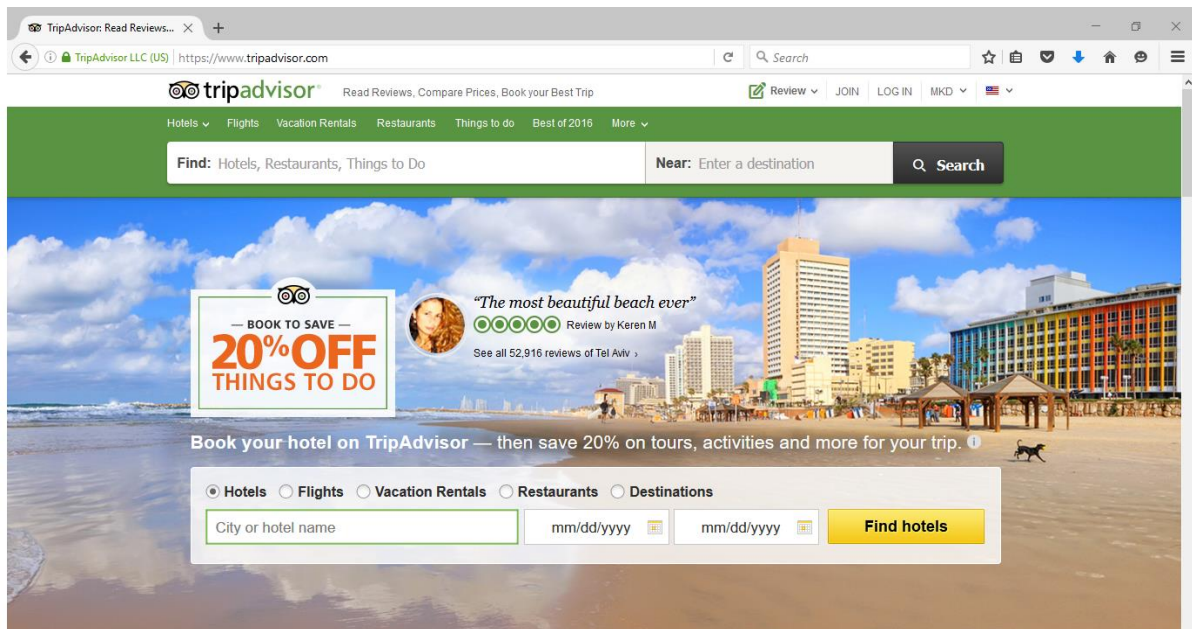


Figure 20. A basic TripAdvisor web-page

TripAdvisor offers rich content that consists of more than 270,000,000 reviews, 950,000 hotels and boarding houses, 720,000 accommodation facilities, 3,000,000 restaurants and more than 560,000 tourist attractions in 123,000 destinations. Over 38,000,000 images of tourists are on the site, and on average about 2,600 new themes start each day on the forum's site. With more and more tourists using mobile applications in and after the trip, TripAdvisor offers the following: Near Me Now - An app that finds restaurants, attractions and restaurants nearby, Off Line Feature - which offers access to reviews on TripAdvisor, images, maps before the user starts the journey and allows them to access that information when on the go and if it is not connected to the Internet in order to avoid expensive roaming charges; Neighborhoods - allows users to explore settlements in popular tourist destinations, thus facilitating the finding of restaurants, accommodation or attractions. Within the applications you can find descriptions, pictures, maps and comments for the best restaurants, discos and specific parts of the destination.

TripAdvisor is a very important website where tourists find relevant data and can share positive and negative experiences. according to the above, it can be concluded that visiting this site is a significant step in travel preparation for many tourists, and with the growing use of technology it is expected that the listed numbers will grow more.

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We can find information and possibility to make reservations in many hotels and restaurants in Pelagonia region. In the following images we can see some of them.

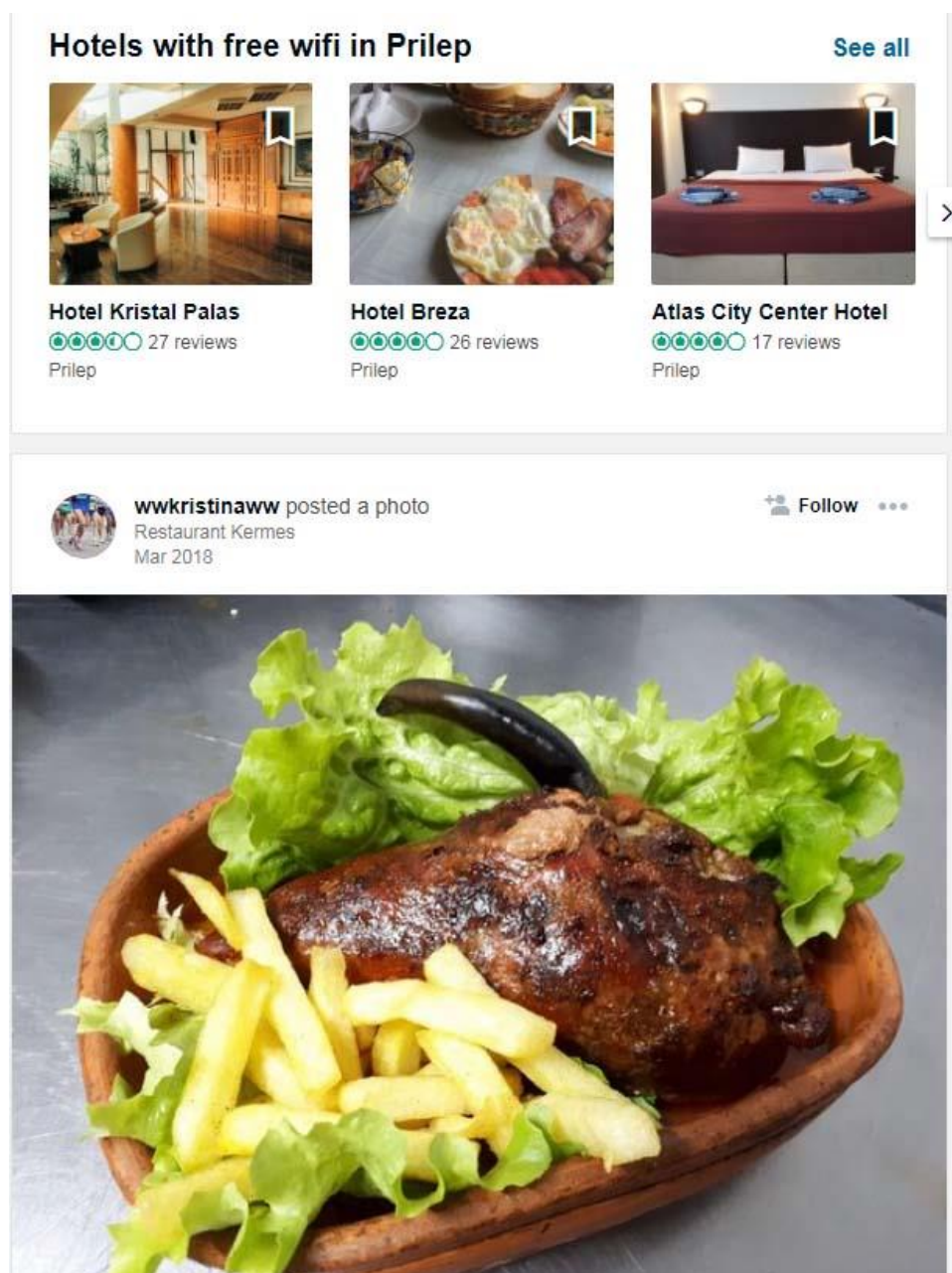


Figure 21. Accommodation Units on TripAdvisor (1)

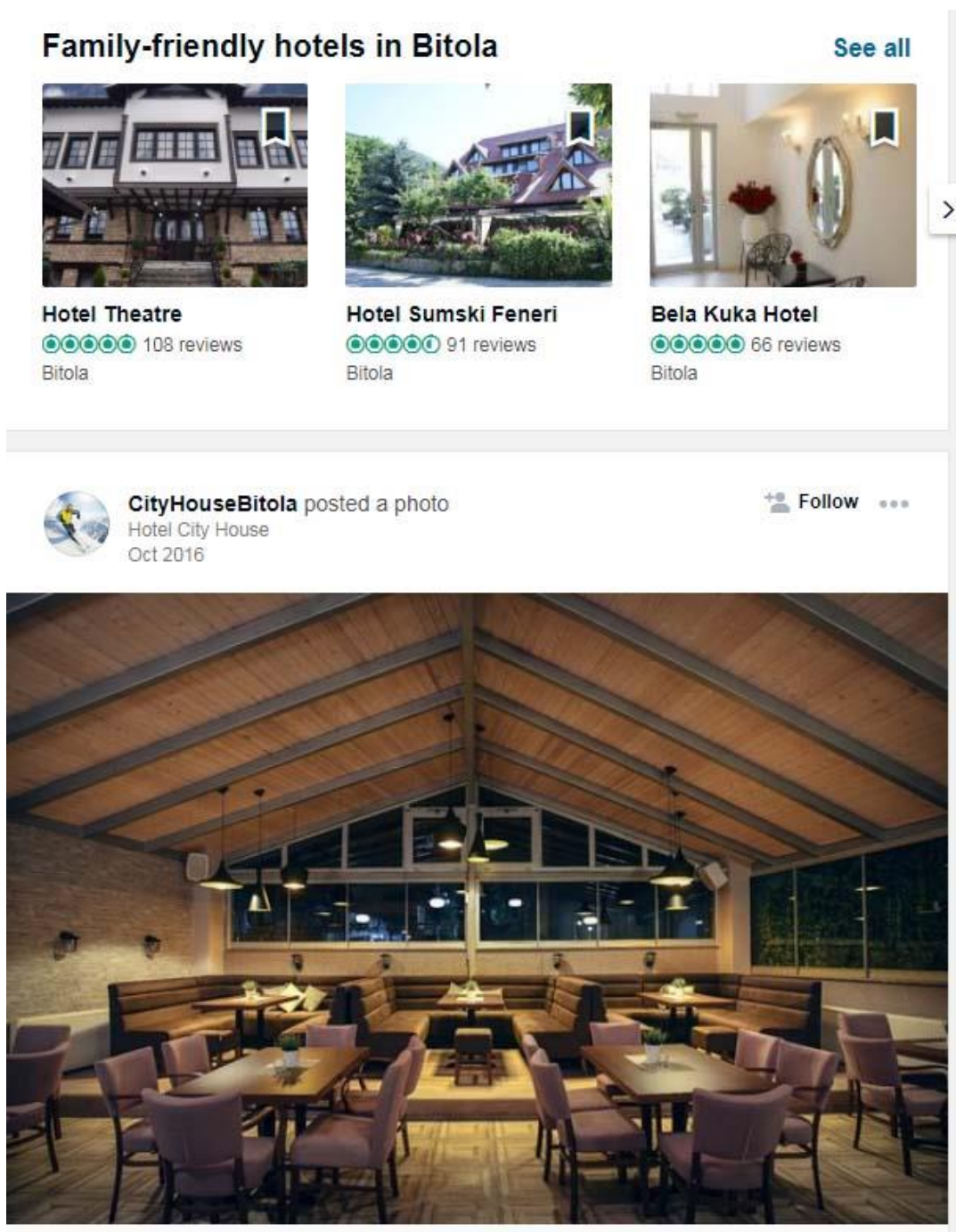


Figure 22. Accommodation Units on TripAdvisor (2)

Concerning the local taverns and restaurants, there are several units that are registered in the platform as presented in the following images.

Good for lunch in Bitola

[See all](#)



Grne

4.5 124 reviews
Bitola



Kus-kus

4.5 50 reviews
Bitola



Pub Bourbon Street

4.5 46 reviews
Bitola



osatas posted a photo
Lounge Bar Manaki Bitola
Apr 2014

[Follow](#)



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Makedonska Kuka

34 reviews

#1 of 29 Restaurants in Prilep

\$\$ - \$\$\$, Eastern European, International, Grill, Vegetarian Friendly

"great service and excellent ambient" 04/22/2018

"Useless staff" 09/22/2017



Del Posto Prilep

22 reviews

#2 of 29 Restaurants in Prilep

European, Italian, International, Mediterranean

"Večera" 08/06/2018

"Great pizza!" 04/29/2018



Pizzeria Leone

13 reviews

#3 of 29 Restaurants in Prilep

\$, Pizza, European, Italian, Mediterranean

"Fantastic Pizza!" 10/26/2017

"I highly recommend this place !" 01/14/2017



Art Cafe Aporea

6 reviews

#4 of 29 Restaurants in Prilep

"The best one" 08/21/2018

"Great fruit cocktails" 10/07/2017

Figure 23. Local taverns and restaurants on TripAdvisor



Figure 24. Accommodation Units on TripAdvisor on FYR Macedonia side of Prespa Lake


4.9 Booking.com

One of the biggest online reservation system is booking.com. It is established 22 years ago in Amsterdam as Dutch startup. It offers accommodation in 230 countries and territories worldwide. Each day more than 1,550,000 room nights are reserved on the website.^[3] The site is available in 43 languages.^[3] Their slogan is "Homes, houses and everything in between", although in commercials it is "Booking.com".



Booking.com and its sister companies were the top spender in the travel & tourism category for Google Adwords in 2016, spending \$3.5 billion.

We can find many accommodations in Pelagonia region on this reservation system. In this region we have National Park Pelister and winter sport center Krushevo which offers many accommodations. On the following image we can see some of them.

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Best seller

Hotel Treff ★★★★★  

Bitola – Show on map 📍 (800 m from center)

1 person is looking right now
In high demand! Booked 4 times in the last 24 hours


Great Value Today

Twin/Double Room 🛏️
Only 3 rooms left!
Risk Free: You can cancel later, so lock in this great price today!



Wonderful 327 reviews **9.0**
Staff 8.9

Price for 3 nights
€ 120
includes taxes and charges
FREE cancellation
No prepayment needed

[See our last available rooms >](#)




Great for 2 travelers

Hotel Theatre ★★  

Bitola – Show on map 📍 (1 km from center)

Reservation possible without a credit card

Great Value Today


 97% of guest reviewers had their expectations of this property met or exceeded


Double Room 🛏️
In high demand – only 1 room left!

Exceptional 452 reviews **9.6**
Staff 9.9


Price for 3 nights
€ 97
includes taxes and charges

[See our last available rooms >](#)



Apartments **Theatre Apartments** 


Bitola – Show on map

 **You just missed it! Our last room sold out 3 days ago.**
Your dates are popular – we've run out of rooms at this property! Check out more below.

Exceptional 69 reviews **9.6**
Staff 9.8

Figure 25. Accommodation Units on Booking.com, Bitola, FYR Macedonia

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“Greece-The former Yugoslav Republic of Macedonia 2014-2020”



Vacation Home Sonceva vila

[Resen – Show on map](#)

[\(2.9 km from Pretor\)](#)

Reservation possible without a credit card

Vacation Home ★★★★ – 100 m² – Bigger than most in Resen

In high demand!

Risk Free: You can cancel later, so lock in this great price today!

Price for 2 nights

€ 160

includes taxes and charges

FREE cancellation


No prepayment needed

Choose your stay >

🏠

Vacation rentals might be an option for you.
Find the perfect property for your trip!

Show vacation rentals

Breakfast included


Royal L Hotel ★★

[Resen – Show on map](#)

[\(8.6 km from Pretor\)](#)

Great Value Today

Twin Room 👤👤

Only 2 rooms left!

Very Good 8.3

20 reviews

Staff 9.0


Price for 2 nights

€ 64

includes taxes and charges

Breakfast included

See our last available rooms >

Breakfast included


Apartment A Couples Retreat "Silver Pine"

[Bitola – Show on map](#)

[\(17.9 km from Pretor\)](#)

Reservation possible without a credit card

Apartment 👤👤 – 35 m² – Bigger than most in Bitola

Risk Free: You can cancel later, so lock in this great price today!

Exceptional 10

5 reviews

Staff 10

Guest Favorite

Price for 2 nights

€ 64

+€ 4 taxes and charges

Breakfast included

FREE cancellation

No prepayment needed

Select your apartment >

Figure 26. Accommodation Units on Booking.com – Pretor FYR Macedonia (2)

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“Greece-The former Yugoslav Republic of Macedonia 2014-2020”

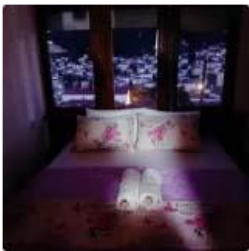



	<p>On Top Apartments ★★★★★</p> <p>Kruševo – Show on map (400 m from center)</p> <p>Located in Kruševo, less than 1 km from Chair-lift - Žičnica, On Top Apartments provides accommodations with free WiFi and a terrace.</p> <p>Reservation possible without a credit card</p>	<p>Wonderful 15 reviews 9.1</p> <p>Staff 9.5</p> <p>Show prices</p>
	<p>VilaGora ★★★</p> <p>Kruševo – Show on map (550 m from center)</p> <p>With mountain views, VilaGora is located in Kruševo and has free WiFi. Each unit features a terrace with garden views, a fully equipped kitchen and a private bathroom with shower.</p> <p>Reservation possible without a credit card</p>	<p>Show prices</p>
	<p>Hotel Montana Palace ★★★★★</p> <p>Kruševo – Show on map (650 m from center)</p> <p>Enjoying a quiet location and surrounded by pine trees, Hotel Montana Palace is set on a hilltop overlooking the town of Kruševo.</p> <p>Reservation possible without a credit card</p>	<p>Very Good 74 reviews 8.1</p> <p>Staff 8.5</p> <p>Show prices</p>
	<p>Vila Toše D. Kruševo ★★★</p> <p>Kruševo – Show on map (150 m from center)</p> <p>Located in Kruševo, ***Vila Toše D. Kruševo has accommodations with a garden, free WiFi, a shared kitchen, and a shared lounge. Guests benefit from a balcony and a terrace.</p> <p>Reservation possible without a credit card</p>	<p>Very Good 10 reviews 8.4</p> <p>Cleanliness 8.3</p> <p>Show prices</p>

Figure 27. Accommodation Units on Booking.com – Kruševo FYR Macedonia

Interreg IPA Cross-Border Cooperation Programme
“Greece-The former Yugoslav Republic of Macedonia 2014-2020”





	<p>Atlas City Center Hotel ★★★★★</p> <p>Prilep – Show on map (50 m from center)</p> <p>Located in Prilep, Atlas City Center Hotel has a bar. With free WiFi, this 4-star hotel offers a 24-hour front desk. The hotel provides an International restaurant.</p>	<p>Very Good 8.5</p> <p>202 reviews</p> <p>Staff 8.8</p>
Show prices		
	<p>Markos Towers Apartments</p> <p>Prilep – Show on map (2.6 km from center)</p> <p>Located in Prilep, 28 miles from Bitola, Markos Towers Apartments provides a terrace and free WiFi.</p> <p>Reservation possible without a credit card</p>	<p>Excellent 8.9</p> <p>134 reviews</p> <p>Staff 9.4</p>
Show prices		
	<p>Holiday Apartments Prilep</p> <p>Prilep – Show on map (500 m from center)</p> <p>Offering a terrace and free WiFi, Holiday Apartments Prilep has accommodations in Prilep. All of the units feature a private bathroom, flat-screen TV, fully-equipped kitchen and balcony.</p> <p>Reservation possible without a credit card</p>	<p>Exceptional 9.8</p> <p>7 reviews</p> <p>Staff 10</p> <p>Guest Favorite</p>
Show prices		
	<p>Guest House Antika</p> <p>Prilep – Show on map (450 m from center)</p> <p>Guest House Antika features free WiFi and views of mountain in Prilep. The property has a garden, as well as a shared lounge. Rooms are equipped with a flat-screen TV with satellite channels.</p> <p>Reservation possible without a credit card</p>	<p>Exceptional 9.5</p> <p>99 reviews</p> <p>Staff 9.6</p>
Show prices		

Figure 28. Accommodation Units on Booking.com – Prilep, FYR Macedonia

4.10 Exploringmacedonia

ExploringMacedonia.com is main web portal in the FYR Macedonia, sponsored by the Ministry of Economy. It gives all the necessary information for tourists that what to visit this country. Besides the information about different tourist destination, visitors of this site can make reservation of accommodation in different places in FYR Macedonia.

Interreg IPA Cross-Border Cooperation Programme “Greece-The former Yugoslav Republic of Macedonia 2014-2020”

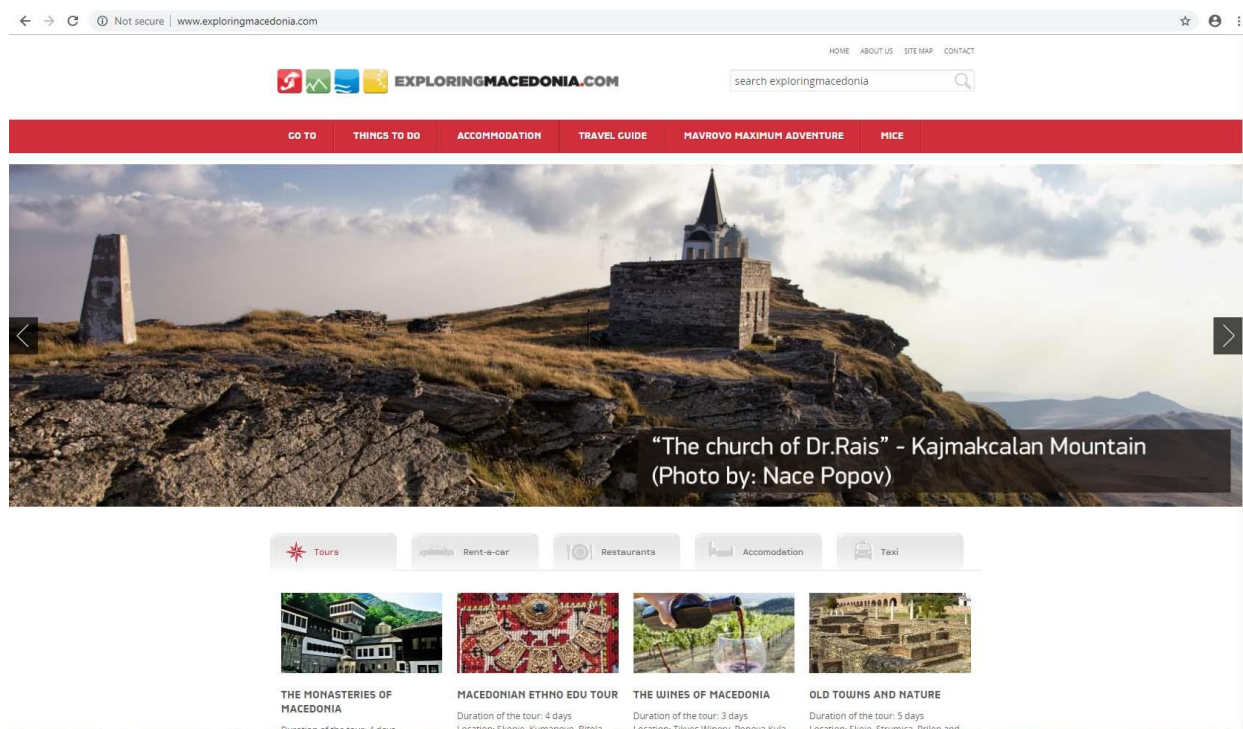



Figure 29. Front page of exploringmacedonia, main portal for tourism

On this site we can find accommodation and restaurants in Pelagonia region. On the following images we can see some of them.




Ambassador Hotel Bitola ** , Bitola**

Is the newest and most modern hotel in the town of Bitola. The hotel is located in the centre of town. »

Room Type	Capacity	Price (EUR)	
Double room	2	58.00 €	book now →

[+ More information on the hotel page](#)




Milenium ** , Bitola**

Hotel Millennium - Bitola is an attractive hotel built in baroque style, located in the center of Bitola. »

Room Type	Capacity	Price (EUR)	
Double Room	2	60.00 €	book now →
Appartment	2	90.00 €	book now →
Suite	2	70.00 €	book now →

[+ More information on the hotel page](#)




Tokin House * , Bitola**

Hotel Tokin-House in the heart of Bitola, located in the main street Sirok Sokak is built in the spirit »

Room Type	Capacity	Price (EUR)	
Double room	2	44.00 €	book now →

[+ More information on the hotel page](#)




Epinal ** , Bitola**

Each of 82 spacious, comfortable guest rooms at the Hotel Epinal is tastefully decorated with pretty, »

Room Type	Capacity	Price (EUR)	
Suite with a living room	2	210.00 €	book now →
Standard Double Room	2	80.00 €	book now →

Figure 30. Hotels listed on exploringmacedonia.com located in city of Bitola




Hotel Kristal Palace *** , Prilep**

In the hotel there are 22 rooms and 4 apartments. Every room is equipped with large bathroom, air-conditioner, »

Room Type	Capacity	Price (EUR)	
Double Room	2	59.50 €	book now →
Apartment	2	95.50 €	book now →

[+ More information on the hotel page](#)




Salida Hotel ** , Prilep**

The Salida Hotel is located in the southern end of the town of Prilep. It offers you a maximum comfort »

Room Type	Capacity	Price (EUR)	
Double Room	2	61.70 €	book now →

[+ More information on the hotel page](#)




Breza Pension ** , Prilep

The Breza hotel is positioned in the southern part of the town of Prilep. Open in the year of 2003, it »

Room Type	Capacity	Price (EUR)	
Double Room	2	34.00 €	book now →


[+ More information on the hotel page](#)

Figure 31. Hotels listed on exploringmacedonia.com located in city of Prilep




Danfil Apartments , Ohrid
Danfil Apartments, Ohrid are located in the centre of the town. We are offering two de luxe furnished »

+ More information on the hotel page




Apartments Alfi, Ohrid , Ohrid
Apartments Alfi in Ohrid are located in the centre of the town, opposite of Hotel Palas, 150m from the »

+ More information on the hotel page




Villa Mal Sveti Kliment , Ohrid
Exclusive 5* villa, located near the entrance of the old city of Ohrid called Lower Gate, in a quiet »

+ More information on the hotel page




Apartment Cyril , Ohrid
The apartment "Cyril" is located 7-8 minutes walk to the Ohrid city square, near the famous beach Cuba »

+ More information on the hotel page



Villa Dihovo , Bitola
Villa Dihovo is located on Mt. Pelister. In the village there is a natural pool on the r. Dragor, and »

+ More information on the hotel page



Villa Dojrana , Dojran
If you want to have peace and calmness and to feel the true soul of Dojran , you can always visit us »

+ More information on the hotel page

Figure 32. Private accommodation listed on exploringmacedonia.com located in city of Krushevo

5. ANALYSIS OF THE SPATIAL POSITION OF PELAGONIA AS A TOURIST VALUE

The territory of Pelagonia mountain region covers an area of 4,717 km² or 18.9% of the total territory of the country. It includes the following municipalities: Bitola Municipality, Demir Hisar Municipality, Krivogashtani Municipality, Krushevo Municipality, Mogila Municipality, Prilep Municipality, Resen Municipality, Novaci Municipality and Dolneni Municipality.



Figure 33. Municipalities in Pelagonia planning region

The greatest part of the communities which belong to the systematic region of Pelagonia are rural communities with expressed possibilities for development to the rural tourism. This kind of disorder and territorial organization enables the active tourism to combine with rural tourist contents and to receive in its value through creating tourist products.

Pelagonia has an inter-boundary character because it extends both on the territory of the FYR Macedonia and in the Republic of Greece. Pelagonia represents the largest valley in the FYR Macedonia. Regarding the fact that it is surrounded by mountains, it represents an excellent basis for the development of various selective tourism types. It has considerable

tourist significance because the heterogeneous borderline structure allows for cross-border cooperation on various grounds. The particular importance is the openness and functionality of this border.

A cross-border collaboration is vital as it enables the active tourism in the community to attain international features. This has a double meaning. On one hand, the first meaning is that the emitting zone is widening for visits at this area in the frames of tourist products from active tourism. On the other hand, the second meaning refers to a combined way of using the resources when creating a tourist offer from active tourism into international waters. By that way the active tourism becomes more competitive and has a feature in increased interest.

In the function of the development of international tourism activities, the Medzitlija border crossing is the dominant place. However, the Pelagonia space communicates with the Thessaloniki Field, not only through this border crossing, but also through the Bogorodica border crossing, which is considered to be the most frequent in the cross-border area with Greece. In line with the efforts to improve the fluctuation, the Markova Noga border crossing border is expected, which will enable greater connection of the Lerin Valley with the Pelagonia mountain region, more precisely with Prespa at the FYR Macedonian side.

5.1 Functional characteristics of the tourist geographic position of Pelagonia

The Pelagonia region is characterized by its functional features of the tourist-geographic position. ***Transitivity, contactibility and polyvalence*** should be emphasized as functional features of the tourist-geographical position. These features derive from the fact that Pelagonia region is not an isolated territorial unit, but it is characterized by complexity both in terms of its passage and communication, as well as in terms of the surrounding, diversity and the number of tourist values it possesses.

- The ***transitivity*** of the tourist area is underlined by the fact that significant travel routes pass through this area. Among the most important transit routes, the routes across Pelagonia, Prilep and Bitola fields in the FYR Macedonia and the Lerin Field in Greece, are differentiated, which further leads to the modern Via Egnatia road (E-90).

From the area of Pelagonia through the Skochivirska canyon leads the communication to the corridor E5 that extends along the valley of Vardar to Thessaloniki. Thus, the east-west transit route is established, which through the Pelagonia region enables connection of eastern European countries and countries of the Asian continent with the Adriatic coast, and further, through Italy and with the whole of South-West Europe. At the same time, the transitability of Pelagonia enables the acceptance of passengers that are directed to the South-west planning region in the FYR Macedonia as the most attractive tourist destination. This transit has important functional features since it provides easier access by tourists to the attractive destinations in Pelagonia. Thus, the transit position of Pelagonia is also reflected in terms of domestic tourist turnover regional and local frameworks. Regional tourism movements are taking place from city centers to attractive rural areas.

Based on this expressed transitivity of Pelagonia, we should conclude that it represents itself as a tourist value and an opportunity for the development of transit tourism, and also enables travelers who transit to visit the tourist potentials in this region. Transit also gets a dual content basis for differentiating selective tourism types and utilizing potentials.

Nonetheless, beside the fact that it's a matter of expressed value in communicative relations, the water traffic through the Prespa Lake still remains just a potential. The possibilities on the Prespa Lake for a united offer into the rural tourism are not enough used.

As identified localities for transit-tourist activities along the road direction E65 in this region are: Border passage Medzitlija, Bitola, Heraklea, Resen and Prilep (on FYR Macedonian, Меџитлија, Битола, Хераклеја, Ресен, Прилеп). This advantage might be used to develop the transit tourism in order a combination of the values for active tourism with cultural attractions to be enabled.

- The **contactibility** of the tourist-geographical position consists primarily of the fact that the region has a significant place on the Balkan Peninsula and its border neighborhood with the surrounding regions. Hence, the attitude of the openness of the FYR Macedonia, and thus Pelagonia towards Greece, as well as the proximity of Albania provides positive impacts on the way of using the tourist potentials. The number of cultural collectivities in its close neighborhood increases the interest in visiting this region, because it also contains so many values.

The fact that the contact is realized through the open space of Pelagonia itself in the FYR Macedonia and in Greece facilitates the circulation of the tourist client from one country to another. In addition, the Pelagonia planning region is closely connected with the South-west planning region and the Vardar region in the FYR Macedonia. In this way there is an open possibility of using this contact to create tourist products with different values.

-The ***polyvalence*** of the tourist-geographical position also represents a noticeable value of Pelagonia. The interweaving of natural and cultural forms and their mutual conditionality and dependence allows for a strong inclusion in the stay of tourists. Natural values are with pronounced recreational, curiosity and aesthetic features. This wealth is complemented by the famous and aesthetic of cultural elements, which often dominate this area.

The tourist significance of the polyvalence is contained in the possibility of creating combined tourist arrangements with contents that the region has in abundance along with the potentials that are present in other regions in the country and abroad. Thus, active tourism can find support in the various structures of the relief, climate conditions and developed biodiversity. Also a characteristic of polyvalence is contained with so many cultural values, both of material and spiritual nature. The importance of the tourist-geographical position of this sense is a factor of convergence of cultural-heterogeneous values and natural contents of different character. Polyvalence is actually a factor that allows tourism products to provide content that is in one environment mixed with other content where it does not exist. A typical example is the polyvalence contained in the creation of mountain-coastal tours, or the creation of international tours for active tourism with various components of cultural values from the ancient period and other cultural layers.

Found upon the polyvalence it enables complexity and complementarity on the tourist products in order the active tourism in a content sense to enrich with elements such as tourist services and potentials which are not represented in the same region.

5.2 Traffic connections

Increasing the opportunities for developing active tourism is closely linked to the utilization of resources in the field of communications and connections. This can only be realized through the use of these potentials related to spatial predisposition of the region. In that sense, it is necessary to use the existing types of communication links of different character, to identify possible solutions for improving the quality of connections and the quality of the means of transport.

According to the State statistical institute data, in the third trimester from year 2018, in relation to the same trimester from year 2017, in the road passenger transport the number of the transported passengers is increased for 3.8%, in the city-suburban transport is reduced for 0.6%, in the railway transport for 1.6%, while the number of transported passengers in the aviation transport is increased for 14.1%. In relations to the second trimester from year 2018, the number of transported passengers in the passenger's transport is increased for 0.3%, in the city-suburban transport is reduced for 20.5%, in the railway transport for 16,2%, while in the aviation transport is increased for 31.7%. In the third trimester from year 2018, in comparison to the third trimester from year 2017, the amount of transported merchandise in the shipping road transport is increased for 2.2%, in the aviation transport for 68.5%, while in the railway transport is increased for 20.9%. In relations to the second trimester from year 2018, the amount of the transported merchandise in the shipping road transport is reduced for 16.1% , in the aviation transport is increased for 67.9%, while in the railway transport is reduced for 9.1% (Table 8).

Interreg IPA Cross-Border Cooperation Programme
“Greece-The former Yugoslav Republic of Macedonia 2014-2020”

T-01: Transport of passengers by kind of transport							
	Единица мерка Unit of measurement	VII-IX 2017	VII-IX 2018	I -IX 2018	Индекс / Indices		
					VII-IX 2018	VII-IX 2018	
					VII-IX 2017	IV-VI 2018	
ПРЕВЕЗЕНИ ПАТНИЦИ							PASSENGERS CARRIED
Патнички превоз - вкупно	'000	2 077	2 155	6 397	103,8	100,3	Passenger transport - total
национален	'000	1 800	1 915	5 792	106,4	97,8	national
меѓународен	'000	277	240	605	86,6	126,3	international
Градско-приградски превоз-вкупно	'000	15 124	15 036	51 989	99,4	79,5	Urban-suburban transport - total
Железнички превоз - вкупно ¹⁾	'000	126	124	404	98,4	83,8	Railway transport - total ¹⁾
национален	'000	123	121	397	98,4	82,9	national
меѓународен	'000	3	3	7	100,0	150,0	international
Воздухопловен превоз - вкупно2)3)	број / number	681 822	777 724	1 814 603	114,1	131,7	Air transport - total ²⁾³⁾
испратени							departed
редовен	број / number	310 839	349 617	846 653	112,5	128,0	regular
чартер	број / number	43 868	49 874	66 930	113,7	331,5	charter
пристигнати							arrived
редовен	број / number	283 633	327 937	832 800	115,6	114,2	regular
чартер	број / number	43 482	50 296	68 220	115,7	326,6	charter
ПАТНИЧКИ КИЛОМЕТРИ							PASSENGER-KILOMETRES
Патнички превоз - вкупно	мил./ mil.	351	345	961	98,3	110,2	Passenger transport - total
национален	мил./ mil.	155	174	517	112,3	96,7	national
меѓународен	мил./ mil.	196	171	444	87,2	128,6	international
Градско-приградски превоз	мил./ mil.	198	206	708	104,0	82,1	Urban-suburban transport
Железнички превоз - вкупно ¹⁾	мил./ mil.	15	14	48	93,3	77,8	Railway transport - total ¹⁾
национален	мил./ mil.	15	14	48	93,3	77,8	national
меѓународен	мил./ mil.	0	0	0	-	-	international
1) Вклучен е и транзитот							
1) Transit is included							
2) Транзитот не е вклучен							
2) Transit is excluded							
3) Превезени патници со странски воздухопловни компании							
3) Passengers carried by international airline companies							

1) Вклучен е и транзитот

1) Transit is included

2) Транзитот не е вклучен

2) Transit is excluded

3) Превезени патници со странски воздухопловни компании

3) Passengers carried by international airline companies

Table 8. Transport of passengers in the FYR Macedonia by type of transport in the third quarter of 2018

Source: <http://www.stat.gov.mk/pdf/2018/8.1.18.34.pdf>

Pelagonia region as a material base and the potential for developing active tourism should take advantage of road and rail, and air traffic, bound for the Southwest region to be part of a way of improving communicative complexity. The water traffic on Prespa Lake can be one of the possible components in creating said tourist products.

- **Road traffic** in the Pelagonia region is relatively well covered with national, regional and local roads. The extension of Pelagonia to Greece allows its international connection within and outside of it.

The total length of the road network in the Pelagonia planning region is 1261 km, of which 691 km of asphalt roads, 66 km of macadam road, 429 km long soil roads and 75 km long unmarked roads. The aforementioned indicates a relatively good coverage with road infrastructure. This is a favorable basis for the promotion of tourism activity. However, it is necessary to permanently maintain the state of the network and maintain quality for the

needs of tourism and catering. The main developmental artery is the E 65 communication that binds to the main traffic artery in the FYR Macedonia E75. This provides a dual connection with the European Road Network. Good international connectivity in this respect is especially important in creating international tourism products. International transport of passengers through this region occurs on the border passage Medzitlija (on FYR Macedonian, Меџитлија) on which in the period 2013-2017 year 1.926.658 passengers are registered (State statistical institute of the FYR Macedonia, 2018.)

- **Railroad** infrastructure in Pelagonia is distinctive in that there is a predisposition for improvement internationally and intensifying domestic rail transformation. The situation shows that this communication is poorly used and the existing infrastructure is in a relatively poor condition. The railway transport of passengers shows significant decline of transport of passengers in the period 2013-2017 year that is due to the disadvantage of the railway infrastructure in the land. In the next chart the overview of the transported passengers is given (Table 9).

Transported passengers by rail transport in the FYR Macedonia 2013-2017			
	Total	National	International
2013	853177	842021	11156
2014	803101	790753	12348
2015	1022274	1012933	9341
2016	662920	659828	3092
2017	500315	495218	5097

Table 9. Railway transport (transported passengers) in the FYR Macedonia in the period 2013-2017

Source: State statistical office

The main problem of the region regarding the railway network is that the traffic with Greece has not intensified. This would allow greater communication of the region internationally. Such conditions point to the need to take measures for the full transformation of this sector so that it can be integrated into the tourism development.

- **Air** transport in function of tourism development of the Pelagonia region binds for the airport " St. Apostle Paul " , located in Podmolje. With its international character, it is a significant potential that can be used for the development of tourism and hospitality. It allows tourists from the World to easily master the space and stay in this region. The proximity of this airport enables not just improvement of the approaching of the systematic region of Pelagonia toward the emitting zones, but also that same one represents potential for development of the aviation activities. As forms of active tourism here might be located parachute activities, sailing, paragliding and other sports.

- **Water traffic** is possible only within the Prespa Lake in the Pelagonia region . This traffic though has a more attractive character than a communicative one. His promotion should be raised at the level of communicability in order to have the opportunity for greater circulation of tourist clients in these areas.

Based on abovementioned sorts of traffic connection even the specific selective forms are differentiated. That way the usage of the catering services in motion, panoramic sightseeing of the area and creating tourist arrangements in which the transport has a recognizable feature. As an example water traffic can be taken, which besides the role of connection it also has a content feature of the stay and animation features. Active tourism here finds elements for using the watercrafts as platforms for bathing and sunbathing, diving and underwater survey and round cruising.

6. NATURAL TOURISM VALUES SUITABLE FOR THE DEVELOPMENT OF ACTIVE TOURISM

The natural tourist attractions are a treasure of the Pelagonia region. This wealth is based on the tourist opportunities of this geographical environment. They are the basis for developing tourism products from the field of active tourism. This is derived from the fact that natural tourist values possess primarily recreational properties. Therefore, they are of fundamental importance in this regard.

To create a tourism product of an active character in Pelagonia region, these natural activities play an important role: geomorphological, climatic, hydrographical and biogeographical.

The Pelagonia region has a multitude of geomorphological tourist values. This multitude is seen both in the number of shapes, as well as in their heterogeneity.

Created due to the influence of endogenous and exogenous forces, there are some very interesting terrain structures which attract tourists in the Pelagonia region. Tectonic processes and erosive accumulative phenomena of geological history have created a number of underground and surface forms, which, with their attractiveness, retain the attention of tourists, or can be seen as a significant tourist potential

6.1 Geological and geomorphological tourist attractions

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The creation of tourism related products of an active character in Pelagonia is influenced greatly by some natural factors such as: geomorphological, climatic, hydrographical and

biogeographical factors, as well as the picturesque features of certain archeological sites and regional areas.

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The forms of selective erosion in the granodiorites in the Prilep part of Pelagonia have a huge value as geological shapes. Nature has created sculptures that have outstanding values within cultural tourism. The mammoth symbolizes Pelagonia. In this respect, it is recognized as a natural rarity. Apart from this, tourists can enjoy the possibilities for climbing along the shaped rocks of this area. Thus, active tourism gets new content. In the area of Varos settlement in Prilep, one can easily spot the possibilities for connecting this active tourism with cultural, i.e. religious tourism.

A special place in tourism, among the surface relief forms is held by the following:

- mountains;
- ravines and canyons;
- out of the the underground relief shapes, the caves also deserve attention as a tourist value.

-Geomorphological tourist values are represented largely due to the composite relief structure that characterizes the Pelagonia planning region. This wealth is reflected in both the number of represented forms and their heterogeneity. Under the influence of endogenous and exogenous forces, in the Pelagonia region, there are some very interesting terrain structures, which attract tourists. Tectonic processes and erosive accumulative phenomena of geological history have caused a number of underground and surface forms, which, with their attractiveness, retain the attention of tourists, or represent significant

tourist potential. Terrain forms can be included in the creation of a tourist offer as a significant basis for the development of active tourism in the PPR.

Special places in the creation of tourism products for active tourism occupy mountains, mountain passes, gorges and canyons, and as a selective form of caving tourism product, caves can be used as well.

- **The mountains** in the Pelagonia planning region are complex tourist motivational attractiveness. This value is expressed in double. On the one hand, it is an attraction by itself, with its characteristics that it possesses, and on the other hand it acts on the other elements in the geographical environment, such as climate, hydrography, or plant and animal life. N. Marinovski (2001) determines the attractive properties of the mountains as

- recreational;
- curiosity-evoking;
- aesthetic; and
- appealing.

The recreational features of the mountains in the Pelagonia region are best seen in the possibilities they offer for tourists that want to satisfy the need for active rest, refreshment and recovery. Some of the recreational properties of the mountains can be used for:

- arranging ski slopes and providing winter sports activities. In addition to the standard ski slopes there are facilities for extreme snow sports
- the broken-down relief of the mountains is suitable for arranging paved walking-paths, which enable movement through this area. Such thing is often seen not only in the renowned winter sports areas, but also in mountainous tourist destinations with vast tourist potential. In this context, it is particularly important to point out that the inclinations of the sides can be suitable for alpine activities.
- the mountainous area is also suitable for sunbathing activities, since the insolation of the mountainous regions in the Pelagonia region is over 2,000 sunny hours a year

The curiosity-evoking features of the mountain range are reflected in the rarity and the impressiveness of the forms it possesses. The specific curiosity-evoking attractions of the mountain are admired by tourists and visitors. The following curiosity-evoking tourist attractions of the mountains deserve particular attention:

- the mountains in this area often have vertical sections, which attract tourists with their rarity and impressiveness. Tourists approach such mountain sides come with a special admiration

- other elements also appear as the curiosity-evoking features of the mountains. They are not of geomorphologic origin, but are part of the complexity of mountain tourism motivational attractiveness. Such are the rumblings of the water from the waterfalls, the rarity of the glacial lake forms, the endemism and relictism of certain floristic and faunistic species and other elements of the mountainous geographical environment.

The aesthetic features of the tourist attractions of the mountains are in a way an expression of the harmonious strands of lines, colors, shapes and tones. Tourists are encouraged to visit the mountain because of the feeling of beauty. In that sense, numerous elements of the mountainous geographical environment are imposed as tourist value. Some of them are the following:

- the mountain sides and peaks can be observed from the foot of the mountain, not only as a rarity and something breathtaking, but also as a true nature's beauty, represented by colors, lines and forms of the mountain landscape;
- the tops of the mountains are places where beautiful scenery can be seen: scenery that stretches from the very top, to the slopes and the surrounding area;
- mountain peace -- the absence of noise and the harmony of sounds and tones, provide a sense of pleasantness and beauty. They also make for a peaceful, good night sleep during the evenings;
- the forest palette of colours with crystal-clear streams and mountain lakes, beautiful birds and fragrant flowers emphasize the aesthetics of this geographical environment;
- the snowy and frozen parts on the mountain, are attractive for most tourists because of their beauty.

In the Pelagonia planning region there are low, medium and high mountains. The dominant mountain forms, in their excellence and in their importance for the development of tourism, are the *high mountains*. The highest mountains are the following Baba, Galichica, Plaichenska Planina, Ilinska Planina, Ljuben, Busheva, Selecka Planina, Dren, Dautica, Babuna and Kozjak. These mountains have favorable conditions for skiing activities, picnic-

recreational, sports and combined tours that can be created as content for staying in rural areas.

The highest peaks belonging to the mountains in the Pelagonia region are: Pelister 2601 m (Baba), Kajmakchalan 2520 (Nidze), Nidje 2360m (Nidze), Muza 2350m (Nidze), Bojadjiev Vrv 2329m (Baba), Magaro 2254m (Galichitsa) , Lacko Snigoi 1998 (Galichica), Placa 1998 (Plaque), Konjarnik 1918 (Plaque), Lisca 1908 (Ilinska), Musica 1788 (Busheva), High 1471 (Selecka), Baltova Cesma 1822 (Kozjak), Gol Kozjak 1814), Babuna 1745 (Kozjak). They have possibilities for locating sightings and mountaineering .

Second group of mountains in the Pelagonia planning region are *medium - high* . Their height ranges from 1,000 to 2,000 meters above sea level. Among them, more important are: Platen Planina (Stolev Plak 1.998 m.), Ilinska Planina (Lisca 1.907 m.). And this group of mountains offers different opportunities for tourism development. Many of them have conditions for developing winter-sports activities. Tourist valorization shows that the mountains Baba, Galichica and Busheva have significant opportunities for tracing ski trails expressed through the denivation capacity sports-recreational winter contents. The total denivalation of these mountains is: Baba - 22500m, Galichica - 2650m. And Busheva 1100m. Also, these mountains have opportunities to develop summer walking activities and forming optimum views. The most famous winter and sports centers in this region are Pelister and Busheva Planina.

According to the functional characteristics in the tourist sense, the mountains can be grouped into three groups:

- picnic - recreational;
- sports and happenings; and
- with a combination of pottentials.

The moutains with picnick and recreational features are characterized by being relatively close to the city centers, which are the main emitting environments for the area where they are located. This group includes Pelister - Bitola, Galichica - Ohrid and Busheva-Krushevo.

Sports and manifestation mountains are mountains that offer opportunities for organizing big, not-just-local winter - sports events. The events can vary between various competitions

and championships. On the basis of such conditions, greater attendance of athletes and tourists from the more distant emigration areas is expected. During such events, the number of visitors drastically increases. And since there is a certain sort of a happening going on, the possibility of accommodating the said visitors arises as a possibility as well. This increases the interest in the values of the mountain.

Pelister belongs to this group of mountains because it has the potentials for organizing championships and similar events.

Mountains with a combination of potentials are those mountains that are located in the immediate vicinity of the emission centers, but which possess such values, which attract tourists from a far wider area. These mountains can be used as very suitable picnic areas and recreational activities of the population that lives in their immediate vicinity. Also, they can host different types of events whose reputation is of national and international significance.

One of those mountains is Pelister, a European acknowledged winter sports center and a recreational picnic site.

Pelister as a part of Baba Mountain massif

Pelister is one of the highest mountains in FYR Macedonia. Pelister, as well as Galichica Mountain, is a typical horst. It is highly erected between Pelagonia Valley and Prespa Valley. Its highest peak is Pelister, 2601 metres above sea level.

Pelister's total area is 436,2 square kilometres. The biggest part of this area is located over 1000 metres above sea level. This area is 370,3 square kilometres. Over 1300m is area of 244,3 square kilometres, over 1500m there is area of 172,1 square kilometres, over 2000m there is area of 40,8 square kilometres, and over 2500m there is area of 0,58 square kilometres (Stojmilov, A. 1973).

What is most characteristic for this mountain is that it has a great number of mountain peaks. It has 24 peaks with altitude higher than 2000m above sea level. Besides the Pelister peak, there are Musa (2350m), Rzana (2334m), Griva (2198m), Visoka Chuka (2182m), Kozji Kamen (2182m), Skrkovo (2146m), Gura (2103m), Marushica (2090m), Garvan (2081m), and Vrteshna (2010m). These peaks are sites with great views. The Pelister peak has a marvelous view, from which one can see the entire Pelagonia Valley. North, the view reaches to Jakupica Mountain and the Solunska Glava peak. East, the view reaches to Selechka

Mountain and Mariovo, as well as Nidze Mountain and the Kajmakchalan peak (2521m). West, the view reaches to Prespa Valley, Prespa Lake, Galichica Mountain, and Jablanica Mountain. This means that all these peaks can be hosts for beautiful vistas.

This mountain has a number of relief forms to offer, such as canyon valleys, which are very tourist attractive sites to visit. There are also the valleys of Crvena River and Klisurica, which are tributaries to the rivers Dragor, Shemnica, Shara and Brajchino River.

The glacier relief forms are great tourist attractive sites. In the mountain's highest parts, which were under the glacial era, as an aftermath there are four cirques, one hanging valley (U-shaped valley) and lots of moraines. Two of these cirques are the Big Lake and the Small Lake. For the other two, one of them is located north of Small Lake, and the other one is located south of Big Lake, under the Griva peak (2193m), which is also known as Orlovo Lake. According to B.Z. Milojevic, a U-shape valley is located in the upper part of Crvena River and it is 4 metres long and its altitude is 1420 metres.

The mountain sides are greatly responsible for tourism development as they have exceptional conditions for developing remarkable ski tracks. According to Z. Iten and M. Ran, the total ski track denivelation is 22.500 metres. All of the tracks are longer than 500 metres and only 8 of them are over 1000 metres long.

According to the many possibilities for tracing ski tracks, this mountain is in second place, just behind Shar Mountain.

The most appropriate areas for winter sports activities development are located in:

- Starting point – peak Pelister, Small and Big Lake, through Neolica's north slopes, to Nizhe Pole. The ski tracks can be traced with total denivelation of 8060m.
- Starting point – peak Pelister en route to Kozji Kamen, and from peak Pelister en route to the village of Capari. Total denivelation of 6800m.
- Starting points – the peaks Sirkovo (2146m), Musa (2351m) and Dragash. Total denivelation of 3270m.
- Starting points – the peaks Visoka Chuka (2182m), Marushica (2090m) and Gura (2103m), in the springs of Sharska River en route to Krani on the coast of Prespa Lake. Total denivelation of 2320m. What is characteristic for these ski tracks is that they are also giving exquisite opportunities for lake tourism development.

- Winter sports areas in Kopanki region. Total denivelation of these ski tracks is 1540m. This region has the longest tradition in holding and developing winter sports activities.

These climate conditions are very favourable for tourism development for Baba Mountain. The climate is moderate in winter as well in the summer. The average temperature in July is 18.4° C, which indicates great recreational value. This implies that as well in summer, Pelister continues to serve as an exquisite tourist destination.

In the winter, the average monthly temperature is -2.6° C, which is also a great recreational value for tourism and winter sports activities. It is also important that Pelagonia Valley and Pelister are a product of a temperature inversion. This implies that Pelister's temperature is higher than in Pelagonia Valley, which has a positive impact on Pelister's tourism development.

Pelister's average yearly temperature on 1200m is 8.3° C, which means that this temperature is higher than The Alps' average yearly temperature on 912m, which is 6.2° C, Tyrol's on 980m, 6.2° C, Bad Gastein's is 5.6° C and is even higher than other famous tourist centers.

When it comes to altitude temperature drops are noticeable. Midyear air temperature at the top of Pelister is 1,3 ° C. Midyear parts higher than 2.000 meters have four months of -1° C, and 2.500 meters six months.

Air humidity of this mountain has exceptional value for tourist stay during the summer period of the year. In August, the relative air humidity is 55%. Midyear air humidity is 75%, while the highest value is present in November when it is 89%.

According to the amount of rain, Pelister has a Mediterranean climate. The increased amount of rain is present in the winter period of the year. The least amount of rain therefore is around August. The average sum of rainfall per year is 993mm.

The winter period of the year is characterized by a relatively vast amount of snowfall. According to the altitude, it becomes thicker and longer lasting. At Pelister the number of snow falling days is 135. Altitude higher than 1.200 meters, the lasting of the snow thicker than 15 centimeters is 4,5 months. At a height of 2.000 meters the lasting of the snow is 240 to 280 days, and above 2.500 meters, over 280 days of the year. The long-life of the snow

cover is one of the factors that determines the length of the tourist season. A pleasant climate characteristic are the sunny days which average on more than 2.000 sunny hours of the years.

The natural touristic values Pelister has are the hydrographical forms in the form of numerous springs which are generous in water. Over 20 springs have a generosity of over 1 litre per second. Of the high mountain parts, towards the local valleys flow a number of rivers. From a total number of 23 rivers, 17 flow towards Crna Reka, while 6 in the Prespa Lake. In the river Dragor flow Crvena Reka, Sapunchica and Klisurica. Towards north flow the rivers Shemnica, Caparska, Rotinska and others, while towards east, Bukovska, Bistrichka, Velushinska, Lazhechka and Dragosh. On the east side flow Brajchinska and Shara, as well as Shtrbovska, Slivnica and Pretorska River. These rivers except for beautifying the land, they represent a possibility of fishing activities because they house river salmon.

From the hydrographical characteristics of this mountain, the glacial lakes Golemo and Malo hold a special place.

Busheva

The mountain Busheva, falls amongst the short mountains group. The shortest summit is Stara Mushica (1.791m.). At an altitude of 1.200 and 1.300 meters is Krushevo.

It has a great significance because Krushevo is the city with the highest altitude in the FYR Macedonia.

This mountain area sloped sides which are perfect for winter sports activities. However, having in mind the relatively low altitude, the opportunities for leveling ski tracks are very modest. The overall denivelation of the ski terrain is 1.100 meters. These ski courses are located in the highest parts and near the city of Krushevo. The climate conditions are characterized by a significant mildness.

Average year temperature at the highest point at Busheva Mountain is 5,5° C, while at 1,200 meters it has a value of 8,2 ° C. In Krushevo the mid January temperature is -1,6° C, which indicates mildness which is a positive thing for tourist stay when it comes to the winter period of the year. The mid July and mid August temperature is 17,9° C. It represents a beneficial temperature characteristic for stay during the summer period of the year. Humidity values are also beneficial. In August, the relative humidity is 64%. The rainfall in

Krushevo is 815,1 mm. The least amount of rain is in July (39,9mm) and in August (39,8mm), while the highest amount of rainfall is in November (102,1mm). This is another indicator that there are beneficial conditions for staying on the mountain during the summer period as well.

During the winter period of the year, snowfall is beneficial for winter sports activities. However what is limiting is the relatively small number of days with a snow cover. The number of days with a snow cover over 15cm is 76, which points to a shorter lasting tourist season.

Krushevo is known by the length of the sunny days as well. The total number of sun hours is 2.109. The highest sunlight is noted in July and August, meaning during the summer months. August has 288, and July 295 sun hours. Apart from that Krushevo is amongst the sunniest mountain touristic regions in the FYR Macedonia during the winter part of the year. In January the number of sun hours is 102. This mountain has relatively mild winds. They occur from the west side, so they don't have any negative impact over tourism.

The winds usually blow during the spring and summer months. From the south they occur all year round, but still, Krushevo can be described as a place with a relatively large number of mild days.

The hydrographical picture of this mountain is quite poor in springs and rivers. But that's why the Krushevo Lake deserves the spotlight. This lake is located in Gumenje over at Golema Reka. At an area of around 5,5 hectares and depth of 13 meters. The temperature of the lake water during the summer period is 20° C which makes it available for swimming. The water freezes during the winter period so it creates a natural ice skating surface available for usage.

The biogeographical characteristics of the area don't have much of a touristic significance. Woods area is only around 50% of the territory.

Besides that deciduous forests can be found at the territory with an absence of evergreen ones. Most commonly found are the oak and beech forests. Planting of beech trees has been done on the north and east side of the city, which even though in small space, they give the space an aesthetic dimension.

The presence of wildlife at the area gives an opportunity for hunting tourism.

Galichica

Geomorphologically Galichica represents a typical horst. It rises between the Ohrid and Prespa valley with a Mediterranean direction. This mountain can be divided into two parts which are Stara Galichica on the south and Mala Galichica on the north. Mala Galichica towards Prespa valley holds the Istok mountain above which rise the Gorna Bigla (1.682m.), Istok (1661m.) and tops. The Mountain Petrino is located towards the Ohrid basin, the mountain's highest peak being Triglavish (1.802 m.).

The mountain's highest peak is at 2.265 m above sea level, which is located on the Stara Galichica peak. It is obvious that this part of the mountain is higher than Mala Galichica. The area of Galichica is 387.2 km square. The above sea levels area of this mountain is relatively small. Above 1000 meters above sea level, it amounts 291,2 km square, above 1.300 meters above sea levels it's 155.2 km square, above 1.500 meters it's 86.4 km square, and above 2.000 meters it's only 7.6 km square. Even though the above 2.000 meters area is relatively small, it still represents an exceptional opportunity for locating vistas. Namely, a beautiful view stretches out from these levels to the surrounding lake areas. At the same time can be seen the Ohrid Lake on the west, the Prespa Lake on the east, and the Malicko Lake in the Korcan basin on the south.

A communication is lead through this mountain which connects the Ohrid and Prespa basin, so the passenger can make use of this vista to observe the most attractive tourist region in FYR Macedonia.

There is an opportunity for locating tracks for winter sports activities on the slope parts of this mountain. The most suitable terrains are those in the Korita locality (1.500 m.). Tracks of the spot height of 2.255 m. stretch out towards this locality. The passage at 2.000 meters is divided into tracks that lead to the Prespa basin and into tracks that lead to the Ohrid basin. The tracks leading to the Prespa basin realize a height difference of 855 meters, and the ones leading to the Ohrid basin realize a height difference of 755 meters. The tracks are quite steep and not suitable for beginners. The total denivelation of the Mountain Galichica tracks is 2.650 meters.

The tourism development of this mountain can be observed in the context of the tourism development of the Mountain Jablanica. Namely, the tourism development with the accent on the winter sports activities can be combined with the development of the autumn

tourism as well, which also represents an opportunity for rational usage of the tourist attractive – motive values and the loggings capacity.

It should be ascertained that a certain advantage in this sense has the mountain Galicica, because she provides complexity of the tourist offer on the Ohrid and Prespa basin alike.

Nidje

The Nidje Mountain is located in the south part of the FYR Macedonia within the framework of Pelagonia in the border space with Greece. The high peaks are the most important thing in the FYR Macedonia.

Even though it's a massive old mountain, you can find tourist values there which can be used for alpinism, panoramic observation and extreme sport activities. The highest peak of Nidje is Kajmakalan (2.521 m.).

The view from Kajmakalan reaches through Pelagonia to the Baba Mountain and the Busheva Mountain on the west and to the Selecka Mountain and Jakupica on the north.

The weather conditions on these mountains are suitable for the development of the tourism. The average annual temperature on the highest peaks is about 7 C⁰. At the level of 1.500 meters the average annual temperatures in the winter months are 2.3 C⁰ on the north and -1.3 C⁰ on the east side. The summers are quite cool. The average annual temperature during this period is 15 C⁰.

The low temperatures in the winter period are the reason the snow coverage lasts longer. At the level of 1.500 meters the snow lasts from 120 to 240 days, i.e. from 4 to 8 months. That means that the snow coverage benefits the development of the winter sports tourism. On the Nidje Mountain, the coniferous range is quite present. The pine forest descends down to the oak area. That's the richest coniferous forest in the FYR Macedonia. 61 % of the coniferous forest areas in the FYR Macedonia are located on Nidje. As it is the case for Pelister, alongside other types of coniferous trees there are the silver fir (*Abies pectinate*) and the molika (*Pinus peuce*). There are grass areas on the highest mountain parts.

The fauna on these mountains is quite diverse, which gives it a special tourist value. A special rarity represents the deer (*Cervus elaphus*) whose habitat is the only one in the FYR Macedonia. The presence of hunting game lays down the groundwork for the hunting tourism.

Mountain passages

The relief of the Pelagonian mountain region is diverse depending on the configuration. The numerous mountain areas are woven with basins. The basins are interchained with passages. So, between the Povardarie and Pelagonia are located the passages Prisad (1.146 m.) and Pletvar (990 m.). Between Pelagonia and the Ohrid basin there is the mountain passage Bukovo (1.180 m.). These mountain passages provide passable paths on the high mountains and connection with other mountain and basin areas.

From the tourist point of view, the mountain passages not only possess communicative value, as a natural predisposition of this purpose, but they are also suitable locations for the tourist-hospitality objects. Such is the example on Pletvar between the Mountain Dren and the Mountain Babuna. The possibilities for locating hospitality objects are not used on the other mountain passages. However, they are important for the tourism because they possess logistic bases for the roads and the maintaining of their passability. This is especially important under the winter conditions when the snow cover poses a traffic problem.

The basin area in the Pelagonia planning region has wide presence. Pelagonia valley is the largest in the FYR Macedonia. Extends to an altitude of 540 to 710 meters and covers an area of 4000 km². This region is also the Prespa valley stretching from 853 meters to 1000 meters above sea level and covers an area of 737 km². Surfaces and altitudes meet the criteria for developing rural tourism as a selective form of active tourism. This is due primarily to the possibility of agricultural activities, but also recreation of the type of hiking and tours.

The gorges in the Pelagonia region have remarkable tourist importance.

Their touristic values are contained in their communicative, attractive-motive and aesthetic attributes:

- The communicative attributes of the ravines come from the fact that they represent a natural predisposition for connecting of the ravine areas, i.e. connecting of the mountain and the ravine units.

- The attractive attributes are contained in their curiosity and aesthetics. One thing that should be mentioned about the ravines is that they captivate with their rarity, unusualness and impressiveness. The ravines are located on specific geographical environments, in which the water streams have succeeded, through erosion, to cut in their bed deep into the rock terrains. The incredibleness of the action of nature in the process of the fluvial erosion awakes awe to the tourists. In that sense the ravines are unusual. Their impressiveness comes from the high and steep sides, which are especially accentuated in the ravines;
- The aesthetic attributes of the ravines are contained in the incredible alignment of lines and forms. They often coincide with the beauty of colours, which the water and the vegetative décor contains.

Such values provide the tourists with the possibility to travel through some beautiful and interesting regions, and, because of their beauty and uniqueness, to be kept in that area. But also, it should be mentioned that the duration of the stay in these areas is not long, and that it's about a touristic value which is mostly used on short term.

Among them the most significant are: the Skocivir Gorge along the valley of Crna Reka with a length of 100 km. Demir Hisar gorge in the spring part of Crna Reka with a length of 15 km. The canyon of Gradeska Reka is one of the most attractive spatial units. There are opportunities for recreational, educational activities and rock climbing. Their significance is communicative, because through them stretches of routes, aesthetic because they are decorative, attractive due to its ambience and impressiveness.

The geological structure of the Pelagonia planning region is complex. It has a heterogeneous nature. Unlike Galicica and Plachenska Planina, where the limestone prevails, in the area of Baba, the Selechka Mountain and Nidze, there are old petrographic compositions. The most dominant is the figure of "Mammoth". These geological structures are attractive due to their aesthetic and curiosity dimension, but arrival to them may be convenient for hiking only. In addition, there is an educational opportunity for them as a tourist activity.

Caves in the Pelagonia planning region can be defined as interesting content for the development of active tourism. Aramiska cave belongs to the group of significant caves that are located in the valley of the river Kamenica, a tributary of Crna River. The Leske cave is located near the village Leskoec-Prespa on the eastern slopes of Mount Galicica. It belongs to the group of notable caves according to the adopted classification in the FYR Macedonia. Cave Ramnichte, located near the villages Krstec and Orehovec (near Pletvar), is formed in Pliocene sediments. Its depth is 22 m, and the total length of the canals is 115 m. These caves are suitable for speleological and tourist visits, as well as recreational and educational activities. Given that these caves are not open to visit as an initial opportunity for the development of speleological tourism, they can be interpreted at the entrance itself by arranging the presentation space. Cave locations are suitable for combining with rural-tourism activities in rural areas.

6.2 Climate tourist values of the Pelagonia planning region

The climate in Pelagonia region represents a very important factor for the creation of tourist products of an active character. The climatic conditions in this area have a noticeable recreational effect, which is why they are considered as significant convenience for the activities of this type. There are two kinds of climate types in this space. The Kotlinsky part of Pelagonia is characterized by continental-steppe climate. While mountainous areas have Alpine climatic characteristics. It can be concluded that the air temperatures in the winter, in the valley of Pelagonia and Prespa, are relatively low. The average January temperature in Bitola is -0.3°C . The absolute minimum temperature is -30.4°C . In contrast, the warmest month is July, with an average monthly temperature of 21.8°C . The absolute maximum temperature is 41.2°C . (Marinoski, N.2012, according to Lazareski, A. 1993). This means that it is all about a relatively high temperature amplitude. In the last few years, however, there has been a slight increase in temperatures as a result of global warming (www.stat.gov.mk, 02.03.Hydrometeorological data, 2012-2017). These climate changes had positive and negative impacts on the active tourism. The positive impact is that in the winter months the conditions are more pleasant for stay and movement, and the negative

circumstance is that they influence the maintenance of the snow cover and reduce the winter season.

This means that it is relatively high temperature amplitude. In mountainous area the temperature decreases as the altitude is increased. The temperature gradient of the surrounding mountains is 0.6 °C to 1 °C. In this space one of the most significant climatic phenomena occurs. It's about temperature inversion in the winter part of the year. The cold air is lowered to Pelagonia, while on Pelister, the temperature is higher than the valley. This phenomenon is very favorable for the stay of tourists and for active tourist movements in the winter part of the year. In the summer part of the year the temperatures on the high mountains are relatively low, so that on Pelister is about 15 °C, while in Krusevo, the average monthly temperature in July and August is about 18 °C. This means that it is optimal for cooling in the period of extremely high temperature in the valley space. Snow provides activities that relate to skiing, snowboarding, free skiing (skiing on untrodden snow surfaces), trappery, sledging, snowmobiling, games on the snow and observation of snowy panoramas. This region belongs to the group of highly concentrated entities. In Bitola the duration of the sunshine lasts 2321 hours, in Resen 2295, while in Krushevo 2109 sunny hours. This means that these are parameters that have universal convenience for tourism and especially for active tourism.

The relative humidity of the air is such a climatic parameter that expresses the degree of saturation of the air with water vapor. The most significant tourist-health-recreational value is considered relative humidity of air from 60% to 75%. Exactly the values of humidity per year at the measuring stations Bitola, Resen, Prilep and Krushevo are in this frame. It is especially important to note that these parameters fit into the optimal framework for the development of active tourism.

Winds in the Pelagonia planning region have a significant impact on the possibilities for active tourist movements. Local winds that have a positive impact on the environment prevail. They are generally a catalyst for climatic conditions. The advantage in the development of active tourism in the region is related to the fact that local winds purify the air, which is a positive circumstance for stay and movement in the space. Local winds prevail, which in the summer part of the year reduce the temperature in the mountain part. They have last all day long i.e. at day time, they go from the valley to the mountain parts,

and at night in the opposite direction. Their relatively low intensity positively influences paragliding activities.

Accordingly, it can be concluded that the climate conditions in the Pelagonia planning region possess optimal values for the development of active tourism. It is especially important that the combination of climatic elements is in addition to the stated conclusion.

6.3 Hydrographic and hydrological tourist values of Pelagonia planning region in function of development of active tourism

In the Pelagonia region, attractive, motivational tourist values are sources, rivers, waterfalls and lakes.

The springs in the Pelagonia region can be used as part of the active tourism activities in the form of walks, drinking water, camping beside them and educational activities. As potential and of this nature occur following sources: Source of mineral water Medzitlija vrutocite of Black River - Source Black Hole in Zeleznec sources of Baba Mountain, sources Germijan Germina (two functional), mineral source in Bistrica a , source mineral water in Arilevo near Krushevo, the mineral water spring Krusheani near Krivoshtani, the mineral water spring Ribarci (Vazar), the source Kremenica and the source Silver Water in Egri .

The rivers in the Pelagonia region have a dual form as an opportunity for developing active tourism. They occur as fast mountain rivers and slow-flowing rivers in the Pelagonia valley. The rivers have unique combined characteristics, they serve for watering the agricultural areas in rural areas, fishing and sports and recreational contents. They are also suitable for walks and picnics. Also, since they occur as fast rivers in mountainous and slow-flowing rivers in the Kotlin area, they can be used for various activities. In the area, the longest river and main artery is the Black River. In this basin, the Shemnica, which springs from the base of the peak Pelister, Dragor, flows through the city of Bitola and represents its significant aesthetic dimension, as well as the mountain rivers Crvena Reka, Bela Reka, Eleska Reka, Brajcinska Reka and Sapuncica.

The Brnik waterfall , known as the Brnik Waterfall, is 18 meters high. It is characterized by the clean and unpolluted environment in which it is located. Based on its interesting

properties and its especially pronounced recreativeness, it is the basis for a pleasant stay, picnics and camps, and can be used for climbing its sides.

Lakes in the Pelagonia region appear as natural and artificial lakes.

Lake Prespa is the most important lake. It has a tectonic origin. It represents the main factor for the mountainous activities in the region, as well as for outings, fishing and water sports.

The glacial lakes in the region are represented by Pelister's Great and Small Lake. These lakes are an excellent opportunity for camping, walks and educational activities, and extreme water sports on the type of bathing in cold water. Also, these lakes represent an alpine goal that combines mountaineering with the possibility of staying and activities around the lakes.

As a natural phenomenon, in January, two fluvisols lakes known as Kapejnci appear on Dihovska River in the vicinity of the village Dihovo. It is a rare form of water capture which, through crayon shapes, meets the small waters.

Stezevsko Lake is the largest lake in the region. Basically it was built for watering purposes and water supply, but can be used for other activities, walks and water sports. Similarly one can use the following reservoirs: Bratin Dole, Roti, Dedebalci, Gumenje and Prilep Lake.

Marble Lake represents a special rarity. It is an anthropogenic lake that occurred in the surface of mines near Pletvar. During the exploitation of the marble, the surface layer was released and it came to the groundwater. This lake can be used as well as other lakes of artificial nature, but it can also be a significant factor for the development of educational tourist activities.

6.4 Biogeographical tourist values of Pelagonia Region

The natural conditions in the Pelagonia region enabled the biogeographic forms to appear in this area as an interesting tourist value. It concerns both flora and fauna.

Under the influence of the relief structure, vegetation floors with abundant and diverse structure appear in the region.

In the structure of forests, dominant beech and oak forests prevail. The abundant forests are strongly represented on Pelister where the *molika* is located (*Pinus Peuce Grizebach*). Forest wealth is a great opportunity for the stay of the tourists in the

mountainous region . On the basis of this representation there is the possibility of tracing pedestrian and bicycle paths for movement and sports in forest conditions, climbing of trees, zip line and other adrenaline forms of activities. Grasslands, rich in grass vegetation, are an excellent opportunity for outings and walks, as well as for herbal tourism activities.

Pond forms are represented mainly in the littoral area of Prespa Lake, and in the region they can visit Ezerani. Characteristic of this vegetation is that it forms part of the wetland ecosystem, so in that sense it is a convenient space for educating visitors. Also, these courts in recreational terms may be used for hunting - tourist purpose in the form of observation or photo safari or hunting with a camera. The animal world in this region is very rich. It contains animals from the classes of mammals and birds. They are the basis for the development of hunting tourism.

The prevalence of hunting grounds in the region means that there are clear assumptions for further activation of this tourist attraction in the tourist offer, on the wider area in the Pelagonia region. In this space, there are rare animal species, often with endemic and relict character. The most important recreational features are the huntable wild, game animals and fishing forms. The term hunting includes the cultivation, breeding, protection, hunting and use of the game. Namely, the various types of algae are maintained, live and multiply in complex biocenoses. It requires a sound organization and involvement of multiple stakeholders. In that direction, numerous hunting associations representing the hunting organization are represented in the Pelagonia planning region. On the basis of the organization of the hunting area, the following hunting grounds have been set: **Reon Prilep** - hunting ground no. 1 "Strovia", hunting ground no. 2 "Cross", hunting ground no. 3 "Belovodica", hunting ground no. 4 "Vitoliste" hunting ground no. 5, Mill ", hunting ground no. 6, Krushevica, hunting ground no. 7 "Veprchani", hunting ground no. 8 „ Dunje ", hunting ground no. 9 „ Prilepec ", hunting ground no. 10 „ Podmol ", hunting ground no. 11 "Erekovtsi", hunting ground no. 12 "Topolchani", hunting ground no. 13 "Galichani", hunting ground no. 14, "Sredorek", hunting ground no. 15 „ Rilovo ", hunting ground no. 16 "Dolneni", hunting ground no. 17 "Slavey", hunting ground no. 18 "Dabnica", hunting ground no. 19 "Trojans" ; **Reon Bitola** - hunting ground no. 1 "Baba", hunting ground no. 2 "Oblakovo", hunting ground no. 3 "Drvenik", hunting ground no. 4 "Nidze" hunting ground no. 5 "Staravina", hunting ground no. 6 „ Iveni ", hunting ground no. 7 "Dobroveni", hunting

ground no. 8 „ Bach ", hunting ground no. 9 „ Vranjevci ", hunting ground no. 10 „ Opticians ", hunting ground no. 11 „ Porodin ", hunting ground no. 12 „ Dragor ", hunting ground no. 13 "Black Buckets", hunting ground no. 14 „ Lozani ", hunting ground no. 15 "Dobrushevo", hunting ground no. 16 „ Thorn ", hunting ground no. 17 "Mugglenci" ; **Reon Resen** - hunting ground no. 1 "East", hunting ground no. 2 "Plaka", hunting grounds. 3 "Kurbinovo", hunting ground no. 4 "Brajchino", hunting ground no. 5 "Ezerani", hunting ground no. 6 "Tsarev Dvor" ; **Reon Demir Hisar** - hunting ground no. 1 "Basernik", hunting ground no. 2 "Leskovo", hunting ground no. 3 "The Life" ; **Reon Krushevo** - hunting ground no. 1. "Oysters", hunting ground no. 2 "Savages" no. 3 "Aldants", no. 4 "Kochishta" and no. 5 "Birino".

Fish are a significant treasure in the Pelagonia planning region. On the basis of this wealth, the possibilities for development of fishing tourism are based. Fishing centers in the Pelagonia planning region are Resen, Bitola, Prilep and Krusevo.

6.5 Protected zones and natural sites of special importance in the Pelagonia region as a tourist value

Protected zones and natural sites in a touristic sense possess the recreational, curiosity and aesthetic attractions. Apart from having educational features, because they provide a genuine introduction to the elements of the geographical environment, they are largely in function of active tourist activities. In this area there are protected areas of national character. The most significant are the Pelister National Park with an area of 17150ha and Galicica with an area of 22750 ha in which the strictly protected zone of Golem Grad is located. The protection area reserves are: Ezerani of 2,080 hectares on the northern coast of Prespa Lake , Lokvi reservoir with an area of 50 ha near the village. Great Konjari near Prilep , complex of protected Molika tree (*Pinus peuce, Grizebach*) of Baba Mountain , river lakes of the black pine site Menkova Meadow (*Pinus Nigra Arm*) with an area of 3.5 ha , The reservoir of birch and fir (*Fagus moesiaca, orecttrot, Abies Borisii regis*) site Tumba Mariovo , reservoir of white pine (*Pinus silvestris L*) at the source of the river in Bistrichki Large Kozjak area of 4ha , reservoir of fir (*Mill alba Abies*) Rupa Brajcino site with an area of 7.6 hectares , the reserve of birch (*Batula Verucosa Erh*) Locality Naprtka and Kalojzana of

Baba Mountain and the reservoir of beech (*Fagus moesiaca Drecrott*) on Baba Mountain, site Kalozana an area of 5 ha .

The group of significant potentials includes those that are proposed or protected, for example: Scientific Research Natural Reserves (NIPR) Trojaci-Kozjak Prilep , Golem Kotel Resen, Kula Resen, Golem Grad Island Resen etc. In the Pelagonia region there are landscapes with special natural features (PPPK) such as Korija in Krusevo , separate plant and animal species outside the nature reserves (ORWH) such as Kaloyzana in Resen, Neprtka in Resen and Rupa in Resen , nature monuments (SP) Beshishte in Prilep, Bucin in Krushevo, Dab in Krivogashtani, Dab in Dolneni, Zrze in Dolneni, Canyon of Gradeska River in Staravina, Manastir near Vitolishte, Leska in Resen and the region of Mariovo . These protected spatial areas provide the development of active and eco - tourism. Also, flora and fauna characteristics determine this space as a suitable whole for recreation and active rest.

7. ANTHROPOGENIC TOURIST VALUES

Anthropogenic tourist motives represent values created by man, i.e. the fruit of human activity, which with their characteristics enable satisfying the tourist needs of a cultural character. These are attractive - motivational values created by man and which is the basic reason for tourists to visit the area where they are located. These values can be of a basic and complementary character. If they represent core values, they belong to a separate touristic form - cultural tourism. They are the main reason for attracting tourists, that is, the basis for the development of cultural tourism as a selective type. If they are complementary, then those values are combined with other tourist motives in the tourist offer. In that case they do not represent the main reason for visiting by tourists, but they play a significant role in enriching the content of the tourist stay. The Pelagonia planning region has a large number of such values. They represent a significant potential for further development of tourism in the considered space. Considering the fact that cultural tourism is on a global scale, such tourist values have a special significance for the region that does not register such a level of realized tourism turnover, such as the Southwest or Skopje region. Anthropogenic tourist values are usually are classified into 4 groups:

- Urbanism and architecture
- Cultural - historical values
- Events and manifestations
- Ethnographic heritage

Urbanism and architecture encompasses urban solutions and cultural content that can be included in the region's tourist offer. A particularly significant category in this group of anthropogenic tourist values is the integration of architecture into the existing landscape. In the Pelagonia planning region there are such forms of integration of natural and cultural values. An attractive category is the old architecture in Krusevo, the Old Bitola and the Prilep Bazaar. The facilities in Krusevo are built with indigenous materials: soil, stone and wood. Therefore, the integration of architecture in the surrounding landscape is emphasized. The Bitola Bazaar is abundant with buildings that are built in a European architectural style that

is unusual during the Ottoman Empire and is therefore a special curiosity for visiting tourists. Aesthetics is a fundamental feature of all such values present in the region.

If these values are considered as old town complexes, it is important to mention the traditional craft and trade activities that still exist in them. It is related to the ethnographic values of the region.

The Pelagonia region also has a large number of rural areas. In many settlements in rural areas there are traditionally built objects. Some of these settlements are: Malovishte, Dihovo, Ljubojno, Brajcino, Staravina, Gradeshnica, Zovik, Bukovo, Slepche, Babino, Brezovo, Zashl, Veliko and Malo Ilino, Zheleznec, Debreste and others. Among them is presented the type exterior of the FYR Macedonian house which is an attractive feature of the architectural complexes in the rural areas.

7.1 Cultural - historical motives

Cultural - historical motives represent a part of the material heritage that has an attractive effect on tourists. Namely, they cause interest among tourists to visit. They can play the role of basic values as a paradigmatic category of the tourist offer or be part of the offer of other natural and / or cultural values as a complementary category. These values include sacral and profane architecture, cultural monuments, archaeological sites and museums.

The Pelagonia region as a predominantly rural has many objects of sacral architecture. Churches and monasteries prevail which can be the basis for the development of monastery tourism. Also, part of the monastery complexes that have accommodation capacities in the form of quarters, can be used as places for staying and sleeping tourists who are involved in other types of tourist activities (mountaineers, paragliders, nature lovers and the like). The value of such complexes is emphasized by the fact that they are most often located in aesthetic landscapes and pure nature. Apart from churches and monasteries in the region, there are also objects of Islamic religion: mosques, Bezisten, madrasah and so on. Some of them may have significant movable heritage that are of interest to visit. Significant such objects in the region are the following: St. Gorgi, v. Kurbinovo - Prespa, St. Nikola - Varos - Prilepsko, St. Archangel Michael - Varos - Prilep, "St. Preobrazenie"- Zrze - Prilepsko, Charsi Mosque - Prilep, Orta Mosque - Prilep, St. John the Baptist - v. Slepce - Demir Hisar, St.

Atanasij - s. Zhurche - Demir-Hisar, The Most Holy Mother of God - v. Suvodol - Demir Hisar, The Most Holy Mary - Treskavec - Prilep, Presence of the Most Holy Mary - s. Slivnitsa - Prespa, the Resurrection of the Most Holy Mary - c. Slivnitsa - Prespa, The birth of the Most Holy Mary - s. Novaci - Bitola, Ajdar-Kadi - Mosque - Bitola, Yeni Mosque - Bitola, Iskhak Celebi Mosque - Bitola, Sv. Dimitrija - Gradeshnica , Sv. Nicholas - Gradeshnitsa , the Most Holy Mary - White Church - Krivogastani , St. Cyril and Methodius - Beranci , St. John the Baptist, Monastery St. Petka - Brajcino , Monastery St. Savior - Evla, Church of St. John the Baptist - Krushevo , Monastery St. "Spas" - Krusevo, Monastery "St. Basil "- Krusevo, Monastery" St. Transfiguration "- Krushevo, Assumption of the Most Holy Mother of God - Krushevo, Sv. Nikola - Krushevo, St. Trinity - Krushevo .

The profane architecture does not have worldly content. However, they are important for visiting and presenting the historical values of the area where they are located. They usually have famous properties, but they can be aesthetically pleasing. They are used for educational and presentation activities, but they may also have other cultural and tourist functions (used as places for exhibitions, tastings, events and manifestations, etc.). More important such objects from the culture that are present in the region are: Magaza in Bitola - used for exhibitions, Dipaneto - building near Bitola, Officer's House in Bitola, Fortress Pest near Gradeshnitsa, Bedemes from the First World War of Kajmakchalan, Rovi at Galichica in the locality Tomoros from I WW, Kale-Shurlenci, Tower Clock- Bitola, Deboj old Amam - Bitola, Usti Amam - Bitola, Yeni Amam - Bitola, Besistan - Bitola, The saray of Ahmed Niyazy Beg in Resen and others.

Cultural and historical monuments are also significant tourist values. They most often have famous properties and are used for educational purposes, and also combine with other cultural-historical values. More important such values in the Pelagonia planning region are: The mound of the undefiled - Prilep, Alley of folk heroes - Prilep, Mechkin Kamen - Krusevo, Sliva - Krushevo, Monument to Nikola Karev - Krushevo, Monument to Pitu Guli - Krushevo .

Archaeological sites are one of the most numerous cultural and historical values, not only in the region, but also in the FYR Macedonia. Most of them are not tourismally valorized. There is a need for protection and revitalization in order to be able to become an active function of tourism. Such values can be characterized by basic attractive features and

offered to tourists independently. Often they are the main motive for a tourist trip. In the Pelagonia region, more important such values are: Archaeological site of the Paleolithic Krstoar - Bukovo - Bitola, Neolithic locality in Porodin, Neolithic locality Veluska Tumba - Bitola, Remains of the Roman road Via Egnatia - Bukovo, Eneolithic locality - Crnobuki - Bitola, Chepigo in - Prilep archaeological site from the Bronze Age - Varos - Prilep, Site from the Bronze Age - Bitola, archaeological site from the Iron Period - Beranci - Bitola, ancient archaeological sites and early Christian period - Lyncestis Heraclea - Bitola, early christian basilica - Treskavec Zrze - early Christian basilica Debrešte - early Christian basilica Brailovo - an early Christian basilica, Kurbinovo - an early Christian basilica, Marko's Towers - Prilep, Archeological site on the island of Golem Grad - Roman period and Church Sts. Petar, Radoborski Tomb - a Neolithic settlement in the village. Modno, Elenik - Iron period, Tumba 1 and 2 in Mogila, Vrbjanska Chuka Krivogashtani (Neolithic), Lokvensko Kale - Roman time, "Petrov tomb" - Gorno Divci village, "Crkvishte" - village of Norovo, Alcomena - village Bucin, Roman bridge - s.Buchin.

Museums represent such cultural and historical values that can be of an expressive curiosity character and which can often be the main reason for tourist visits. These facilities are used in combination with various types of tourist activities as a complementary category. On the other hand, all of them have prevailing educational qualities, and some (such as memorial houses) are highlighted with famous features because in the past they represented places of significant historical events. In them important determinants of satisfying the cultural and tourist needs is the way of presenting the values they have. In the Pelagonia planning region there are several museums in almost all municipalities: the National Museum in Bitola with a part dedicated to Kemal Ataturk, Museum "Richard Wagner" - Bitola, National Museum - Prilep, Memorial Museum "11 October" - Prilep, Museum of tobacco - Prilep, Museum of the National Liberation Struggle - Prilep, Museum collection in the Culture Center "Dragi Tozija" - Resen, Makedonium - Ilinden - Krusevo, Museum of Ilinden V Remaining and Krushevo Republic - Krusevo, Nikola Martinovski - Krushevo Gallery, Tose Proevski Memorial House - Krushevo, Museum of NOV - Krushevo, Workshop of Old Weapons" Foundry" - Krushevo, Mu a village setting "Wallachia Odaia" - Krusevo, Tatarchev House, Ethnological Museum - Podmocani, Museum of Old Vehicles - Krklino.

7.2 Ethnographic heritage

Given the fact that this is a relatively larger region, it has a diversity and specificity in terms of ethno- social motives. Such motifs are significant because they represent the traditional way of life of the people in the region under consideration. It can be divided into traditional economic activities, folklore values and traditional food. The region abounds with all of the listed ethnographic values.

Traditional economic activities are important because they allow interactive activities with the tourists themselves, that is, they engage in traditional production and manufacturing processes through creative workshops. They are also characterized by educational qualities, and they can also have fun connotation. Through such economic activities, material items that can be sold as souvenirs can be produced. Some of the preserved traditional economic activities in the Pelagonia planning region are: cultivation and processing of tobacco in the traditional way - Prilep, Mariovo as a sheep region, blighting in Krushevo, making filigree jewelry in Krushevo, Wood carving in Krushevo and Bitola, Making wooden barrels in Krushevo, carving in Krushevo , hand-made crafts in Krushevo, Knitting, Prespa and Bitola, Pottery - Resen and others.

Folklore cultural values most often comprise intangible aspects of heritage, such as traditional songs, games, and dances. However, some valuable material values, such as folk costumes, may also be covered. Such values can be characterized by an emphasized promotional value in tourism. In that sense, significant recognizable tourist brands can be created in the considered spaces where they are present. From folklore material in the region are present: Mariovo's festive female costume, Recognizable, traditional Aromanian costume in Krusevo, Prespa national costume, city traditional costume - Resen, urban dresses from Bitola, Prilep peasant dress, recognizable Demir Hisar traditional clothes and others. These traditional clothes are used mostly as values for presenting the traditional way of dressing in different regions of the region. However, there are opportunities to offer them as souvenirs, but only copies of original costumes. For presentation of the intangible folklore heritage in the region there are numerous cultural and folklore associations: KUD Ilinden - Bitola, association of icon painters, KUD " Goce Delcev " - Bitola, KUD " Pletenka " - Bitola, KUD " Novaci " - Novaci, KUD " Mogilka ", KUD " Dimche

Mogilche ", singer g rupa " Vodichki " - Beranzi , singing group "Raspeani Krushevci" - Krushevo, KUD "Naum Naumoski Borce" - Krushevo, KUD " Ilinden " - Krivogashtani, KUD " Pelagonka " - Krivogashtani, KUD " Mirche Acev " - Prilep, KUD " Tasho Milososki "- Resen, KUD " Kardashlik "- Resen, with friendship for FYR Macedonian handicrafts and others. Traditional customs, songs, games, music, dances and the like are characterized by highlights of entertainment, and tourists can often actively participate in their development. Such values also have curiosity and aesthetic properties.

Regional gastronomic specialties represent significant tourist value not only in cultural tourism. Namely, satisfying the basic need of the tourists for the food can take place in a very attractive way. It refers to offering traditional foods and specialties representing the place they originate from. Such values can be the main attraction for visiting, not only within the gastronomic tourism, but they can also be offered in the basic facilities for catering to tourists (hotels and restaurants). Some facilities may be specialized for offering such specialties (national restaurants). The possibilities of combining these values with different tourist values are enormous. The Pelagonia region abounds with attractive culinary specialties: sherry, Bitola patcha, cucumber, kruševo's sausage, Prespa's cheese pie, , fish made in a traditional Prespan way, chomlek, kachamak, Krusevo pot, Krusevo pie, tripe stew, pitulici, gjomleze, pie, orizalnik, taranalnik, mlechnik, turlitava, sviripile, stuffed grape leaves, Ashlama (as gomolose with tiny tarragon), Bitola white and black halva and others.

7.3 Events

The remarkable cultural heritage in the Pelagonia region is connected with ethnographic and ethnological features, as well as numerous events that are created on different grounds and form part of the tradition which is one of the most important values of different entities in this area , creating opportunities for creating a comprehensive tourist offer. The utilization of events as a basis for creating a specific, selective and modern tourist offer is gaining increasing importance in the development of tourism in many destinations, and not least for the tourism in Pelagonia. It is therefore of particular importance that its positioning as a tourist destination deserves a special place on the map of competitive destinations with a varied comprehensive tourist offer. Event maintenance plays an

important role in overcoming the problem of visiting destinations by attracting visitors and outside the season, which significantly and qualitatively complements the tourist offer in one place, region or country, especially if they are related to elements that offer rich and content program. In this way, the socio-cultural and economic effects of holding events are particularly evident. The relevance and scope of the events should be taken into account from the aspect of: the content of the program ; to the complexity and diversity of the services offered to the participants ; the number of participants, the level of costs, time frame of activities and technical requirements; interaction of the participants, contact with the participants and achievement of pleasure .

In fact, what is important for the events is to contribute to a "unique cultural experience" that is provided through the offered content of various elements which, regardless of the type of person, provide such a experience. The preservation of the special identity of the regions, their affirmation and development is one of the defined goals of the Strategy for Regional Development of the FYR Macedonia for the period 2009-2019 . This Strategy emphasizes the need for planning regional development in the function of increasing the competitiveness of the regions by strengthening their innovation capacity, optimizing the use and valorisation of natural and cultural wealth, human resources and economic characteristics of the regions , which in fact represent the necessary elements and the development of tourism . The significance of the potentials and accommodations for events as part of the tourist offer is underlined and in the Strategy for the traditions and events in the FYR Macedonia (2014) which indicated rich culture and tradition in the regions of the FYR Macedonia as an important potential for the definition of goal-oriented tourist offer. According to data from the Agency for Promotion and Support of Tourism of the FYR Macedonia (APPTRM) spatial distribution shows that most of the events are organized in Pelagonia , the South-Western and Eastern Region , representing 59% of the total of 400 held events in FYR Macedonia (Sub-strategy for traditions and events of the FYR Macedonia According to the data of the Register of potentials for development of rural tourism in the Pelagonia planning region (Annex 1 Review of events and manifestation (i) the volume and content of events in this region indicates a marked diversity representing an important resource base for encouraging the development of tourism.

8. ACCOMMODATION FACILITIES

The natural and anthropogenic values of this region are a qualitative basis for the development of tourism. However, particular attention should be paid to the accommodation capacities - the receptive factor which is one of the main factors for the tourism development of the region.

In order to determine the interest of the tourists for the Pelagonia region, an analysis of the tourist traffic was performed in the period 2013 -2017 - Expressed through the number of tourists. According to the published data from the State Statistical Office of the FYR Macedonia, it is noted that this region is dominated by the presence of domestic tourists (Table 10).

Pelagonia Region Year	2013		2014		2015		2016		2017	
Total tourists	70312	100%	65527	100%	62019	100%	58355	100%	63549	100%
Domestic tourists	49635	71 %	44533	68 %	40447	65%	37012	63%	35599	56%
Foreign tourists	20677	29 %	20994	32 %	21572	35%	21343	37%	27950	44%

Table 10. Structure of tourists in Pelagonia region

Source: MacStat database, <http://makstat.stat.gov.mk/PXWeb/pxweb/mk/MakStat/>

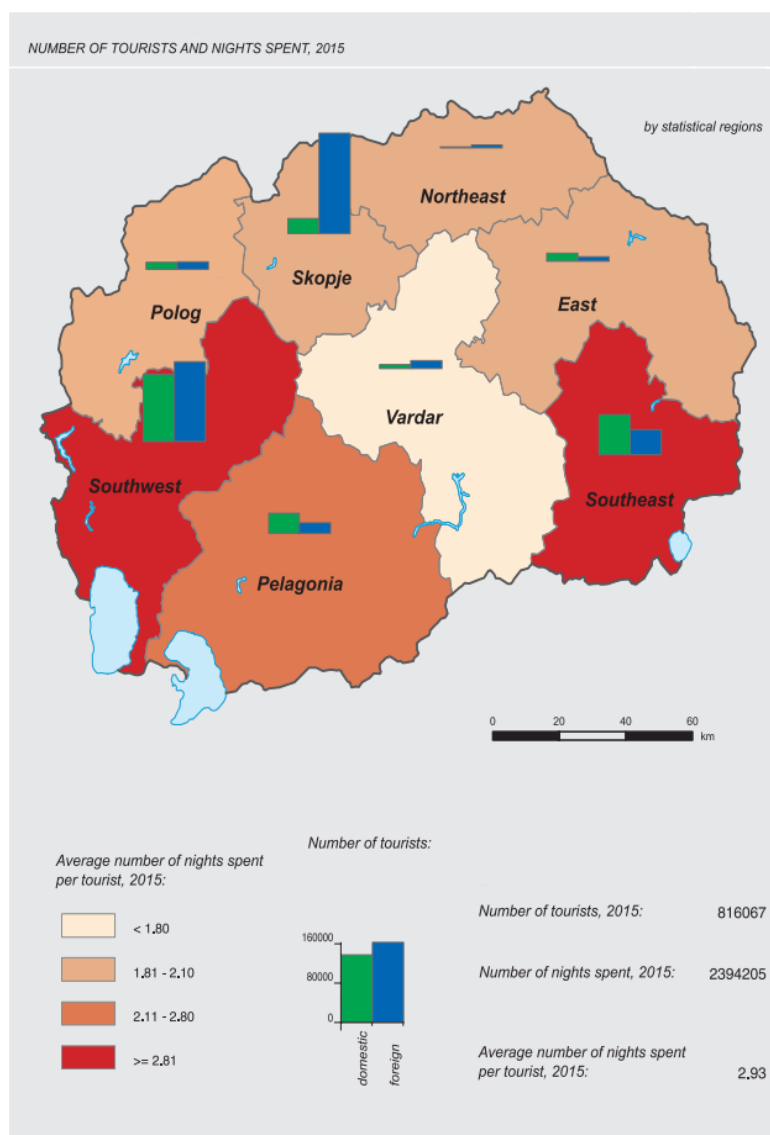


Figure 34. Number of tourists and nights spent in the planning regions

From the presented data in Table 10 and Figure 34, Pelagonia as a tourist destination is more attractive for domestic visitors, and relatively little is known and visited by foreign tourists. Although the region has more domestic and foreign visitors from the East, Polog and the Northeast, it lags behind in its touristic visit behind the Skopje region, the Southeast region and the Southwest region.

The structure of tourists presented in Table 10 indicates that in the last five years there has been a tendency of increase of the participation of foreign tourists from 29% to 44% indicating increased interest in visiting this region. Still, more than half of the tourists in the Pelagonia region (60%) were domestic visitors.

Accommodation facilities as a key factor for tourism development are part of catering facilities. Their analysis should give an explanation from the following aspects:

- The structure of the accommodation capacities in the region according to their representation in the municipalities,
- The size of the accommodation capacities in the municipalities of the region in relation to catering facilities, shops,
- The structure of the accommodation capacities in the region according to the number of rooms and beds and their dynamics in the period from 2013 to 2017,
- The structure of the accommodation capacities in the region by types of business units their dynamics in the period from 2013 to 2017.

Based on the published data of the State Statistical Office and regarding the census of catering facilities in the FYR Macedonia. in 2016, out of 4378 catering facilities and stores in FYR Macedonia, 389 or 8.9% are located in the Pelagonia region. Of the total of 570 accommodation facilities within the catering facilities in FYR Macedonia, 103 or 18.1% are accommodation facilities in the Pelagonia region.

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Region / Municipality	Catering facilities, shops			Accommodation facilities			
	Number	%	% of RM	number	%	% from the FYR Macedonia	I settled down. cap. in relation to the caterer. objects
Pelagonia region	389	100	8.9	103	100	18.1	26.5
Bitola	166	42.6	3.8	44	42.7	7.7	26.5
Demir Hisar	19	4.9	0.4	1	1	0.2	5.3
Dolneni	10	2.5	0.2	-	-	-	-
Krivogastani	8	2.1	0.2	-	-	-	-
Krushevo	22	5.7	0.5	16	15.5	2.8	72.7
Mogila	8	2.1	0.2	-	-	-	-
Novaci	3	0.8	0.1	1	1	0.2	33.3
Prilep	128	32.9	2.9	14	13.5	2.5	10.9
Resen	25	6.4	0.6	27	26.2	4.7	108

Table 11. Number of registered catering facilities, stores and facilities for accommodation in the Pelagonia region and their structure

Source: State Statistical Office, Announcement number: 8.1.17.05 of 14.02.2017, p. 3

From the data presented in Table 11 can be concluded that the accommodation they capacities in Pelagonia represent 26.5% compared to the catering they buildings, stores in the region. Most of the catering facilities and stores as well as accommodation facilities in the region are concentrated in Bitola, 42.6% of catering facilities and stores and 42.7% of accommodation facilities, with accommodation capacities of 26.5% in relation to other catering facilities. It shows that there is the greatest supply and demand for tourist services from foreign and domestic guests. The fact that Prilep has only 14 accommodation facilities, or 13.5% of the capacities in the region, points to the fact that this municipality has a shortage of accommodation capacities and investments in this sector,

which would attract more guests. Out of the smaller towns, Resen stands out, where 27 accommodation facilities are registered, which is nearly 2 times more than the accommodation capacities in Prilep and represent 8% more than other catering facilities. This shows the tourist predisposition of this municipality for the development of tourism along the Prespa Lake.

The data in Table 11 indicate the weaknesses of the tourist accommodation and catering offer in Krushevo. Namely, in this municipality only 22 catering facilities and stores were listed, and only 16 accommodation facilities, representing 15.5% of the accommodation capacities in the region. Such a situation is one of the factors Krusevo to reduce the competitive power for the development of winter tourism in FYR Macedonia and beyond.

The municipalities of Demir Hisar and Novaci have only one accommodation capacity, while in the other municipalities in the region, the municipalities of Dolneni, Krivogastani and Mogila, accommodation capacities are not recorded.

Of particular interest in the research of the accommodation capacities is the determination of their size expressed in the number of rooms and beds, on the one hand, and the changes that have occurred in them in the last five-year period, on the other. In this context, the gap in the capacities expressed through the number of rooms and number of beds in the Pelagonia region (Table 12) indicates that they represent a small part of the total accommodation capacities of the FYR Macedonia.

	2013		2014		2015		2016		2017	
	No. of rooms	No. of beds	No. of rooms	No. of beds	No. of rooms	No. of beds	No. of rooms	No. of beds	No. of rooms	No. of beds
FYR Macedonia	26887	70297	27422	71225	27812	72021	28305	73168	28759	74257
Pelagonia region	3322	10001	3431	10055	3386	9 993	3417	10078	3 414	10203
% of participation	12.4	14.2	12.5	14.1	12.1	13.9	12	13.8	11.8	13.7
dynamics	/	/	3.3%	0.5%	-1.3%	-0.6%	0.9%	0.9%	-0,1%	1.2%

Table 12. Accommodation capacities in the Pelagonia region for the period 2013-2017

Source: MAKSTAT, State Statistical Office of FYRM., Regions in the FYR Macedonia, 2017

Including the period from 2013 to 2017, it is noticeable that this region, according to the number of rooms, participates with about 12% in the total number of FYR Macedonia, that is, about 14% according to the number of beds and

Investigating their dynamics in the five-year period, we can conclude that the number of rooms in the region in 2015 is reduced by 1.3% compared to 2014, and the number of beds decreases by 0.6%. In 2016 there is a slight increase in capacities by 0.9% compared to the previous one. It can be said that in 2017 the number of rooms remains at the same level as 2016. due to their very small decrease (-0.1%), and slight increase of the number of beds by 1.2% compared to 2016 is registered.

These conclusions point to the view that the number of accommodation capacities is stagnating and that new investments are needed that will increase the quantity and quality of rooms and beds. By building new capacities, an increase in the number of visitors, domestic and especially foreign tourists can be expected.

In order to obtain clearer knowledge about the accommodation capacities in this region, analysis of their structure and dynamics according to the type of business units should be carried out (Table 13, Table 14 and Table 15).

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	2013		2014		2015		2016		2017	
	No. of rooms	No. of beds	No. of rooms	No. of beds	No. of rooms	No. of beds	No. of rooms	No. of beds	No. of rooms	No. of beds
TOTAL	3322	10001	3431	10055	3386	9993	3417	10078	3414	10203
Hotels -Total	514	1127	524	1163	550	1222	567	1273	586	1340
Hotels ****	159	317	141	295	150	323	227	496	227	496
Hotels ***	154	354	176	398	204	449	158	346	203	447
Hotels **	149	349	155	363	137	325	146	352	120	318
Hotels *	52	107	52	107	59	125	36	79	36	79
Lodging	30	94	34	110	53	134	62	163	71	181
Working holiday	438	1408	453	1470	447	1475	430	1448	433	1468
Children's and youth holidays	326	1686	326	1686	311	1582	311	1582	311	1582
Camping-total	774	2494	774	2494	774	2494	774	2494	774	2494
Houses, apartments and rooms for rent – total	800	2100	900	2100	850	2100	850	2100	810	2120
Uncategoriz ed objects	440	1092	420	1032	401	986	423	1018	429	1018

Table 13. Accommodation capacities in Pelagonia region by years

Source: State Statistical Office of the FYR Macedonia

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	2013		2014		2015		2016		2017	
	No. of rooms	No. of beds	No. of rooms	No. of beds	No. of rooms	No. of beds	No. of rooms	No. of beds	No. of rooms	No. of beds
TOTAL	100	100	100	100	100	100	100	100	100	100
Hotels total	15.5	11.3	15.3	11.6	16.2	12.2	16.6	12.6	17.2	13.1
Hotels ****	4.8	3.2	4.1	2.9	4.4	3.2	6.6	4.9	6.6	4.9
Hotels ***	4.6	3.5	5.1	4	6	4.5	4.6	3.4	5.9	4.4
Hotels **	4.5	3.5	4.5	3.6	4	3.3	4.3	3.5	3.5	3.1
Hotels *	1.5	1.1	1.5	1.1	1.7	1.3	1.1	0.8	1.1	0.8
Lodging	0.9	0.9	1	1.1	1.6	1.3	1.8	1.6	1.1	1.8
Working holiday	13.2	14.1	13.2	14.6	13.2	14.8	12.6	14.4	12.7	14.4
Children's and youth holidays	9.8	16.9	9.5	16.8	9.2	15.8	9.1	15.7	9.1	15.5
Camping-total	23.3	24.9	22.6	24.8	22.9	24.9	22.7	24.7	22.7	24.4
Houses, apartments and rooms for rent –total	24	21	26.2	20.9	25.1	21	24.9	20.8	23.7	20.8
Uncategorized objects	13.2	10.9	12.2	10.3	11.8	9.9	12.4	10.1	12.6	9.9

Table 14. Accommodation capacities in Pelagonia region by years, structure

Source: Own calculations

From the data in Table 13 and Table 14 it is noted that the participation of hotels, camps, private accommodation and workers' resorts is prevailing, and the percentage of uncategorized objects is not small. The camps have the highest share in the accommodation capacities, from 22.6% to 32.2% in the individual years of the analyzed period. The percentage of hotels is not satisfactory. Their share varies from 15.3% to 17.2% according to the number of rooms, ie from 11.3% to 13.1% according to the number of beds. From the structure of hotel capacities it is noted that there are no hotels with 5 stars in the region. This leads to the conclusion that hotel business is not sufficiently developed.

Private accommodation is represented by 23.7% to 26.2% in the structure of the total number of rooms in the region. According to the number of beds, it participates with about 21% in the region.

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The smallest is the participation of children's and youth resorts, which are represented by about 9% in the number of rooms and about 16% in the number of beds in the region.

	2013		2014		2015		2016		2017	
	No. of rooms	No. of beds	No. of rooms	No. of beds	No. of rooms	No. of beds	No. of rooms	No. of beds	No. of rooms	No. of beds
TOTAL	/	/	3.3	0.5	-1.3	-0.6	0.9	0.9	-0.1	1,2
Hotels-total	/	/	1.9	3.2	4.9	5.1	3.1	4.2	3.4	5.3
Hotels ****	/	/	-11.3	-6.9	6.4	9.5	51.3	53.5	0	0
Hotels ***	/	/	14.3	12.4	15.9	12.8	-22,5	-22.9	28.5	29.2
Hotels **	/	/	4.0	4.0	-11.6	-10.5	6.6	8.3	-17.8	-9.7
Hotels *	/	/	0	0	13.5	16.8	-38.9	-36,8	0	0
Lodging	/	/	13.3	17.0	55.9	21.8	16.9	21.6	14.5	11.0
Working holiday	/	/	3.4	4.4	-1.3	0.3	-3.8	-1.8	0.7	1.4
Children's and youth holidays	/	/	0	0	-4.6	-6,2	0	0	0	0
Camping-total	/	/	0	0	0	0	0	0	0	0
Houses, apartments and rooms for rent –total	/	/	12.5	0	-5.6	0	0	0	-4.7	0.9
Uncategorized objects	/	/	-4.5	-5.5	-4.5	-4.5	5.5	3.3	1.4	0

Table 15. Dynamics of the accommodation capacities in the Pelagonia region in the period 2013-2017

Source: Own calculation

During the analyzed period, there were mild changes in the total accommodation capacities of the hotels. If analyzed separately, then it can be stated that after the number of rooms decreased by 11.3% and the number of beds by 6.9% for 4-star hotels in 2014, in the following years there is an increase in capacities and this is more than 50% of the sizes are retained in 2017. By contrast, the capacities of 3-star hotels have seen a slight increase in 2014 and 2015, and in 2016 they declined by about 26% in 2015. In 2017, the number of rooms and beds in these hotels increased by about 29% compared to 2016. Two-star hotels in the analyzed period noted vibrations in the dynamics of accommodation capacities, and

in 2017, there is evident decrease in the number of rooms (17.8%) and beds (9.7%).The capacities of one-star hotels are decreasing during the analyzed period.

Regarding the other accommodation units, it can be concluded that the capacities in private accommodation, nights and resorts are reduced, and the camp's capacities remain unchanged throughout the five-year period. Accommodation capacities in individual municipalities in the Pelagonia region in 2016 are presented in Table 16.

Municipality	Rooms		She lay	
	Number	%	Number	%
Bitola	698	29.6	1573	23.1
Demir Hisar	13	0.5	28	0.4
Krushevo	227	9.6	727	10.6
Novaci	3	0.1	11	0.2
Prilep	121	5.1	278	4.1
Resen	1302	55.2	4196	61.6

Table 16. Accommodation capacities in 2016 in Pelagonia region

*Source: Inventory of capacities in catering, in the FYR Macedonia, 2016,
MakStat, State Statistical Office*

According to the State Statistical Office data obtained from the inventory of accommodation capacities in FYR Macedonia, in 2016, the largest part, 55.2% of the number of rooms and 61.6% of the number of beds are located in the municipality of Resen with the Prespa region. Less representation of the accommodation capacities of the Pelagonia region in the municipality of Bitola with 29.6% of the rooms or 23.1% of the existing beds. The percentage of participation of other municipalities in the region in the accommodation capacities is considerably lower.

9. TOURISM IN THE FYR MACEDONIA WITH PARTICULAR REVIEW OF THE REGION OF PELAGONIA

In order to get a real picture of the tourist arrivals in the FYR Macedonia, as well as the financial results obtained from tourists, it is necessary to analyze the basic tourist parameters: number of arrived tourists and number of overnight stays in the FYR Macedonia in the last few years. In this review, but also in all other analyzes, the basic tourist parameters will be considered within the FYRM. Figure 35 shows the graphic presentation of incoming tourists in the FYR Macedonia in the last ten years.

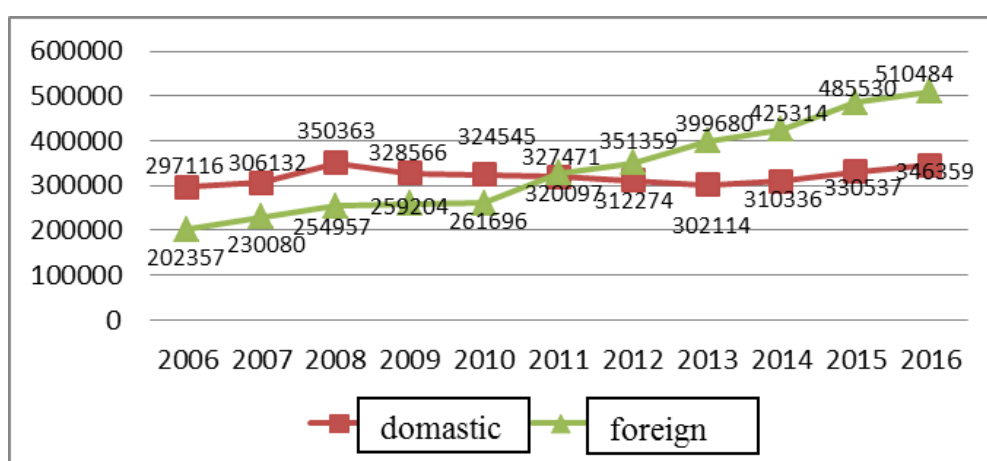


Figure 35. Tourist arrivals in the FYR Macedonia in the last 10 years

Source: www.stat.gov.mk (adjusted for own analysis)

Rarely where in the world of such a small geographical space there are also a huge number of natural and anthropogenic attractions as in the FYR Macedonia. The fact that resources are not sufficiently used for tourism development of our country is irrefutable. The FYR Macedonia has all the prerequisites to be a competitive European tourist destination due to the low level of devastation of natural and anthropogenic factors, but also because of the great level of tourist saturation in some countries in the region. There have been major steps in the direction of the promotion of tourism development at national, regional and local level in the last 12 years. The measures which brought the previous government structure have resulted with the increase of the tourist comings and expand the scope of overnights in the FYR Macedonia, as a tourist destination, with special emphasis on the

Southwest-eastern region, like Ohrid and in lakeshore of Lake Ohrid and Skopje-eastern region, as pole of FYR Macedonian tourism.

The establishment of free and charter air lines from the main emitive zones, as well as the measures for subsidizing of the foreign tourist turnover in our country, were the key elements for increasing the volume of tourist flows. The intervention of the state has proved to be very effective in the direction of attracting new tourist markets. The organization of road shows, BTB meetings with foreign tour operators open the possibility of deepening the cooperation of domestic companies with foreign tour operators of the countries of Western Europe. The Dutch tourists were the first who broke the ice due to the provision of higher subsidies in comparison with the other emitive zones. The story of the Dutch tourists starts in the sixties of the last century when was established a kind of traditional connection of Ohrid and Lake Ohrid with the visitors from the Netherlands. The initial motive for the visit to these areas was the novel the Wedding of the seven gypsies of the Dutch writer A. den Doolaard. We all know what was the situation in the region during the nineties of the last century, due to the it and tourist flows were discontinued. The story continued at the beginning of the new millennium when for the first time were raised the charter flights from Amsterdam, for the real climax to be experienced in 2011 with the inclusion of subsidies as an instrument for the development of tourism in the FYR Macedonia. Still can't say that FYR Macedonian tourism has experienced its development, due to the fact that at the time of the former system the results were on a much higher level, and now we need stimulus funds that affect the increase of the deficit of the national economy in order to generate tourism growth and development.

According to the data of the State statistical office, the number of tourists in July 2018 year is 176 310, and the number of nights amounted to 687 976. The number of tourists in July 2018 year, in respect of the march 2017 year, has increased for 14.9 %, and the number of nights, has increased for 17.8 %.

The number of domestic tourists in July 2018 year, in respect of the march 2017 year, has increased for 18.9 %, and the number of foreign tourists has increased for 12.0 %. The number of nights of domestic tourists in July 2018 year, in respect of the march 2017 year,

has increased for 16.9 %, and the number of overnights of foreign tourists, has increased for 19.5 %.

In the period January – July 2018 year, compared to the same period of the previous year, the number of tourists has increased for 16.0 %, and it: for the domestic tourists it has increased for 12.6 %, and in foreign there it has increased for 17.8 %. In the period January – July 2018 year, compared to the same period of the previous year, the number of overnights, has increased for 16.8 %, and it: for the domestic tourists it has increased to 12.4 %, and in foreign there is an increase of 21.2 %.

It is significant that in 2011 there was noticed growth of foreign incoming tourists for account of the domestic. This year is a leap year and of particular importance for the introduction of a new development tool in the tourism, and it is cross-subsidization. On the basis of article 57, paragraph 2 of the Law on tourist activity (Official gazette of RM" no.. 62/04, 89/08 and 12/09)[1], the minister of economy, adopted the "Guidelines for subsidizing foreign organized tourist turnover" which allowed cross-subsidization as a stimulating measure. This was the overture for the next year 2011 when the troubles began charter flights from the airport Schiphol in Amsterdam, the Kingdom of the Netherlands to Ohrid's airport St. Paul. In March 2011, was made the correction of "the Regulation on the manner, type and amount of the subsidies". It was stated that you will be paid subsidies in the amount of 65 euros per head for tourists who arrived by charter flights from the countries of Benelux. In Figure 36 the number of realized overnights of tourists in the FYR Macedonia in the same period is presented.

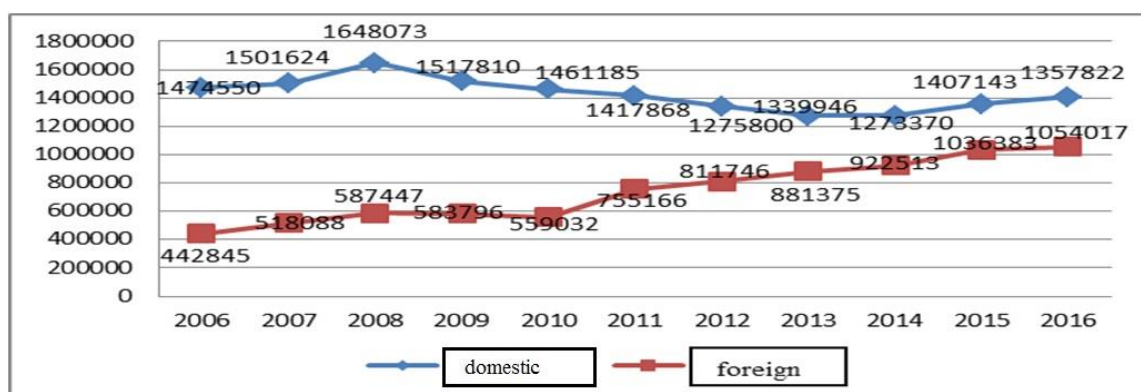


Figure 36. Realized overnights in the FYR Macedonia for the period 2006-2016

Source: www.stat.gov.mk (adjusted for own analysis)

And for Figure 36 can be brought to a similar conclusion as for Figure 35. Realized overnights for domestic tourists is varying around the average value, with a tendency to decrease, while the number of realized overnights for foreign tourists, respectively, with their number continuously increases. What you need to see additionally is the average stay of the domestic and foreign tourists. The average stay of domestic tourists in the discussed period is 4,45 overnights, while for foreign tourists the average stay is 2,21-overnight stay. Due to the double higher average stay of domestic tourists, the number of overnights for domestic tourists is higher even though their range of 2012 is smaller in terms of incoming foreign tourists. It is evident that for the period from 2006 to 2008 the number of realized overnights of foreign tourists move with an average annual growth rate of 15,18 % in 2009 and 2010 declines with a negative rate of growth of the -2,45 %.

Starting in 2011 when subsidies were introduced as a government approach to attracting tourists (everything started with tourists from the Benelux countries). If 2010 is taken to present the starting point, concerning the increase in overnight stays, there is a noticeable initial growth rate of 35.08% when the primary results of the subsidies had been observed in 2011. In the following period of time, from 2011 to 2016, the growth rate stabilized at 6.90% annually.

Foreign exchange inflows from tourism rising in the first half of 2018. The foreign exchange inflow in the first half of 2018, on the basis of tourism, grew by 26.6%, compared to the same period last year. The second quarter of 2018 was a surprise with a staggering 87.1m USD on travel trips to FYR Macedonia, which is 27.5% more than last year. The total foreign exchange inflow in the first six months of 2018 from the tourism item amounted to 151.3 million USD.

The continuity in the increase of the foreign exchange inflow from visits of foreign tourists is due to the measures and activities that are undertaken by the whole tourist sector in the country. In addition to the media campaign in foreign countries conducted by the Agency for Promotion and Support of the Tourism of the FYR Macedonia, which provided intensive promotion of FYR Macedonia on various foreign markets, numerous activities were undertaken in terms of promotion of the country through organized visits to tour operators, travel agencies and foreign journalists.

Foreign exchange flow in USD	I - quartal	II - quartal	III - quartal	IV - quartal	Total
2016	48,5	63,1	107,7	60,5	279,8
2017	51,2	68,4	135,5	72,33	327,4
%	5,5%	8,4%	25,8%	19,6%	17,0%

Table 17. foreign exchange inflow for tourism for 2016 - 2017

9.1 Tourist visit to Pelagonia

The visit is an indicator that points to the presence of tourists in Pelagonia, which is why it is important to follow the dynamics of development, but also the structure that allows determining the tourist markets for this region.

VISITS (2016)		
Number of visitors		
Total	58.355	
Domastic	37.012	
Foreign	21.343	
Visits by months	January	4.971
	February	2.670
	March	2.822
	April	3.229
	May	3.697
	June	4.312
	July	7.551
	August	12.492

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	September	5.115
	October	4.190
	November	3.931
	December	3.375

Table 18. Tourist seasonality expressed in months in Pelagonia 2013-2017

Based on the data in Table 18, the greater presence is more noticeable among domestic tourists, but the tendency of foreign tourists’ growth in the analyzed period is also positive. From the table, it can be concluded that the highest number of visitors is recorded during the summer period in the month of August. During this period, visits are noticed not only from the traditional tourists from Greece, Turkey, the Netherlands, Poland, but there is also a high attendance of domestic tourists from the diaspora. In the context of the process of creating tourism products that will contribute to enriching the tourist offer of the Pelagonia region, it is also very important to determine the seasonality of the touristic visit, so that it can be calculated what kind of content is necessary to be included in tourism products to contribute to reducing it. Seasonality is shown in the following figure.

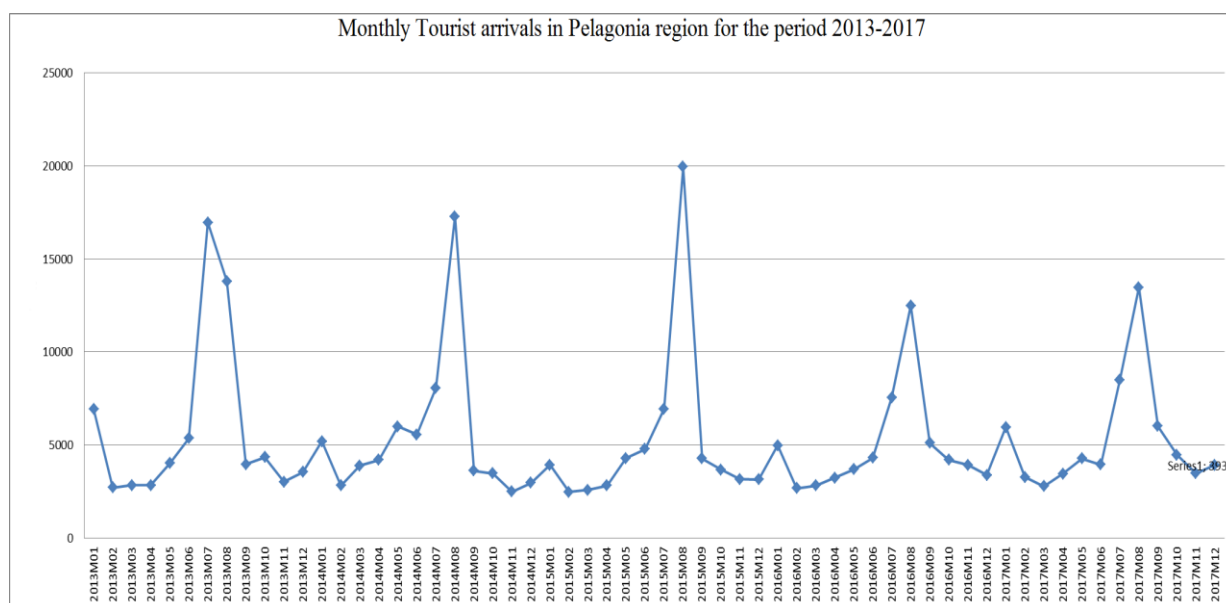


Figure 37. Tourist seasonality expressed in months in Pelagonia 2013-2017

9.2 Consumption

Consumption means, in a direct or indirect manner, funds that are used during the stay of tourists in the planning region. On the basis of these indicators, we can see the movement that refers to the content of the tourist offer and the use of tourism products by the service providers. The economic effects are the basis for forecasting future investment and optimal use of resources.

Expenditure	3.323.125,00 USD
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Table 19. Tourist consumption in Pelagonia

Source: Own calculations

The average consumption in the Pelagonia planning region was obtained on the basis of the realized attendance in relation to the total consumption of the FYR Macedonia by foreign tourists.

9.3 Markets

Markets are a dynamic category and very often in certain socio-political circumstances they can have a variable character. However, research allows separating standard spatial units in which the tourist offer can be placed. Tourist markets have been processed over the last ten years, which have generated top-flight tourist zones.

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MARKETS (EMISSION ZONES)		
Balkan countries		
Western Europe		
Countries from which foreign tourists come to the region		
Visitors by countries of origin in the last 10 years	Albania	20.862
	Bulgaria	36.982
	Turkey	105.738
	Serbia	50.145
	The Netherlands	23.960

Table 20. Tourist markets

Source: www.stat.gov.mk

Tourists from the neighboring countries Greece, Serbia, Albania, Bulgaria as well as Turkey and Netherlands (Table 21).

	2012	2013	2014	2015	2016	2017
Total	72054	70312	65527	62019	58355	63549
Domestic	52422	49635	44533	40447	37012	38074
Foreign	19632	20677	20994	21572	21343	25475
Austria	362	308	298	427	341	297
Albania	1035	1301	1067	991	987	1104
Belgium	240	327	261	298	240	395
Belorussia	92	9	10	5	2	18
Bosnia and Herzegovina	233	278	193	218	195	203
Bulgaria	962	1045	1214	1626	1633	1819
Great Britain	366	368	482	530	519	669
Germany	1070	996	963	1176	1077	1415
Greece	1937	1803	1588	1809	2353	2564
Danemark	98	83	100	140	141	189

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Ireland	15	35	60	51	79	52
Italy	604	622	937	926	849	843
Kosovo	152	133	288	141	170	186
Latvia	10	18	34	73	44	16
Lithuania	44	36	29	35	27	21
Norway	51	82	133	94	68	103
Poland	300	280	483	587	448	539
Portugal	33	9	9	32	47	32
Romania	441	413	576	383	388	529
Russian Federation	451	637	605	316	290	350
Slovakia	227	965	174	117	156	247
Slovenia	781	1051	819	756	699	809
Serbia	1920	2155	2072	2132	2131	3283
Turkey	1897	1904	1602	1198	1015	1296
Ukraine	91	149	435	232	468	503
Hungary	99	109	288	182	354	347
Finland	152	79	117	98	117	42
France	714	569	588	733	581	793
Netherlands	789	676	567	1118	399	522
Croatia	622	509	820	562	416	598
Montenegro	138	166	189	102	251	90
Czech Republic	312	301	539	371	238	391
Switzerland	228	144	210	350	270	380
Sweden	374	374	415	386	586	583
Spain	131	135	106	191	311	278
Other European countries	151	111	166	187	143	135
African countries	17	22	49	41	45	39
Canada	212	131	182	389	126	181
USA	452	524	476	569	693	730
Other North American countries	-	4	5	13	26	14
Southamerican and middle American countries	75	57	76	25	102	76
Israel	231	265	155	262	586	369
Japan	50	35	59	24	104	67
China	46	66	100	95	140	304

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Korea	2	25	9	21	11	43
Other Asian countries	70	81	75	95	126	249
Australia	1337	1254	1354	1430	1325	1739
Other countries from Austraila and Ocenania	18	33	17	35	26	23

Table 21. Tourists by country of origin to the Pelagonia planning region, 2012-2017

Source: State Statistical Office

From the previously provided data it can be concluded that the tourism in the Pelagonia planning region notes a unique stagnation and recession. While analyzing the period from 2012 to 2017, there is a noticeable drop in tourist visits of 11.8%, if 2012 is seen as a base-line. This regards to the total tourist visits. The opposite can be concluded if the foreign tourist visits of the Pelagonia planning region are analyzed. Here you can clearly see the trend of growth in foreign tourist visits of this region from 30% taking 2012 as a year with the beginning tendency of growth. According to native countries the largest percent of tourists come from the neighboring countries and in first place with the largest number are the visitors from Republic of Greece, which is no surprise if the close proximity of Pelagonia with Greece is across the Megitlia-Niki border. Furthermore, the differences in the standard of FYR Macedonia and Republic Greece should be mentioned, which at the same time represents a unique attraction for the visitors from the greek emission zone. It is a fact that daily, a large number of visitors come from Greece for shopping and health services in the Pelagonia region. Second on the rank list is the emission zone of Serbia. Serbians are known as transit tourists in FYR Macedonia, but a large number of them achieve over-night stays. In the third position are the visitors from Turkey, a large number of them come as a part of large Balkan tours and they visit the city Bitola because the museum of Mustafa Kemal Atatürk is located there. The museum is a big attraction for the Turkish tourists. At the fourth position are the visitors from Australia, which are in fact domestic tourists from the diaspora visiting their birth places. The Pelagonia mountain region, especially Bitola and Prespa are known as migration areas. A surprising fact is that the visitors from the Republic of Germany are in the fifth position after the Australian visitors. Even though the Dutch are considered as tourists that visit FYR Macedonia in the largest numbers from the emission

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zones of west Europe, German tourists are in larger numbers and from them a large number are domestic tourists that are visiting their birth places.

	2012	2013	2014	2015	2016	2017
Total	174304	162752	154595	157766	141153	161751
Domestic	126306	112637	98784	104922	90028	93314
Foreign	47998	50115	55811	52844	51125	68437
Austria	1189	952	811	1099	1022	540
Albania	1880	2546	2162	1318	1359	1510
Belgium	574	807	687	657	439	737
Belorussia	395	66	31	23	3	41
Bosnia and Herzegovina	724	899	955	480	398	542
Bulgaria	1652	1928	2237	3479	3071	3409
Great Britain	742	771	859	1190	1234	1847
Germany	3070	2817	2660	3330	3139	3922
Greece	2997	2750	2408	2770	3628	4471
Danemark	258	203	315	360	421	495
Ireland	16	67	173	89	126	128
Italy	1538	1167	2186	2329	2185	2074
Kosovo	381	374	545	420	393	397
Latvia	35	44	36	77	126	51
Lithuania	238	140	96	108	34	26
Norway	121	154	383	271	263	333
Poland	909	839	1246	1372	913	2023
Portugal	83	22	27	51	75	94
Romania	1212	1241	2937	1141	1161	1414
Russian Federation	3187	2869	1976	1186	772	980
Slovakia	579	2878	687	375	385	1706
Slovenia	1695	1973	1865	1833	1494	2152
Serbia	4067	4344	5460	5196	4095	10293
Turkey	4443	3857	4877	2457	2232	2276
Ukraine	363	638	1321	1130	1651	2708
Hungary	341	290	881	714	3224	2840
Finland	357	275	412	474	306	118

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France	1269	907	893	1258	1001	1525
Netherlands	1276	1138	1061	2462	751	855
Croatia	1574	1311	2626	1389	882	1140
Montenegro	348	369	443	256	486	194
Czech Republic	812	595	1136	1153	648	859
Switzerland	828	315	799	974	773	1084
Sweden	1008	1283	1268	1150	1844	1770
Spain	373	261	251	416	589	422
Other European countries	473	461	570	562	425	365
African countries	48	51	245	111	135	126
Canada	526	427	533	1013	330	542
USA	1443	1219	1290	1438	1984	2522
Other North American countries	-	8	9	31	51	51
Southamerican and middle American countries	319	139	160	96	330	181
Israel	317	496	308	454	905	583
Japan	82	67	205	51	273	338
China	92	256	299	400	368	724
Korea	4	38	29	47	20	44
Other Asian countries	137	168	235	252	251	417
Australia	3941	5532	5105	5352	4884	7465
Other countries from Australia and Oceania	82	163	113	50	46	103

Table 22. Nights spent by country of origin in Pelagonia Region 2012-2017

Source: Mac-Stat Database, State Statistical Office

Spent nights in Pelagonia are totally different if comparison with the tourist arrivals. Here, first are the native tourists in regards to the foreign. Something specific that has to be mentioned is the tendency for the lowering of the number of остварени ноќевања from native tourists from 26% in 2017 in contrast to 2012. While the foreign tourists (night stay's) have a tendency of growth. There is an increase in the number of night stays from foreign tourists over 42% taking 2012 as a base-line. Even though because of some social and political actions there is lowering of night stays in 2015 for more than 5%, whereas the next year 2016 night stays have lowered 3% more in comparison to 2015, or more than 8% if the

period 2014-2016 is analyzed. The situation stabilized and got a growing trend in 2017, where there's a growth from the previous year of 34%. In 2017 in first place with achieved night stays are Serbian tourists with 10293. In second place are the visitors from Australia with exactly 7465 nights, in the third position are the greek tourists with 4471 nights. According to this greek visitors achieved 1.7 nights in 2017. This proves the fact that greek visitors come to Pelagonia not from tourist motivation but for other reasons.

10. PROMOTION OF THE TOURIST OFFER OF THE PELAGONIA REGION

The Pelagonia region offers significant natural and anthropogenic treasures which allow for the growth of tourism. Several characteristic motifs can be used to promote Pelagonia on the tourist market: clean living environment, an urban environment with a millennium history, active rural environments, rich cultural background, local tradition as authentic gastronomy.

According to the findings of the State Statistical Office of FYR Macedonia, last year the Pelagonia planning region was visited by 62.000 tourists of which 41.000 domestic and 21.000 foreign. The average length of a stay was 2.52 nights, 150.000 nights in the course of the year.

The tourist promotion of the Pelagonia mountain region is implemented on three levels.

1. The highest level where the touristic values and services are promoted as an internet site exploringmacedonia.com that represents the national internet portal for tourism of FYR Macedonia.



Figure 38. Official website of the national tourism promotion

Analysis of the information presented in it shows that the Pelagonian mountain region is divided into these municipalities Krusevo, Bitola, Prilep and Resen. It should be mentioned that the visitors of this site can't get detailed and thorough information for different attractions in the region.

Krusevo

EM / Go to / Cities / Krusevo



About Krusevo

History and Culture

Travel Guide

Krusevo - The Ethno town

Mentioned in documents from the 15th century, Krusevo is a living museum, famous for its traditional architecture, cultural sites, and legacy as the site of the great 1903 Ilinden uprising against Ottoman domination. The rebellion failed, but its memory is cherished in Macedonia even today, as a symbol of the national struggle for freedom and democracy; while it lasted only 10 days, the Krusevo Republic of revolutionary leader Nikola Karev represented a desire for self-rule under a modern European political system. Today an enormous monument on the hill above Krusevo marks the elusive dream of the Ilinden revolutionaries. Owing to its high elevation (1300 meters or 4,400 feet), Krusevo is also one of Macedonia's prime winter sports destinations. Yet this same quality also makes this pine-forested getaway a comfortable destination in summer, when the Krusevo air stays cooler and more pure than in the arid lowlands. The memory of Macedonian artist, Nikola Martinovski, is preserved in a traditional-style house/gallery that contains a huge collection of Martinovski's paintings and drawings, as well as various ethnological artifacts that bring 19th century Macedonia to life. Krusevo was, as well, the hometown of Macedonian most famous pop-singer Tose Proeski (1981-2007).

There is a project called "Krušev ethno-town", supported by the Ministry of Culture of the Republic of Macedonia, which was developed by a small group of enthusiasts. According to that project, Krusevo shall look like a town from the beginning of the 20th century where it was the center of the Ilinden Uprising in 1903, that led to the creation of the first Republic on the Balkans, The Krusevo Republic. People will be dressed like Ottoman Turks and Macedonian revolutionary freedom fighters. The project aims to make Krusevo a main tourist destination in five years.

Facts

- ✓ **Area of coverage:** 190.68 km² (118.48 mi²)
- ✓ **Citizen:** 9,684
- ✓ **When to come:** Anytime
- ✓ **Digital code:** +389 (0)48
- ✓ **Postal Code:** 7550
- ✓ **Coordinates:** 41°22'N 21°14'E

Accommodation



- ✓ **Hotel "Montana Palace"**

MIDA Rent-a-car

Office 2 (Airport Alexander the Great)

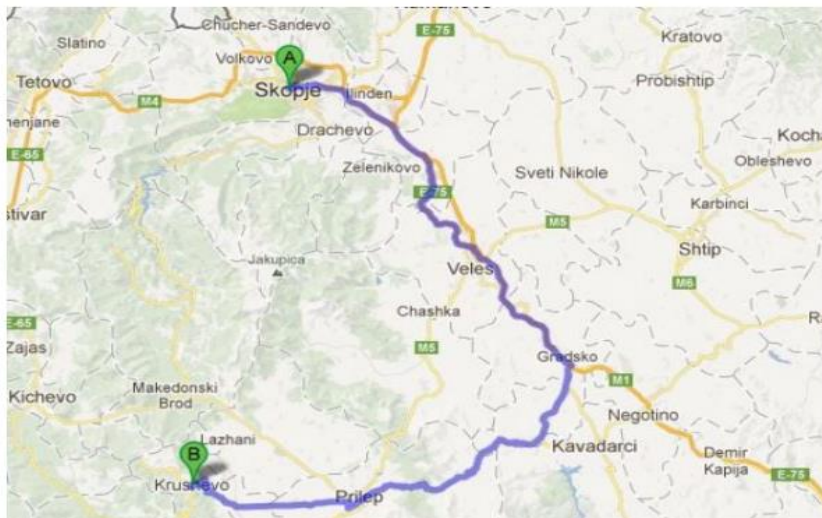
Tel/Fax + 389 22 56 10 10

24 hour service phones

Mob.1: 070 256 433

Mob.2: 071 223 042

Mob.3: 070 366 958



- ✓ Scuba diving
- ✓ Mountain Biking
- ✓ Sailing
- ✓ Paragliding
- ✓ Kayaking & Canoeing
- ✓ Ski & Snowboard

Figure 39. From the official web site exploringmacedonia.com

2. The promotion of the touristic values of the Pelagonia planning region is represented on its official website (www.Pelagoniaregion.mk) as well as on the official website of the Center for development of the Pelagonian Planning Region (www.investinpelagoniaregion.mk) which acts as a body that unites and supports the development of the municipalities of this region. From the analysis of the Center for development of the Pelagonian Planning Region's website can be concluded that the tourist promotion of the region is very little represented and that it has to be expanded, and its content and promoting tools have to be heightened for promotion on Patagonia's tourist motives.



Figure 40. Exhibitions of ZUR FYR Macedonian handicrafts and the Association of women CVET from Krushevo in the framework of the Regional days of the Culture in Pelagonia

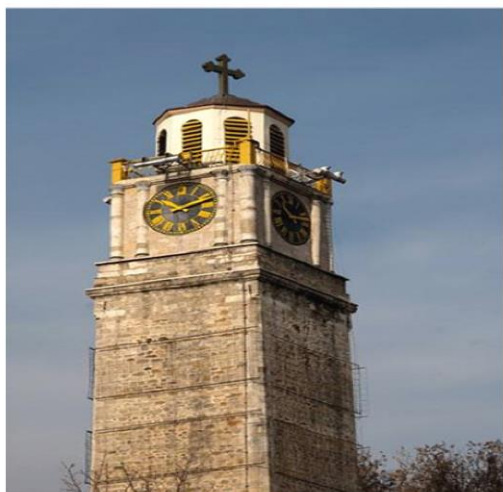
Source: Official website of the Pelagonia region



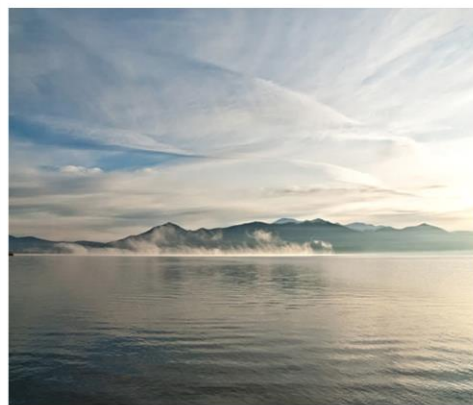
Figure 41. Networking between LAGs from Pelagonia region and LAGs form Czech

Source: Official website of the Pelagonia region

From the official website of this region, two types of tourist information can be found. The first type includes a visual perception of the art-exhibited main touristic attractions in the region that are based on the potential tourist development. From this information, the tourist may be informed for the natural and cultural values of the region as well for the specific varieties of birds that can be found there.



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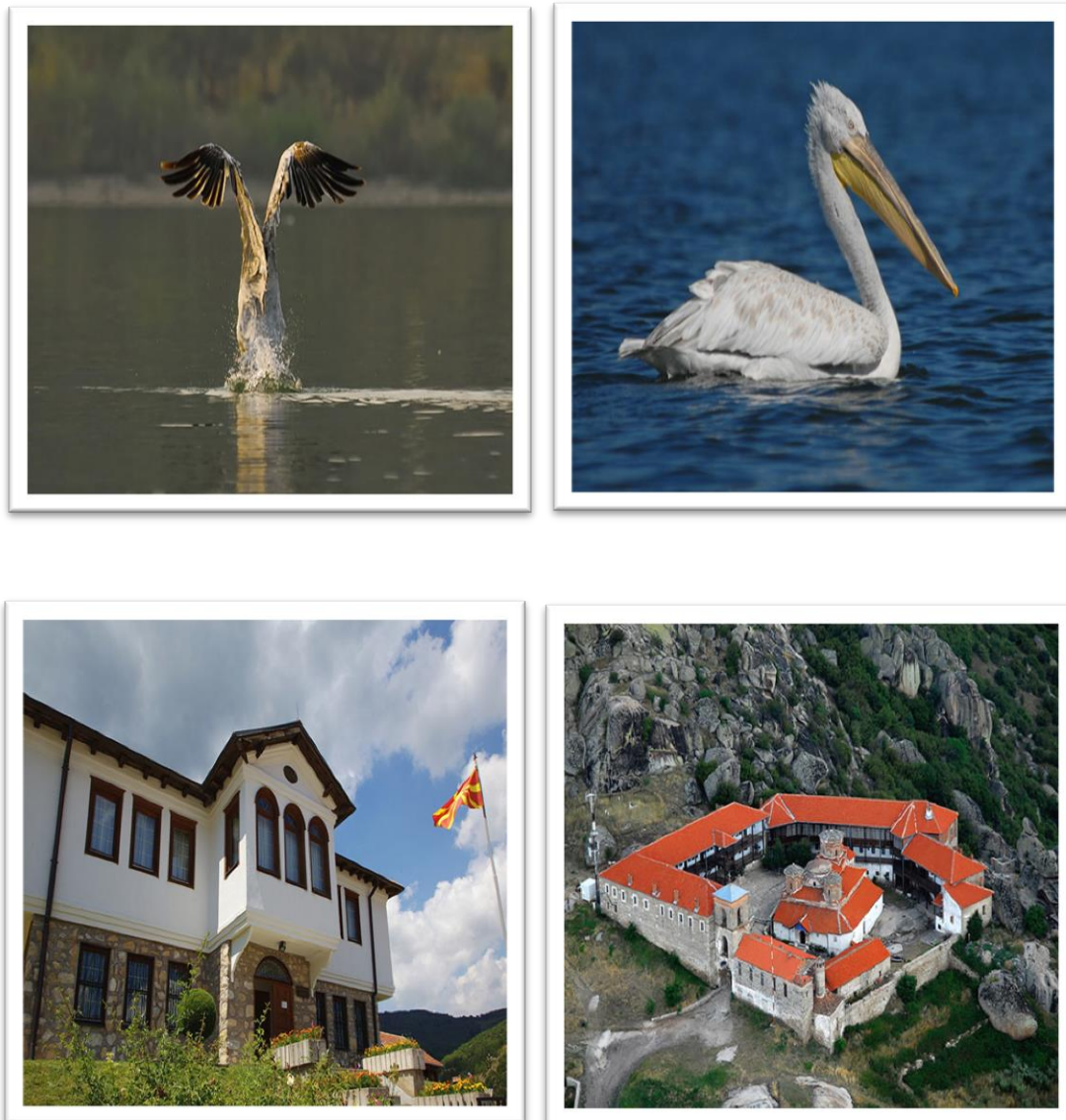


Figure 42. Photo gallery from the official website of the Pelagonia region

Source: <http://pelagonijaregion.mk/>

The second type is information about several cultural objects that have tourist value and create the potential for tourism development in this region. The presentation includes the most important tourist spots in the municipalities of Bitola, Resen, Prilep and Krusevo. Visitors of this website can get acquainted with basic information about the church St. Dimitrija in Bitola, the Treskavec Monasteries and St. Archangel Michael as well as the Church of St. Annunciation in Prilep, Church St. Gorgi in the village Kurbinovo and the monastery St. Bogorodica in the village Slivnica in Resen, the monastery of St. John the Baptist and the monastery of St. Athanasius of Alexandria in Demir Hisar and the monastery

Holy Transfiguration in the municipality of Dolneni.

With the analysis of the official website of the region, can be concluded that one of the flaws on the website of the Center for development of the Pelagonia mountain region is the lack of a general tourist promotion in which an integral tourist-catering offer will be presented, with specified contacts and location. Such promotional content would be of particular benefit and importance to all providers of travel services. An example is the national and regional internet platforms of countries on the international tourism market where not only tourist attractions are incorporated, but also entities that provide tourism and catering services of all kinds and scope.

3. Promotion of the tourist values of the Pelagonia region through the Agency for Promotion and Support of Tourism in the FYR Macedonia, provides limited tourist information for this region.

4. Promotion of the tourist attractions of Pelagonia is carried out by the business entities - accommodation and tourist agencies, organizational units within the municipalities in the region.

10.1 The Pelagonia region in the promotion of the Agency for Promotion and Support of Tourism in the FYR Macedonia

The promotional activities of the Agency for Promotion and Support of Tourism in the FYR Macedonia are realized through:

- propagating in printed media (newspapers and magazines), online portals and billboards;
- Including the foreign tour-operators and journalists, that will properly promote FYR Macedonia abroad in their countries; the journalists through the electronic media and printed media, and the foreign tour-operators by making FYR Macedonia a destination in their programmes. -participation in international fair manifestations with declared co-exhibitors as well as participants of the FYR Macedonian private sector.
- publications that can be found by the potential tourists in printed or e-form.



Figure 43. Official website of the Agency for Promotion and Support of Tourism in the FYR Macedonia

Source: <http://tourismmacedonia.gov.mk/>

Macedonia

What is noticeable from their analysis is that in the contents of promotional campaigns lead by the Agency for tourist's promotion and support in FYRM and its promotional materials, the tourist's values in this region are very little covered by publications that are announced on the official APSTRM web site. (<http://tourismmacedonia.gov.mk/>):

The brochure “Promenade through the consul's city” where information about the ten most representative tourist's attractions in Bitola can be found.

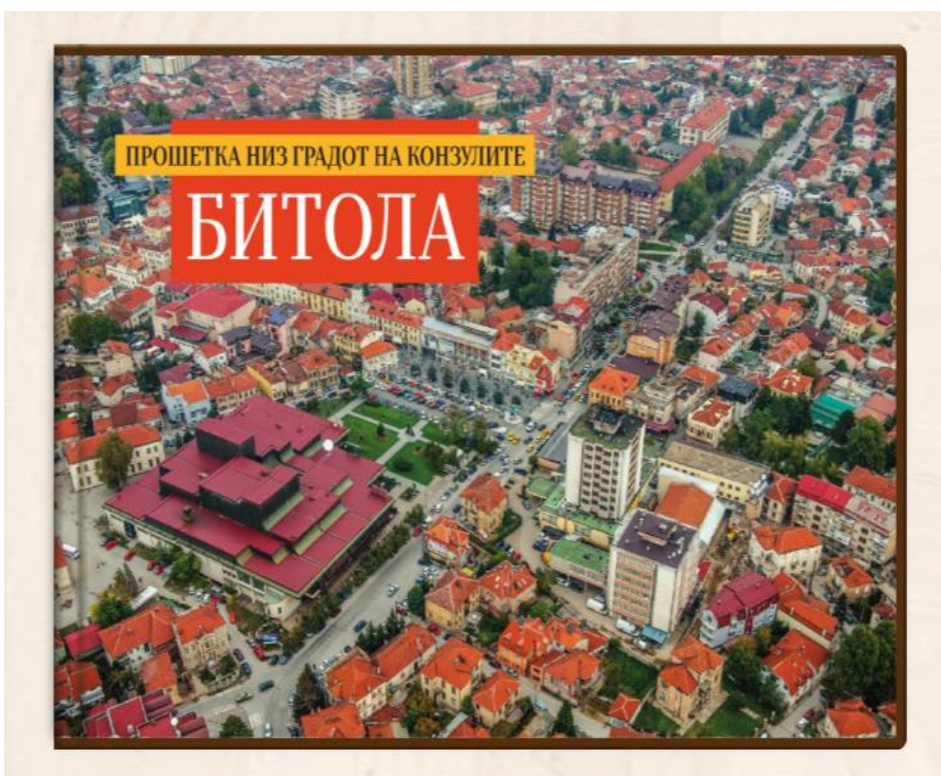




Figure 44. Brochure “Promenade through the consul’s city”

Source: <http://tourismmacedonia.gov.mk/>

Shirok Sokak – Pedestrian zone where are a huge number of cafes, shops, and consulates that are witnesses of the easygoing city lifestyle. It is an image of the city’s culture, and represents Bitola as a city that is cultural, administrative, trading, industrial, and educational center in this part of the Balcan peninsyla which is well-known worldwide.

The Festival “Manaki Brothers” one of the world’s famous film festivals.

The clock tower located in the city center with the hight of 32 meters. Through the official website, the visitors can learn the historical basis of the building of this attractive construction in Bitola.

The ancient city of Heraclea, (HERACLEA LYNCESTIS), that exists from the mid VI century, that with its beauty and attractiveness gives a piece of evidence for the strength and supremacy through the time. The potential tourists might inform themselves for the history, architecture, the life and the culture of the people that used to live there.

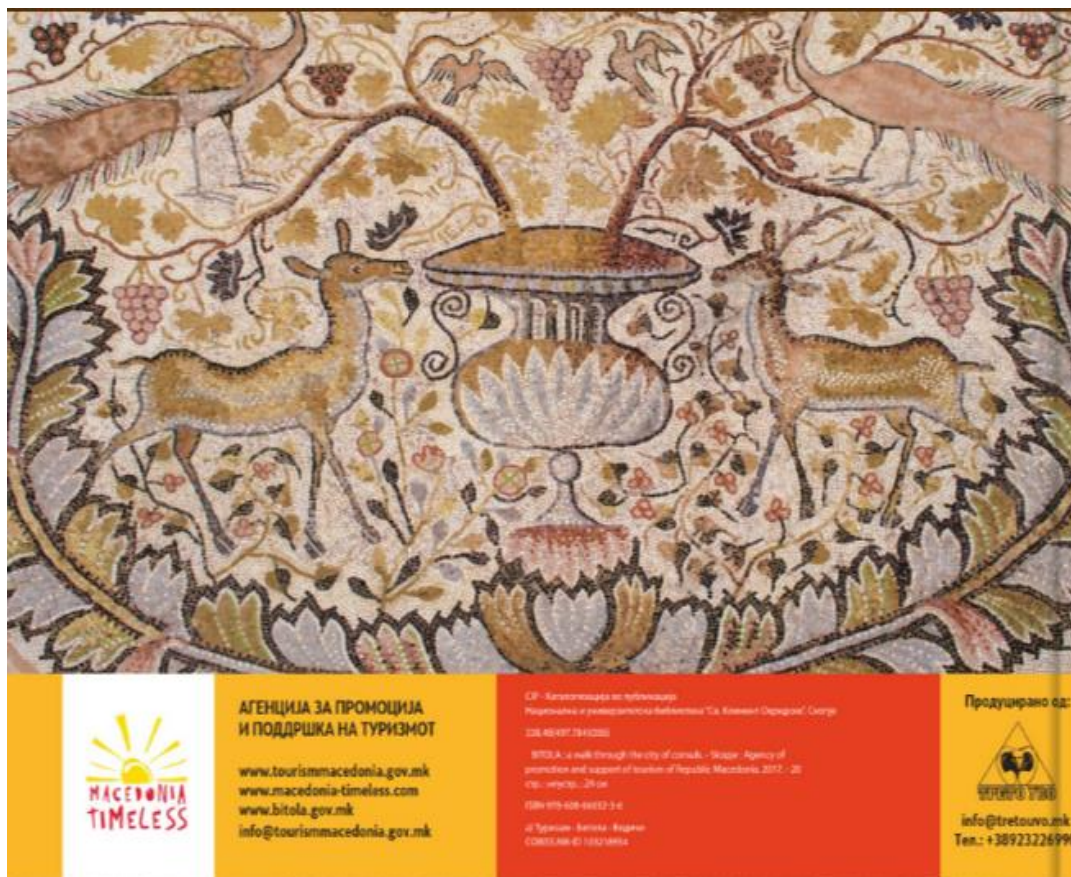


Figure 45. Brochure on Heraclea Lyncestis

Source: <http://tourismmacedonia.gov.mk/>

The National Museum presents exhibits that are a piece of living evidence, culture and especially the traditions of Bitola's citizens presented through the love story of a Bitola's girl called Eleni. This publication gives information for the possibility of visiting the room of the first Turkish president, Mustafa Kemal Ataturk.

Jeni mosque that serves for organizing exhibitions.

The National Park Pelister with its natural beauties, and wildlife.

The accent in this brochure is put on the Lakes named as Pelister's eyes, and the tourists got information about the mesmerizing ski terrains and the possibility to fulfill their needs by using the services of the ski center Kopanki.



Figure 46. Presenting the gastronomy services and promotion of the Bitola’s processed cheese as an attractive specialty

Source: <http://tourismmacedonia.gov.mk/>

This brochure presents a calendar of all characteristic events that are organized in Bitola, and that can catch the attention and the interest of the internal and external visitors. These are happenings and manifestations that are usually realised from May to October, such as A Little Bitola’s Monmartr, Bit-Fest, Day of Culture, Bitola Shakespeare Festival, AKTO-Festival of contemporary art, Bitola Open City, Folk Festival Ilinden’s days, International Cinematographer’s Festival Manaki Brothers, and the International festival of classical music Interfest.



Figure 47. Calendar of events in Bitola

Source: <http://tourismmacedonia.gov.mk/>

The brochure “Promenade through the living museum Krushevo” presents the attractions that the city of Krushevo offers, and that they give the city an epithet as a historical city, museum city, fairytale-city. Through visualization and text, on the APST website, the visitors can find information about the natural beauties and manageability for tourism development, especially on the winter sports, the astonishing terrains for enjoying the paragliding, unsullied constructions from the XV century, the period when the city is formed, the houses with the specific architectonic characteristics as well, that are result of the cultural impact in the period of the inhabitation of the Vlachs and Miacs, as an investors and famous builders.

The heritage of this city is presented through the artworks and engravings, cultural and historical monuments of which this city is recognizable and interesting for the visitors. In the brochure, the gastronomic specialties of Krushevo are presented: traditional pie with cheese and leek, the traditional Krushevo’s “tava”, the famous Krushevo’s delight.

The publisher of this brochure (ASPTRM) distinguishes and presents ten touristic potentials: The Macedonium muniment, locality Mechkin Kamen (Bear’s Stone), the memorial house of Tose Proeski, The Gallery of N. Martinovski, The “saint, Preobrazhenie” Monastery, the local

gastronomic products, foundry for producing bullets that nowadays is a monument of the Ilinden's battle, The winter touristic center, and the opportunity for a paragliding flight above Pelagonia Region.

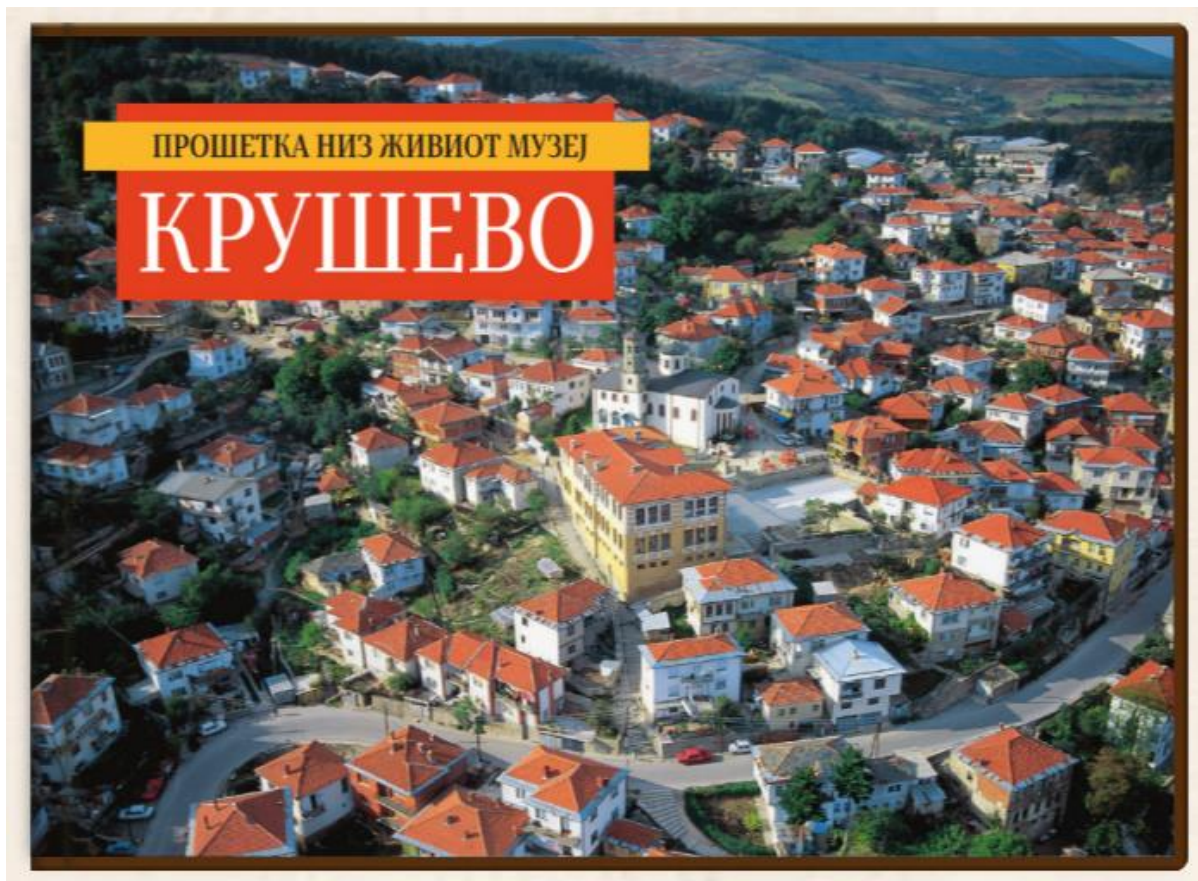
This publication gives information about a specific musical, cultural, sport and gastronomic events that are organized in this Municipality, and that are presented using calendars of events.

The publication, “A guide across the regions of the FYR Macedonia” presents the crucial information about the natural beauties and cultural-historic characteristics, for hotel's and restaurant's capacities in the eight state regions in The FYR Macedonia. The Pelagonia planning region is prevalent with the basic information about the natural and cultural values in Bitola, Demir Hisar, Prilep, and Krushevo. Although this publication gives minimal information about the types of traffic in the region, the brochure gives information about the names of the more important accommodations and restaurants in the Municipalities of the Region. After the presentation of the region's touristic values, the potential tourists are requested with an interesting seven-day accommodation “Promenade across the region”.

heritage in this city represented by fine arts and performances from carving, cultural and historical monuments in which this city is recognizable and interesting for visitors. The brochure also presents the gastronomic specialties of Krushevo: the traditional pie with cheese and leeks, the Krusevo pan, the famous locum in Krushevo.

The publisher of this brochure (APPTTRM) identifies and presents ten tourist potentials: the monument Makedonium, the locality Mechkin Kamen, the memorial house of Tose Proeski, the Gallery of N. Martinovski, the monastery "St.Premiography", the local gastronomic products, the production plant for bullets today is a monument to the Ilinden fight, the Winter Tourism Center and presents the possibility of paragliding and flight over Pelagonia.

This publication provides information on the specific musical, cultural, sports and gastronomic events that are organized in this municipality, presented through a calendar of events.



ТОП 10

1 Македонинум
 Споменикот е составен од неколку делови, но најзначајниот е белата купола во која почива претседателот на Кривопаланска Република - Никола Карев. Овој споменик е симбол на издржливоста, изстрајноста и стремението за слобода на македонскиот народ.

2 Мечкини Камен
 На неколку километри од градот, патот води до овој помалку познат камен за време на Илинденското востание се воделе жестоки битки. На местото има споменик на вождот Тито Тун, а над него се истакнуваат зборовите „слобода или смрт“.

3 Манастир „Св. Преображение“
 Манастирот е граден по иницијатива и со лично учество на еден од најголемите македонски војводи Тодор Проески, кој град, сиромашно население и да престојувало во манастирот. Во близина има прекрасна панорама на околните планини.

4 Локум
 Десетот кој се прави со генерации во овој град и кој има врвен квалитет. Кривопаланска го прави десетот за истиот како богатство. Локумот кој потонува токму од овде е локална привилегија и не може да се најде на друго место.

5 Параглајдинг
 Во близина на Мечкини Камен се наоѓа едно од најразвиените места во Македонија за полетување со параглајд. Во околната околина има инструкции по параглајдериство со кои може да се договорат танџан лет над Полигонови.

6 Галерија на Н. Мартиновски
 Дубинката на уметност ќе најде истински одмор меѓу делата на современост сликар Николо Мартиновски, сместени во една од кривопаланските куќи со извонреден изглед.

7 10 дена Кривопаланска Република
 Овој настан започнува на 2 август својата година со четири на Кривопаланскиот манифест како дел од правителството на Илинденското востание и за време на истиот градот целосно се менува во дупет на 1903 година.

8 Споменик на Тодор Проески
 Изграден постојано во чест на големата македонска легенда, центарот кој брзоува за животот и делото на уметничкиот и еден од главните атракции на градот.

9 Леарница на куруштин
 Леарницата претставува својствен музеј како споменик на Илинденското востание и е оригинално место каде за време на востанието се правеле куруми за востаниците.

10 Зински спортови
 Како трет најголемо спортски центар во земјата, тој нуди многу можности, посебно за почетниците.

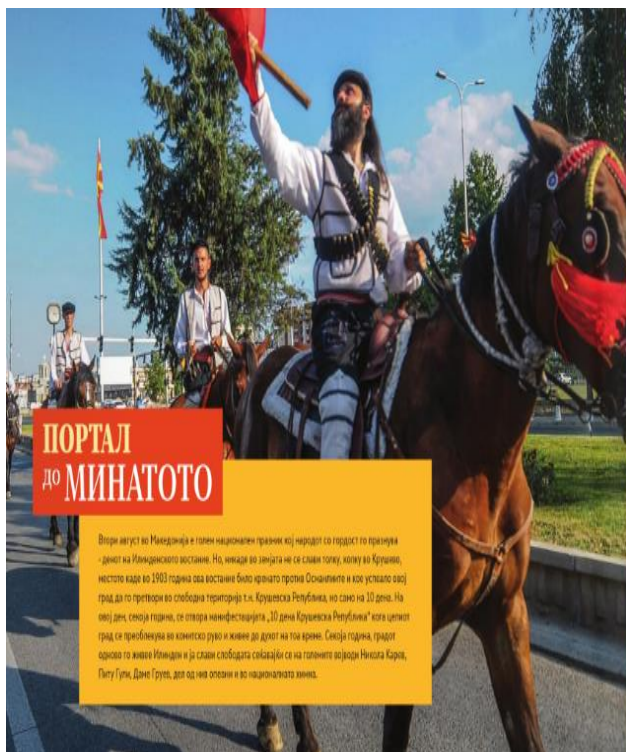
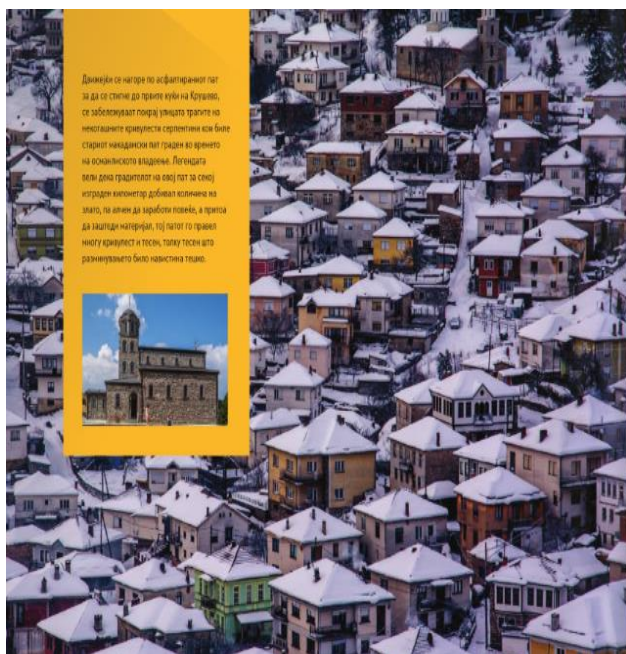
ГРАДОТ ВО ОБЛАЦИТЕ

Дали неможете сте се запрашале кој е највисокиот град на Балканот? Со постојаност на околу 1.350 метри надморска височина, Крушево градот ја носи оваа титула. Сместен во централна Македонија, со население од околу 5.000 жители, овој мал град е посебен по многу работи, но најмногу по уникатната архитектура која е целосно во духот на македонската традиција. Формиран со куќи од змен пил со инфилтрирана постојаност и тесни улици, помат по најзначајното македонско востание против Османлиската Империја, овој мирен и тесен планински град, неспоредливо глуми во центар на културните и спортски здружувања.





Interreg IPA Cross-Border Cooperation Programme “Greece-The former Yugoslav Republic of Macedonia 2014-2020”



Interreg IPA Cross-Border Cooperation Programme
 “Greece-The former Yugoslav Republic of Macedonia 2014-2020”

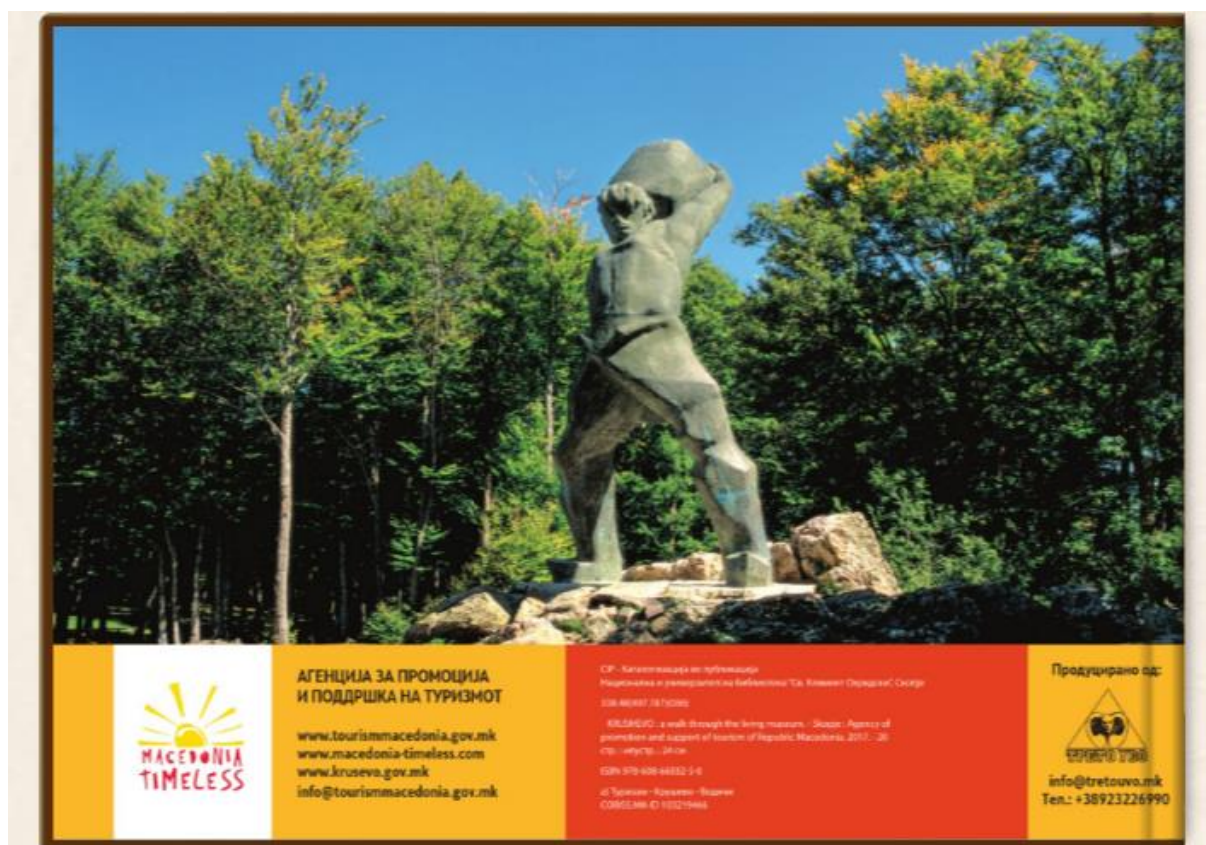


Figure 48. Brochure “Promenade through the living museum Krushevo”

Source: <http://tourismmacedonia.gov.mk/>

The publication "Guide through the Regions of the FYR Macedonia" presents the most important information about the natural beauties and cultural and historical landmarks, for

the hotel and restaurant facilities in the eight statistical regions in the FYR Macedonia. The Pelagonia region is represented with basic information about the natural and cultural values in Bitola, Demir Hisar, Prilep, Krusevo. In addition to the minimum information on the types of road network in the region, the brochure provides information on the names of the most important accommodation facilities and restaurants in the municipalities of the region. After presentation of the tourist values of the region, potential tourists are offered an interesting seven-day arrangement "Walk through the region".





Figure 49. Publication "Guide through the Regions of the FYR Macedonia"

Source: <http://tourismmacedonia.gov.mk/>

The publication "Guide to Identifiable Products, Locations, Objects and Events in the FYR Macedonia" presents the Prespa region very little. It contains information about several food products and specialties from the region - Bitola cheese, Bitola beer, Krusevo pie, Krusevo locum, Demir Kapija ravine, Pelister National Park, Prespa Lake, Sirok Sokak, Heraclea, Bezisten and Clock Tower in Bitola, Memorial room of Mustafa Kemal Atatürk, Memorial House of Todor Proeski, Carnival Prowl in Prilep, Film Festival Manaki Brothers in Bitola, Beer Festival in Prilep, Festival of folk instruments and songs "Pece Atanasoski "In Prilep, Krusevo-ethno city, Prilep marble, pine forest specific for Pelister National Park.



Figure 50. Publication "Guide to Identifiable Products, Locations, Objects and Events in the FYR Macedonia"

Source: <http://tourismmacedonia.gov.mk/>

The brochure "Ottoman monuments in the FYR Macedonia" is a presentation of the Islamic monuments in FYR Macedonia that speak about the Turkish influence on the architecture of settlements, the mentality of people, language, nutrition and many other aspects of everyday life in FYR Macedonia. In it Pelagonia region is represented through the buildings in Resen, Bitola and Prilep.

Resen, called "Small Paris", is represented by the Nayazi Bey and Haji Ramadan Mosque. Bitola was promoted with information about the Military High School - Idadie later Military Academy-Harabie, in the area of today's National Institution "Institute and Museum" -Bitola, Iskhak Chelebi Mosque, Clock Tower, Yeni Mosque, Zandan Kul, Bezisten, Turkish Baruthan (Bitola barracks), Hadji Mahmud Bay Mosque, Gazi Haidar Kadi Mosque and Deboj Hamam.

Prilep is presented through the Mark's Towers, the Clock Tower of Said-Aga, the Charshi Mosque and the Kurshumli Ani.

10.2 Promotion of the Pelagonia region at the tourism fairs

From the performances of the tourist offer of R: FYR Macedonia, one can notice the absence of the region in view of its unique promotion of international tourism fairs on a regional and European level, especially in the promotion of the Pelagonia region on the global tourism . The only information to potential buyers about the tourism services, opportunities and potentials of the region are the printed materials of the Agency for Promotion and Support of Tourism. The presence of accommodation capacities is very little, ie hotels in this region that individually participate in the fairs. At major international fairs, they do not take part, as is the case with the recently held trade fair in Izmir, Republic of Turkey. It is of great importance Pelagonia to present itself to such events as a destination, with all its tourist values and capacities.

10.3 Promotion of accommodation facilities

The Global Internet Network is the main medium for promoting all carriers of the tourism product of this region.

The municipalities devote minor importance to the promotion of tourism values. Their promotional activation refers only to the organized events in the municipality that are published on their official web pages and which in essence have a tourist value. This basically refers to the cities of Bitola, Resen, Krusevo and Prilep with their surroundings.

Accommodation facilities that want to promote on the international tourism do it independently and individually, using several internet platforms. The usual internet platforms that apply to the tourist promotion are (Booking.com), AirBnB, Trip Advisor, Trivago, Zoover.nl.

10.3.1 Promotion of the accommodation capacities in the municipality of Bitola

There are more hotels in Bitola, but the most famous are Millennium Palas hotels (www.milleniumpalace.com.mk) and Epinal (www.hotelepinal.com), which attract the largest number of visitors. They are promoted through their official website and for their offers, guests can best inform themselves through online booking platforms.

By booking (Booking.com) you can find basic information about 60 accommodation facilities in the municipality of Bitola. They are all promoted through images and a textual explanation of the services that can be used. In addition to 16 hotels, these accommodation facilities include 26 apartments, 8 guest houses, 2 villas and 2 hostels.

10.3.2 Promotion of the accommodation capacities in the municipality of Prilep

In the municipality of Prilep there are 13 tourist agencies registered: Carev Dub, Uni-tours, Good, Orbita, Odyssey Travel, Lyon Olympic, Info Tours, Travel Travel, Dame Travel

They present the minimal tourist sites and accommodation capacities of the municipality and are aimed at promoting several important events that are held in Prilep, such as: Days of Culture, Beer Fest, Prilep Carnival, Days of King MarcoTeat Festival "Vojdan Chernodrinski" etc. . A large number of these agencies have their own accommodation facilities that promote them.

The analysis of the online bookings shows that 4 hotels are being promoted in the municipality of Prilep (Hotel Salida, Hotel Kristal Palace, Hotel Atlas City Center and Hotel Dion), 6 apartments, 5 guest houses.

10.3.3 Promotion of accommodation facilities in the municipality of Krushevo

The municipality of Krusevo is an attractive tourist destination. Accommodation facilities in it are promoted to bookings through the capacities Hotel Montana, 11 apartments, 2 guest houses as well as Etno Villa - Krushevo. With the content of the services provided by Hotel Montana, tourists can also get acquainted through the official website of the hotel (www.montanapalace.com).

10.3.4. Promotion of accommodation facilities in the municipality of Resen

The accommodation capacities of the Resen municipality are presented through the booking page with Hotel Royal, and 2 holiday home (DNHouse and Sunny Villa), Villa Kostovski in the village of Brajcino, Villa Kiryana in Pretor. The hotel also has its official website (www.rojallhotel.com) from which information about the number of rooms and beds, as well as the restaurant services and gastronomic contents are received.

Within the Resen municipality is the hotel Lakeview Hotel and Resort in Oteshevo whose facilities and services are being promoted through the hotel's website (www.tripadvisor.com/Hotel_Review).

11. SWOT ANALYSIS

The SWOT analysis allows us to analyze the capacities available to us as benefits for development of active tourism in the Pelagonia planning region. This will differentiate those potentials that have an active role in the creation of tourism products and which enable the enrichment of the tourist offer. On the other hand, those are the values that can be included in international cooperation in a wider area, such as Pelagonia in the FYR Macedonia and Greece. Also, this analysis will enable us to see the shortcomings in the Pelagonia planning region and to reject them. The possibilities and risks in terms of optimal use of resources in creating tourism products in this area will also be considered.

11.1 Strengths

11.1.1 Commitment and strategic orientation for tourism development

The strengths in the Pelagonia planning region stem from the attractive resource base, the good connectivity and the receptive characteristics in this area. It is especially important to point out that in Pelagonia, based on strategic documents, it can be established that it is a priority activity, both at regional and municipal level. The region has good cooperation with the South-west planning region so that combined tours can be realized on a wider area. Commitment is also indicative on the international level, thus allowing polyvalent approach in the creation of tourism products.

Joint programs and program activities on both sides of the border area represent an additional basis for this plan. In the context of the strengths of the development of tourism in this region, the Government of the FYR Macedonia and the organizational structures for the development of alternative forms of tourism are a priority place. They are based on the spatial characteristics, the attractive and the receptive developmental basis.

11.1.2 Spatial and communication values

The region in a spatial sense can be defined as a space with embedded contact, transit and polyvalent characteristics. Its environment enables to create tourist products based on

resources in the South-west Planning Region, as well as in the Vardar Planning Region of the FYR Macedonia. The connection is good because it enables communication through the airport in Ohrid, the railway connection from Skopje to Bitola and Florina and the road network that provides good accessibility to the cities for active tourism. This connection provides transit tourism activities. Polyvalence is in the context of creation of tourism products from different environments with specific values. Such are the Ohrid Lake and the national park Galichica, which can be combined with the values in the Pelagonia planning region.

11.1.3 Geomorphological configuration and climatic values

The greatest advantage of the region for the development of alternative forms of tourism is the configuration of the space and the flow of mountainous units with valleys and cliffs. Such are the mountains Pelister, Buseva, Ilinska, Plancenska and Galichica, Bigla and the valley of Prespa, Pelagonia and Demir Hisar. The Skocivar gorge and other cliff valleys of the Red River are a special attraction. The advantage is also in the climatic conditions characterized by the presence of relatively moderate temperatures of the air, relatively low amplitudes, the length of the snow cover on the high mountains up to four months, mild winds, optimal humidity and high insolation longer than 2000 hours of sunshine per year.

11.1.4 Winter-sports centers and paragliding centers

There are two winter-sports centers in the region. The most important winter-sports center with international characteristics is Pelister. The cable car and ski slopes "Begova Cesma - Kopanki" is with

- Length of the complete plant 680 meters
- Starting station at an altitude of 1400 meters
- Ultimate station at an altitude of 1610 meters
- Number of two-seat baskets 68
- Capacity for transporting passengers 500 per hour
- Average bend 36%

Ski - Elevator and ski slopes "Kopanki"

- The length of the complete plant is 580 meters
- Starting station at an altitude of 1610 meters
- Ultimate station at an altitude of 1800 meters
- Number of towing cords 45
- Capacity for transporting skiers 700 per hour
- Average bend 38%

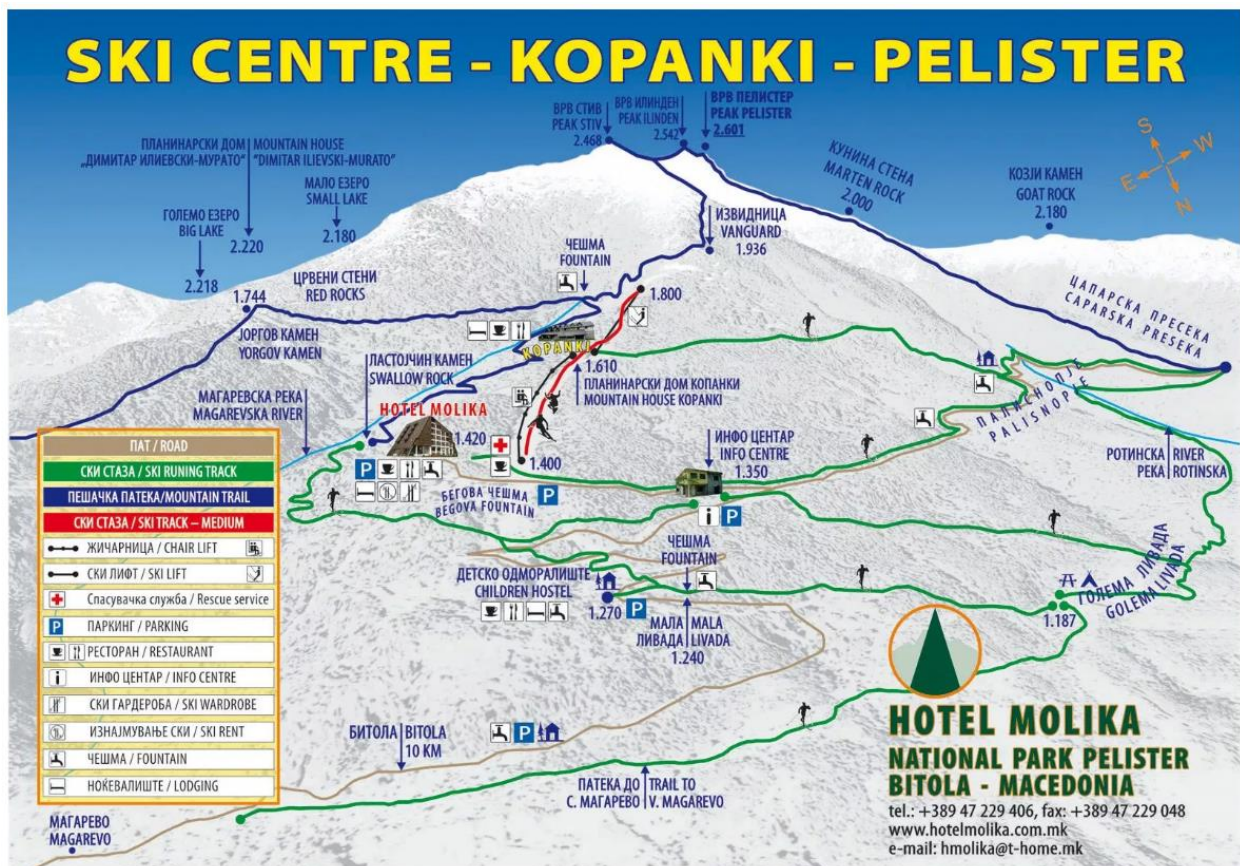


Figure 51. Winter-sports center Pelister

The Busheva Mountain has more opportunities for skiing centers. Existing ski facilities are available in Stanici with a built-up ski infrastructure. There are two (2) ski lifts there. The access to them is organized in two ways: with a two-seater that starts from the city itself with a capacity of 900 visitors per hour and an asphalt road in a length of 1 km. which leads to the immediate vicinity of the locality. Some of these terrains are suitable for the development of skiing (eastern and northern side of the locality), while the eastern side in some parts reaches a 40% slope representing terrain for advanced skiers and professionals.

Further development of this field by extending existing ski runs and opening new ones would not be practical because of its impact on the ecological side of the space (cutting of a part of the forest belt that surrounds this ski resort). This ski resort also has two temporary facilities offering catering services. This terrain is partially urbanized.

In addition to this center, a project for another winter sports center was prepared. Musica's Winter Sports Center on the Busheva Mountain is shown in Figure 52.

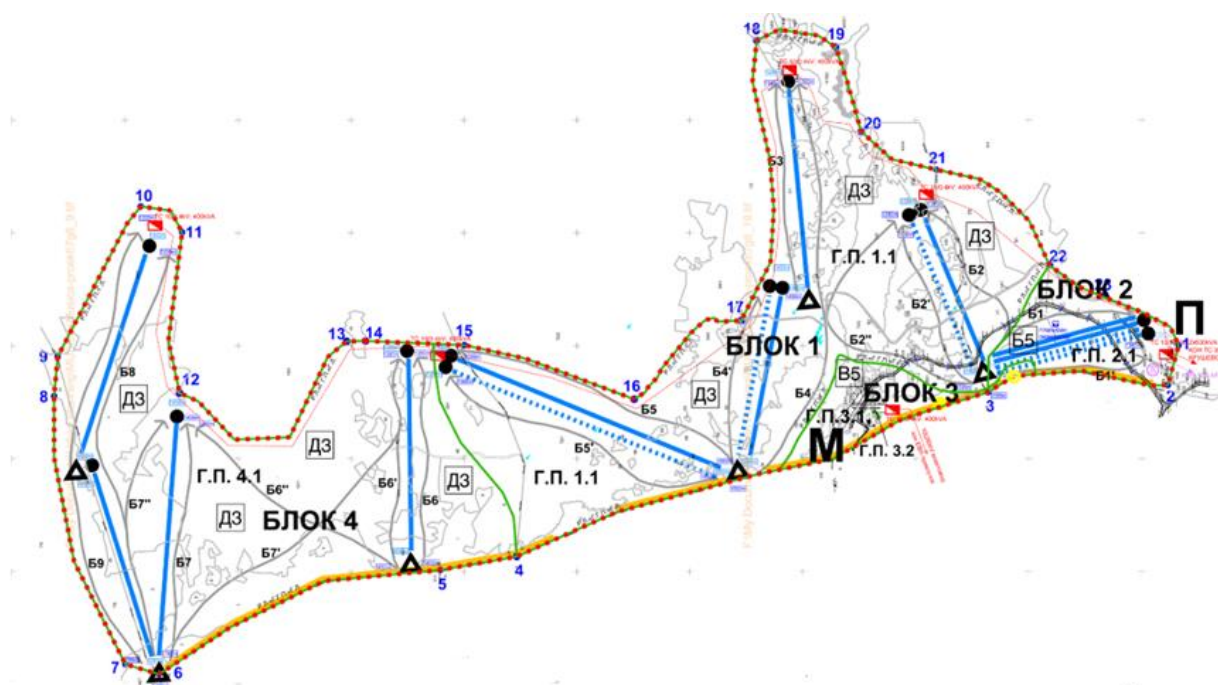


Figure 52. Winter-Sports Center Musica on Busheva

Source: Feasibility Study for Ski Center for Alpine Skiing Musica - Agency for Spatial Planning
The most important centers for paragliding are Krusevo and Prilep (<http://app.gov.mk/wp-content/uploads/2014/03/%D0%9C%D0%A3%D0%A1%D0%98%D0%A6%D0%90-%D0%A1%D0%A2%D0%A3%D0%94%D0%98%D0%88%D0%90.pdf>)

11.1.5 Rich in hydrography and biodiversity

Rich hydrography is represented by the rarely attractive lake surfaces of Prespa Lake as the largest aquatorium, artificial lakes and glacial rare forms called Mountain Eyes. Their beauty is the basis for active intercourse, camping and excursions on their shores.

The Pelagonia Region, thanks to NGOs, donors, municipalities and development funds, takes care of the protection of national treasures located in the region. The region has 4 protected areas: National Park "Pelister", National Park "Galichica", "Ezerani" (Park of nature) and "Ohrid-Prespa" biosphere reserve. This is the 14th conservation of the UNESCO protected World Biosphere Reserve. Cross border biosphere reserve "Ohrid - Prespa" covers the basin areas of Ohrid and Prespa Lake with an area of 446,244 hectares on the Albanian and FYR Macedonian sides of the watershed of these two lakes. More than 450 thousand inhabitants, in 26 local self-government units in Albanian, as well as six on the FYR Macedonian side, are registered in the territory of the reserve. (For more information, see <http://park-pelister.com/novosti/momentalni-aktivnosti.html>). Besides them, there are also areas with specific developmental needs determined by law as the natural reserve "Ezerani" (Resen), Monument to nature "Markovi Kuli" (Prilep) and the town of Krusevo, which is fully protected by the Law on the City of Krushevo. According to the defined Emerald (Map of the Emerald Network in FYR Macedonia <http://www.eea.europa.eu/soer/countries/mk/nature-protection-and-biodiversity-state/nature-protection-and-biodiversity-state-2/> map-1-national-emerald-network-1 / view) network of areas with special interest for conservation, from the identified 35 localities in the Pelagonia region are: Ezerani, Prespa, Pelister, Pelagonia, Markovi Kuli. (For more information, please visit the following link <http://www.eea.europa.eu/soer/countries/mk/nature-protection-and-biodiversity-state>)

11.1.6 Cultural treasury

Pelagonia Planning Region is a true treasure of material and spiritual cultural heritage. There are several hundreds of archaeological sites on the territory of the Pelagonia Planning Region. They are represented as stratified cycles from the Paleolithic to the contemporary culture. Cultural sites that depict the pre-Romantic period, the ancient, medieval and modern cultural layer are encountered. These values are woven into a remarkable living legacy. The calendar of events, performances and festivals is year-round. The rich cultural heritage is also based on the rural area where we have a significant heritage of folk customs, songs, games, festivals and folk costumes.

This treasury of values can be successfully combined with the established opportunities for alternative forms of tourism as enriched tourism products.

11.1.7 Built-in receptive structure

The capacity of the facilities offering accommodation services is expressed in the number of rooms and number of beds, and in accordance with the national regulations they are divided into basic and complimentary accommodation facilities. Most of the beds in the region are in the group of basic accommodation facilities such as hotels and motels, but they are also accommodated in complementary accommodation facilities, such as private rooms and resorts of enterprises and children resorts, as well as mountaineering and hunting dormitories and houses. The accommodation facilities in the FYR Macedonia are categorized according to the system of stars, but in the Pelagonia region, as well as in the whole country, this categorization of accommodation services is not fully implemented and the internationally prescribed international standards are not followed. CDPPR (Center for Development of Pelagonia Planning Region) has taken concrete steps to improve this situation by informing the relevant entities in the region about their obligations regarding the categorization of small-scale facilities (Program for development of the Pelagonia planning region 2015 – 2019).

11.2 Weaknesses

11.2.1 Human resources and poor level of reference to the local population

In the region it is characteristic that the quality of human resources in terms of tourism planning and development are with great differences in their allocation. In urban areas there is a high concentration of staff, unlike rural areas where there is almost no such staff. This is reflected in the labor market where the workforce does not meet market needs. On the one hand, there is a high level of unemployment, and on the other hand, the tourism and catering sector does not have a sufficient number of personnel of operational character. In the local economic development centers, poor staffing is evident. A particular drawback is the lack of reception facilities in rural areas. There are no licensed tourist guides. Tourist products are not defined on the basis of well-founded criteria and supported by appropriate resources. There are no concessions, subsidies and benefits. In addition to these problems,

there is a high outflow of a highly qualified workforce. There is low capacity for preparation of project applications, low level of staffing for maintenance of sports facilities. The migration from rural to urban areas and out-of region migration is evident. There are not enough trained and specialized personnel in the field of environmental protection and its use in the development of alternative tourism.

11.2.2 Low level of networking of Internet media in the field of alternative tourism

In the region there is no analytical approach in perceiving the competitiveness in terms of the characteristics of adrenaline tourism as a tourist offer. There is a mismatch of the adrenaline offer and the special tourism products with other forms of tourist offer. There is a relatively small number and mutually incoherent chain of tourist services. There is insufficient number of info centers that would provide necessary explanations for the functioning of the adrenaline forms of tourism. There is no established network of planning and urban solutions for tourism development. There is no network of accommodation facilities of a specialized nature. There is no network of sports and recreation centers and adrenaline sports centers. There is no electronic signage and visualization of service providers in the field of adrenaline tourism. There is no organizational link in the form of clusters in the field of adrenaline tourism.

11.2.3 Weak touristic building

The existing capacities in mountainous areas such as mountain houses, camps and campuses are insufficiently represented with obsolete and ruined functional character. There is a decline in capital investments for planning, construction, and maintenance of specialized facilities as selective centers for adrenaline tourism. SA notes a poor level of use of local products in catering facilities for this purpose. There is poor accessibility from the roads to the convenient sites for such activities. There is no proper categorization of the facilities for this purpose. The poor construction of sports and recreation centers in the field of adrenaline tourism is evident. There is not enough infrastructure for winter sports, and weak construction of facilities for sale of souvenirs and craft products. The capacity for

selling local products is weak, and there is small number of selected sites for adrenaline activities.

11.2.4 Weak promotional activities

No existence of brand of alternative types of tourism in the Pelagonia Planning Region was noticed. The level of promotion of tourism products is very low. There is a lack of promotion of the Pelagonia Planning Region as a tourist destination. The level of promotion of pedestrian sites and objects is poor. There is an integrated tourist offer as a modern form in the promotional activities. There is no special budget for promotional activities in adrenaline tourism. There are no tourism markets defined for the placement of such products. There are no distribution channels. There are no sites for the internet promotion of adrenaline tourism.

11.2.5 Existence of problems with environmental pollution

The level of hygiene maintenance in sports facilities and cities is very poor. There are no facilities and equipment for remediation of solid waste. There is no selection of solid waste in the works to improve the level of recycling that would affect the environment as a basis for the development of adrenaline tourism. There is no capital market for the meaning of the environment in the function of tourism. There is no promotion of values in the field of the importance of adrenaline tourism for human health. Old-time mechanization is used in maintaining of the road routes to the winter sports centers. There is occurrence of water pollution due to the absence of water supply and drainage in the rural areas and lack of clean drinking water during the summer months. There is a high level of pollution due to the capacities of the type REK Bitola and thermal power plants in the Pelagonia valley on the Greek side. The level of ecological awareness is very low. There is weak capacity of ecological organization with providers in the field of tourism.

11.3 Opportunities

The opportunities for development of tourism in the Pelagonia region are advantages of an external nature. Based on these advantages, the Pelagonia Planning Region offers numerous possibilities for promoting its own tourism development.

11.3.1 Central Balkan Position of the FYR Macedonia

For the development of the foreign tourist turnover in the Pelagonia Planning Region, the tourist - geographic position of the FYR Macedonia plays a special role. Namely, the state is characterized by a central Balkan position, which represents a significant potential for tourism development, not only in national frames, but also in regional ones. The Pelagonia planning region with its surface belongs to the largest planning regions in the FYR Macedonia, which has contact and transit tourism-geographical features. The tourist routes in this part of Europe represent a significant development potential for tourism in the planning region. Therefore, an increase in the number of transit passengers and tourists can be expected in this area. This will in turn also increase the number of created tourist contents and activities that have transit properties and which are intended for such tourist clients.

11.3.2 Global tourism trends

The global trends in tourism show changes in the behavior and interests of tourists. Namely, there is an increasing interest in the tourist demand for adrenaline tourism activities that are characterized by sustainability. Especially important are the tourist areas that are unknown to tourists, that is, they are not established as recognizable tourist destinations. In this sense, especially important opportunities are opened for the Pelagonia Planning Region, which has potentials for development of adrenaline, eco and nature-based tourism potentials. In this regard, we should mention the trend of foreign tourists (especially from Europe, Asia and North America) to travel to the tourist areas of Southeast Europe and the Balkan Peninsula, Increased interest of tourists for sustainable forms of tourism, and rise of low-cost flights.

11.3.3 Raised awareness of the population for protection of the natural and cultural environment

An important trend in the global context is also the raising of people's awareness of the environment. In this direction is the awareness of the care and preservation of the cultural heritage. Namely, the development of mass tourism leads to numerous environmental threats, with natural and cultural values being degraded and devastated. Therefore, alternative forms of tourism and tourism activities are becoming more relevant. These alternative types of tourism are characterized by sustainable features. On the other hand, the development of technology and technological means leads to the creation of increasingly contemporary forms of active protection and revitalization of endangered resources and values from a cultural and natural aspect. With this, innovative solutions are developed for active involvement of such resources in tourism development as part of attractive tourism products. The rural character of the Pelagonia Planning Region opens up opportunities for the development of a number of sustainable forms of tourism, such as adrenaline and eco-tourist forms.

11.3.4 Expanding of the integration processes of the European Union towards the Western Balkans

After its independence, the FYR Macedonia has chosen the strategic directions of integration in the Euro-Atlantic structures. Such processes represent an excellent opportunity for economic and socio-cultural development of the country, as well as of the planning regions within their frameworks. In this direction, the Pelagonia Planning Region will also benefit from the integration of the FYR Macedonia into such organizational forms. Such benefits can be reflected in the development and implementation of numerous standards in all phases of the tourist process, and thus the increase in the quality of the offered tourism products and services.

11.3.5 Existence of government measures to support and develop tourism through subsidies

The foreign tourist turnover in the past decade has been actively supported by the Government of the FYR Macedonia. Particularly significant in these forms of support are subsidies. The direct result of the subsidies is the increase in the number of tourist arrivals and nights spent by foreign tourists. Particularly visible is the growth of tourists from the Netherlands and Turkey. Through such a positive trend, the FYR Macedonia, and thus the Pelagonia Planning Region, can grow into recognizable and branded tourist destinations.

11.3.6 Existence of different funding mechanisms (loans, loans, development funds - IPA, IPARD programs and other EU and UN programs)

In addition to national forms of support, numerous forms of financing tourism are also significant through various credits, loans, development funds, programs and projects of the European Union, the World Bank, the United Nations and other international structures, organizations and institutions. The various financing mechanisms are particularly developed in the area of Southeast Europe and the Balkan Peninsula. In this regard, IPA and IPARD programs for support of tourism service providers, as well as agriculture, can be stressed as particularly important for the Pelagonia Planning Region. Agriculture and tourism have common points of contact, and the result of their connection is the development of rural tourism activities.

11.3.7 Increasing international and interregional cooperation and agreements

Mutual co-operation at different levels is the basis for successful operation. This specifically refers to the forms of cooperation at the national and international level. It is particularly regarding to the Pelagonia Planning Region, cooperation with other planning regions in FYR Macedonia, but also outside. Different forms of cooperation allow exchange of experiences and knowledge in the field of creation of interesting tourist contents and activities.

Cooperation can also be in the form of creating common tourism products, i.e. package arrangements, which will include tourist resources and attractiveness of the various spatial units. In this regard, the cooperation between the Pelagonia Planning Region and the spatial

units of the Republic of Greece with which it is bordering is of particular importance. Collaborations can be developed through the conclusion of various bilateral and multilateral agreements.

11.4 Threats

Threats represent the negative sides from an external point of view. According to the existing threats, the Pelagonia planning region should take measures and activities in order to minimize the impact of the registered negatives. Accordingly, the following threats are registered:

11.4.1 Complex economic conditions and crises

In the last decade, the economic conditions in the world have become extremely turbulent. Particularly the global economic crisis also affected the economic results of tourism. Over time, the situation in tourism has stabilized, but there is still the threat of such instabilities in global terms. In this sense, the Pelagonia Planning Region is not spared. Therefore, the forms of tourism that are characterized by alternativity and sustainability are particularly important and will be intended for tourists who are less capable of paying.

11.4.2 Political instabilities in the region

A particularly big threat to tourism development is the complex military and political conditions in the country and beyond. Namely, every conflict and crisis of this type acts utterly paralyzing the tourist movements. The current situation is relatively stable, but there are real threats to complicating the security situation of the wider environment.

11.4.3 Unbalanced regional tourism development in the FYR Macedonia

The Pelagonia Planning Region is behind the Southwest and Skopje region in terms of the achieved tourism results. Therefore, the tourist and development strategies are predominantly directed towards the other two planning regions. Additional activities are needed to balance these negative situations.

11.4.4 Weak cooperation between central and local authorities in promoting tourism

The promotion of tourism is predominantly based on efforts at regional and local level. Especially in relation to the Pelagonia Planning Region, it can be concluded that there are disagreements between the central and local authorities. More coordination between these levels of governance is needed, as well as greater involvement of local structures in the creation of tourist promotional content of the state. This will increase the participation of the values that the region possesses in the created tourist promotions.












11.4.5 Emigration of the local population - especially from the rural areas

As a particularly pronounced threat, the negative trend of emigration of the local population, especially from the rural areas, is evident. Human resources form the basis of the tourism development and without them the conception of tourism processes cannot be imagined. As a predominantly rural region, the Pelagonia Planning Region faces a continuous reduction in the number of population due to their eviction - most often outside the country. Namely, the difficult economic conditions and high unemployment are the main reason for such negative situations. In this sense, tourism can be a factor in minimizing negative emigrant movements. With the development of tourism, employment opportunities are opened, especially for the young population. Rural, eco-, adrenaline and other alternative types of tourism have a particularly important role in this direction. The Pelagonia planning region has excellent conditions for development of such forms of tourist contents and activities, which is a positive circumstance.










12. MAPPING POTENTIALS FOR CREATING TOURISM ACTIVITIES

The mapping was carried out on the basis of the cumulative results obtained from the sublimated observations during the research of the natural and anthropogenic potentials for tourism of the Pelagonia region through the creation of tourism products for active tourism. This display is the basis for a further cartographic display that may illustrate the identified zones for the development of active tourism in an illustrative way. As a cartographic basis, a map will be used. The table no. 23 that follows covers natural and cultural resources with identified sites based on the potentials available to them. Activities (marked with symbols) that can be practiced on the basis of the identified sites and their potentials are also proposed. Mapping of potentials and possible activities was done on the basis of the separation of natural and cultural resources for tourism and their explanation. The availability of such potentials should be used in function of the development of tourism products for active tourism. Our estimation is that not only the natural resources that form the basis for creating tourist products for active tourism, but also cultural ones should be used. In this way, a heterogeneous content of activities and stay will be created, which will be a skillfully created compilation of attractions, activities and support services for the satisfaction of tourists.














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Resources	Locality	Activities and symbols
Geological natural resources		
Mountains	<ul style="list-style-type: none"> - Busheva - Baba - Galichica - Plakenska Mountain - Ilinska Mountain - Ljuben - Selechka Mountain - Dren - Dautica - Babuna - Kozjak - Nidze 	<p>- Winter adventure sport activities (snowboard, riding snowmobiles, skiing, sledding) –</p>  <p>- Camping – </p> <p>- Sport adventure activities on land – in the air (paragliding, delta wing) –</p>  <p>- Viewpoints – </p> <p>- Mountain bike – </p> <p>- Motocross – </p> <p>- Off-road – </p> <p>- Hunting – </p> <p>- Hiking and Trekking – </p> <p>- Donkey riding – </p> <p>- Mountain boarding – </p>













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Peaks	<ul style="list-style-type: none"> - Pelister 2601 m (Baba) - Kajmakchalan 2520 m (Nidje) - Nidje 2360 m (Nidje) - Muza 2350 m (Nidje) - Bojadjiev Vrv 2329 m (Baba) - Magaro 2254 m (Galichica) - Lako Signoj 1998 m (Galichica) - Plakje 1998 m (Plakje) - Konjarnik 1918 m (Plakje) - Liska 1908 m (Ilinska) - Musica 1788 m (Busheva) - Visoko 1471 m (Selechka) - Baltova Cheshma 1822 m (Kozjak) - Golem Kozjak 1814 m (Kozjak) - Kozjak 1745 m (Babuna) 	<p>- Alpinism and rock climbing with and without a rope –</p>  <p>- Viewpoints –</p> 
Valleys	<ul style="list-style-type: none"> - Pelagonia valley - Prespa valley: 737 км² surface area; 853 and 1000 meters above sea level 	<p>- Motocross –</p>  <p>- Road cycling –</p>  <p>- Zorbing –</p>  <p>- Hot air ballooning –</p>  <p>- Horse riding –</p> 
Gorges and canyons	<ul style="list-style-type: none"> - Skochivir Gorge along the valley of River Crna with a length of 100 km. - Demir Hisar gorge in the source area of Crna River with a length of 15 km. - Gradishka River canyon 	<p>- Bungee jumping</p>  <p>- Zipline –</p>  <p>- Alpinism and rock climbing with and</p>















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		<p>without a rope –</p>  <p>- Education activities – </p>
Geological attractions	Granodiorites - Prilep region	<p>- Hiking and Trekking – </p> <p>- Education activities – </p>
Caves	<p>- Aramiska Cave</p> <p>- Leskoechka Cave</p> <p>- Ramnishte Cave</p>	<p>- Speleology activities – </p> <p>- Hiking and Trekking – </p> <p>- Education activities – </p>
Climate as a natural resource		
Snowfalls	Mountains and valleys	<p>- Winter adventure sport activities (snowboard, riding snowmobiles, skiing, sledding) –</p>  <p>- Viewpoints of snow panoramas – </p> <p>- Snowshoeing – </p>
Humidity	<p>- Oteshevo,</p> <p>- Krushevo,</p> <p>- Pelister</p>	<p>- Health - recreational activities –</p> 
Winds	<p>- Ohrid Lake (contact zone)</p> <p>- Prespa Lake</p>	<p>- Sailing and windsurfing –</p> 
Hydrographic natural resources		
Springs	<p>- Medjitlija,</p> <p>- The springs of River Crna</p> <p>Water source Crna Dupka at Zheleznec</p>	<p>- Hiking and Trekking – </p>















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	<ul style="list-style-type: none"> - Baba mountain water sources - Water sources at Germijan (two are functional) - Suna water source at Ribarci , - Water source at Kremenica, - Water source Srebrena Voda at Egre, - Source of mineral water at Bistrica 	<ul style="list-style-type: none"> - Health – recreational activities –  - Education activities – 
Rivers	<ul style="list-style-type: none"> - River Crna - Shemnica from the base of the peak Pelister over Gjavato it flows into River Crna - Dragor – flowing through Bitola - Crvena River - Bela River - Eleshka River - Brajchino River - Sapunchica which flows into Dragor 	<ul style="list-style-type: none"> - Camping –  - Hiking and Trekking –  - Swimming and bathing –  - Diving –  - Fishing –  - Adventure sports on water (kayak, rafting)-  
Waterfalls	<ul style="list-style-type: none"> - Brnjichki Waterfall - Waterfalls on Dihovo River 	<ul style="list-style-type: none"> - Climbing through waterfalls –  - Bathing in waterfalls –  - Camping – 




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		<p>- Picnics - </p> <p>- Education activities - </p>
Natural lakes	<p>- Prespa Lake</p> <p>- Ohrid Lake (contact zone)</p>	<p>- Camping - </p> <p>- Hiking and Trekking – </p> <p>- Swimming and bathing - </p> <p>- Diving - </p> <p>- Fishing - </p> <p>- Kayaking - </p> <p>- Zorbing on water - </p> <p>- Water bike - </p>
Glacial lakes	- Great and Small Lake on Pelister (glacial lakes)	<p>- Camping - </p> <p>- Picnics - </p> <p>- Hiking and Trekking – </p> <p>- Education activities - </p> <p>- Alpinism and rock climbing with and without a rope –</p>




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		 - Diving -  - Swimming and bathing in cold waters - 
Artificial lakes	<ul style="list-style-type: none"> - Strezhevo – artificial lake - Artificial lake Bratin Dol - Artificial lake Rotino - Artificial lake Dedebalci - „Kapejnca“ in Dihovo (natural fluvial type of lakes) - Prilep Lake – artificial lake - Marble Lake - Anthropogenic lake of surface for marble Pletvar - Gumenje - artificial lake in Krushevo 	- Camping -  - Hiking and Trekking –  - Swimming and bathing -  - Diving -  - Fishing -  - Kayaking -  - Zorbing on water -  - Water bike - 
Biodiversity	Forests and grass - mountains and valleys	- Hiking through forests -  - Herbal tourism activities (picking fruits, leaves, roots, flowers) –  - Camping - 





	<p>Wetlands</p> <ul style="list-style-type: none"> - Littoral part of Prespa - Ezerani <p>Hunting grounds:</p> <p>Prilep area- Hunting ground no. 1 „Strovja“, Hunting ground no. 2 „Krstec“, Hunting ground no. 3 „Belovica“, Hunting ground no. 4 „Vitolishte“, Hunting ground no. 5 „Melnica“, Hunting ground no. 6 „Krushevica“, Hunting ground no. 7 „Veprchani“, Hunting ground no. 8 „Dunje“, Hunting ground no. 9 „Prilepec“, Hunting ground no. 10 „Podmol“, Hunting ground no. 11 „Erekovci“, Hunting ground no. 12 „Topolchani“, Hunting ground no. 13 „Galichani“, Hunting ground no. 14 „Sredorek“, Hunting ground no. 15 „Rilevo“, Hunting ground no. 16 „Dolneni“, Hunting ground no. 17 „Slavej“, Hunting ground no. 18 „Dabnica“, Hunting ground no. 19 „Trojaci“;</p> <p>Bitola area - Hunting ground no. 1 „Baba“, Hunting ground no. 2 „Oblakovo“, Hunting ground no. 3 „Drvenik“, Hunting ground no. 4 „Nidze“ Hunting ground no. 5 „Staravina“, Hunting ground no. 6 „Iveni“, Hunting ground no. 7 „Dobroveni“, Hunting ground no. 8 „Bach“, Hunting ground no. 9 „Vranjevci“, Hunting</p>	<ul style="list-style-type: none"> - Climbing trees -  - Zipline -  - Paintballing -  - Education activities -  - Hunting and simulation of hunting -  - Photo-safari -  - Bird watching -  - Eco-tourism activities  - Camping -  - Picnics -  - Horse riding -  - Fishing - 
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	<p>ground no. 10 „Optichari “ , Hunting ground no. 11 „Porodin“ , Hunting ground no. 12 „Dragor“ , Hunting ground no. 13 „Crno Buki“ , Hunting ground no. 14 „Loznani“ , Hunting ground no. 15 „Dobrushevo“ , Hunting ground no. 16 „Trn“,Hunting ground no. 17 „Meglenci“;</p> <p>Resen area - Hunting ground no. 1 „Istok“ , Hunting ground no. 2 „Plaka“ , Hunting ground no. 3 „Kurbino“ , Hunting ground no. 4 „Brajchino“ , Hunting ground no. 5 „Ezerani“,Hunting ground no. 6 „Carev Dvor“ ;</p> <p>Demir Hisar area - Hunting ground no. 1 „Bazernik“ , Hunting ground no. 2 „Leskovo“,Hunting ground no. 3 „Zhurche“;</p> <p>Krushevo area - Hunting ground no. 1. „Ostrilci“,Hunting ground no. 2 „Divjaci“ Hunting ground no.3 „Aldanci“, Hunting ground no.4 „Kochichta“ and Hunting ground no. 5 „Birino“.</p> <p>Fishing centers: - Resen, Bitola, Prilep, Krushevo</p>	
<p>Protected zones and natural localities of exceptional importance</p> 	<ul style="list-style-type: none"> - National Park Pelister 17150 ha - National Park Galichica 22750km² with a strictly protected zone – Island Golem Grad - Reserve Ezerani with a surface area of 2.080 ha on the northern shores of Prespa Lake - Reserve Lokvi with a surface area of 50 ha in 	<p>- Eco-tourism activities </p> <p>- Hiking and Trekking – </p>







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	<p>the vicinity of v. Golemo Konjari near Prilep</p> <ul style="list-style-type: none"> - Complex of protected forest Molika (<i>Pinus peuce, Grizebach</i>) on Baba Mountain - Reserve of black pines, locality Menkova Livada (<i>Pinus Nigra Arm</i>) with a surface area of 3,5 ha - Reserve of beech and fir trees (<i>Fagus moesiaca, orecttrot, Abies Borisii regis</i>) locality Tumba Mariovo - Reserve of white pines (<i>Pinus silvestris L</i>) in the spring area of Bistrica River at Golem Kozjak with a surface area of 4 ha - Reserve of fir trees (<i>Abies alba Mill</i>) locality Rupa Brajchino with a surface area of 7,6 ha - Reserve of birch trees (<i>Batula Verucosa Erh</i>) locality Naprtka and Kalojzana on Baba Mountain - Reserve of beech trees (<i>Fagus moesiaca Drecrott</i>) on Baba Mountain, locality Kalojzana with a surface area of 5 ha 	<p>- Education activities - </p>
Sacred cultural-historical attractions		
Churches	<ul style="list-style-type: none"> - St. George, v. Kurbinovo, Prespa - St. Nicolas, Varosh, Prilep - St. John the Baptist, v. Slepche, Demir-Hisar - St. Athanasius, v. Zurche, Demir Hisar - Dormition of Mother of God, v. Suvodol, Demir Hisar - St. Demetrius near Gradeshnica from the 16th century - St. Nicholas in Gradeshnica with very 	<div style="text-align: center;">  </div> <p>Cultural Tourism</p> <p>Religious Tourism</p> <p>- Education activities - </p>

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	<p>interesting fresco paintings</p> <ul style="list-style-type: none"> - Holy Mother of God – Bela Crkva, Krivogashtani - Church St. John the Baptist – Krushevo - Church Dormition of the Holy Mother of God, Krushevo - Church St. Nicholas, Krushevo - Church St. Troica, Krushevo - Nativity of the Holy Mother of God, v. Slivnica, Prespa - Nativity of the Holy Mother of God, v. Novaci, Bitola 	
Monasteries	<ul style="list-style-type: none"> - Monastery „Holy Transfiguration“ - Zrze, Prilep - St. Archangel Michael, Varosh, Prilep - Dormition of Holy Mother of God, Treskavec, Prilep - Monastery in Loznani, St. Cyril and Methodius - St. John the Baptist in Beranci - Monastery St. Paraskeva in Brajchino - Monastery Holy Savior in Evla - Monastery Holy Savior in Krushevo - Monastery „St. Basil“, Krushevo - Monastery „Holy Transfiguration“, Krushevo 	 <p>Cultural Tourism Accommodation facilities</p> <p>- Education activities - </p>
Mosques	<ul style="list-style-type: none"> - Charshi Mosque, Prilep - Orta Mosque, Prilep - Haydar-Khadi Mosque, Bitola - Yeni Mosque, Bitola - Ishak Celebi Mosque, Bitola 	 <p>Cultural Tourism Religious Tourism</p> <p>- Education activities - </p>

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Profane cultural – historical attractions		
Traditional architecture	<ul style="list-style-type: none"> - Traditional Architecture in Krushevo - Old Bitola Bazaar - Old Prilep Bazaar 	<p>Various crafts and trades that represent a complementary part of the tourist offer</p>  <p>- Education activities - </p>
Monuments	<ul style="list-style-type: none"> - City clock and Clock Tower in Bitola - Officers’ quarters - Bitola - Deboj Old Hammam, Bitola - Usni Hammam, Bitola - Yeni Hammam, Bitola - Bezisten, Bitola - Saray of Achmed Niyazi Bey in Resen - Mogila of the undefeated in Prilep - Alley of the national heroes in Prilep - Mechkin Kamen in Palaeolithic Krushevo which is also a picnic area - Sliva in Krushevo - Monument of Nikola Karev in Krushevo - Monument of Pitu Guli in Krushevo 	<p>Possibilities for education and cultural activities</p>  <p>- Education activities - </p>
Archaeological sites and fortresses	<ul style="list-style-type: none"> - Archaeological site from the Palaeolithic era Krstoar, Bukovo in the vicinity of Bitola - Neolithic site in Porodin - Neolithic site in Velushino Tumba, Bitola - Remains of the Roman route Via Egnatia near Bukovo - Eneolithic site, Crnobuki, Bitola - Chepigovo, Prilep - Varosh, Prilep from the 	 <p>Possibilities for creating regional Archaeological paths, education visits, excursions</p> <p>- Education activities - </p>






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	<p>bronze era</p> <ul style="list-style-type: none"> - Karamani, Bitola from the bronze era - Iron age, Beranci, Bitola - Ancient Archaeological site and Early Christian period – Heraclea Lyncestis, Bitola - Chepigovo, Roman period - Treskavec, Early-christian basilica - Zrze – early-christian basilica - Debreshte early-christian basilica - Brailovo, early-christian basilica - Kurbinovo, early-christian basilica - Marko’s Fortress, Prilep - Archaeological site on the island Golem Grad from the Roman period 1st and 2nd century, Church St. Peter - Radoborska Tumba, Neolithic settlement in v. Mojno - Elenik from the iron age - Tumba 1 and 2 in Mogila - Vrbjanska Chuka – Krivogashtani (Neolithic), - Lokven Kale – roman period - „Petrov Grob“ – v. Gorno Divjaci - „Crkvishte“ – v. Norovo - „Alkomena“ – v. Buchin - Roman bridge – v. Buchin - Fortress Peshta on top of Gradeshnica - Walls from WW1 on Kajmakchalan - Trenches on Galichica at 	
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	<p>the site Tomoros from WW1</p> <ul style="list-style-type: none"> - Kale-Shurlenci 	
Cultural institutions		
Museums	<ul style="list-style-type: none"> - Saray of Achmed Niyazi Bey in Resen - Exhibition dedicated to Kemal Ataturk in the State Institution and Museum - Bitola - Exhibition dedicated to Richard Wagner in the State Institution and Museum - Bitola - National museum, Prilep - Memorial museum 11th October, Prilep - Museum of tobacco, Prilep - Museum of the National Struggle for Liberation, Prilep - Museum exhibition in the House of Culture „Dragi Tozija“, Resen - Monument „Makedonium–Ilinden“, Krushevo - Museum for the Ilinden Uprising and the Krushevo Republic, Krushevo - Museum of the National Struggle for Liberation, Krushevo - Museum-workshop for antique weapons „Learnica“, Krushevo - Museum exhibition „Vlach Room“, Krushevo - Ethnological museum in Podmochani - Museum of oldtimers in Krklino 	<p>Possibilities for education and cultural activities</p>  <p>- Education activities - </p>
Galleries	<ul style="list-style-type: none"> - Magaza, Bitola (is used as a place for galleries and 	

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	<p>exhibitions)</p> <ul style="list-style-type: none"> - Gallery of Nikola Martinoski, Krushevo - Yeni Mosque, Bitola (is used as a place for galleries and exhibitions) 	<p>Possibilities for education and cultural activities</p>  <p>- Education activities - </p>
Memorial houses	<ul style="list-style-type: none"> - Memorial House of Toshe Proevski, Krushevo - The Home of Tatarchev 	<p>Possibilities for education and cultural activities</p>  <p>- Education activities - </p>
Events		
Religious events	<ul style="list-style-type: none"> - Christmas (municipality of Bitola) - Celebrating the holiday Deva (municipality of Krushevo) - Celebrating „Marta“ - Krushevo - Transfiguration of Christ in the Monastery „Holy Transfiguration“ - v.Bukovo - Celebrating the holiday 40 martyrs of Sebaste in Krkardash, Bitola - Celebrating the Orthodox New Year – Vasilica in v.Pusta Reka and v.Dolno Divjaci - (Municipality of Krushevo) - Vodici (municipality of Krushevo) - Vasilica (municipality of Resen) - Vasilica wedding (municipality of Krivogashtani) - Concert gathering on the holiday Epiphany in Bela 	 <p>Possibilities for combining religious and event activities</p>

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	<ul style="list-style-type: none"> Crkva (municipality of Krivogashtani) - “Ivanden” (municipality of Demir Hisar) - „Petrovden“ (municipality of Demir Hisar) - “St. Nicholas” – patron saint and protector of the city (municipality of Prilep) - Celebration day of the patron of the municipality of Bitola „St. Nectarius from Bitola “ (municipality of Bitola) - „Spiritual journey through Bitola“ (municipality of Bitola) - Gjurgjovden – Cult site dedicated to St. George in Gorno Orahovo - Gjurgjovden - Cult stone in the vicinity of Dedebalci 	
Cultural events	<ul style="list-style-type: none"> - Cinematic Weekend- Krivogashtani (municipality of Krivogashtani) - Prochka laughter for everyone (municipality of Krivogashtani) - Carnival „Prochka“ (municipality of Prilep) - Day of the Albanian teacher in Crnilishte (municipality of Dolneni) - Pottery colony in Oteshevo - Painting colony in Nizhepole - Days of spring (municipality of Resen) - Days of FYR Macedonian traditional clothing (municipality of Krivogashtani) - Day of masks and jokes 	<p>Possibilities of combining cultural, gastronomic and ethnographic events</p> 

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	<p>(municipality of Resen)</p> <ul style="list-style-type: none"> - “Days of the Smilevo Congress “ (municipality of Demir Hisar) - Day of Europe (municipality of Bitola) - Days of King Marko (municipality of Prilep) - World day of the museums (municipality of Bitola) - Small Bitola Montmartre (municipality of Bitola) - IBCE FEST (v. Lazhani) - Mariovo-Meglen Gatherings in the Mariovo village of Vitolishte (municipality of Prilep) - “Babinski Gatherings“ (municipality of Demir Hisar) - Festival of monodrama (municipality of Bitola) - Bitola cultural summer „BIT FEST“ (municipality of Bitola) - International Youth Art Festival „Bitola Open city“ (municipality of Bitola) - Exhibition of oldtimers (municipality of Bitola) - Festival Nightingale - Prespa (municipality of Resen) - FYR Macedonian theatre festival "Vojdan Chernodrinski" (municipality of Prilep) - Festival of traditional instruments and songs „Pece Atanasovski,, (municipality of Dolneni) - The actor of Europe (municipality of Resen) - Warm Cultural Wave 	
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	<p>(municipality of Krushevo)</p> <ul style="list-style-type: none"> - Ethno fair (municipality of Krushevo) - Krushevo Ethno City (municipality of Krushevo) - Krushevo cultural summer, cultural winter (combination of several events throughout the year) - (municipality of Krushevo) - Krushevo Awaken – (municipality of Krushevo) - Celebrating 8th September, Liberation Day of Krushevo and Independence Day of FYRM - (municipality of Krushevo) - In memory of Toshe – ultra marathon Nova Gradishka – Krushevo - (municipality of Krushevo) - Days of Nikola Karev – patron holiday of primary school „Nikola Karev“ – Krushevo - Joking Day – parade of masks - (municipality of Krushevo) - Summer and winter fair of books - (municipality of Krushevo) - Open air festival „Krushevo through the grove“ - (municipality of Krushevo) - Open air festival „When in X“ - (municipality of Krushevo) - Krushevo Workshop – music workshop in the Memorial House of Toshe Proevski, under the patronage of the Ministry of Culture - (municipality 	
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	<p>of Krushevo)</p> <ul style="list-style-type: none"> - Prespa emigrants' gatherings (municipality of Resen) *july-august - Festival of Beer (municipality of Prilep) - Ljubanski emigrants' gatherings (municipality of Resen) - Workshop of the Resen Pottery Colony in v. Oteshevo (municipality of Resen) - Traditional gatherings of children – fugitives from Aegean FYR Macedonia (municipality of Bitola) - Ilinden in Smilevo (municipality of Demir Hisar) - “Ilinski gatherings” (municipality of Demir Hisar) - Celebrating St. Paraskevi (municipality of Demir Hisar) - Warm cultural wave (municipality of Krivogashtani) - „Potpelisterski Gatherings“ v.Trnovo – Fair of local products and services (municipality of Bitola) - Prespa Apple Picking (municipality of Resen) - IFFK „Brothers Miladinovi“ (municipality of Bitola) * September – October - Festival of amateur singers Dobrushevo tradition - Painting art colony „Graphical triennale“ (municipality of Bitola) September – October - International festival of 	
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	<p>classical music „INTERFEST“ (municipality of Bitola)</p> <ul style="list-style-type: none"> - Ethno festival „Festival of worlds music“ (municipality of Bitola) - ATTUTIDE – Festival of contemporary art (municipality of Bitola) - International festival of cinematic art and experimental films „STAV“ (municipality of Bitola) - Camera 300 (municipality of Bitola) - New Years Eve (municipality of Bitola) - New Years Eve in Krivogashtani (municipality of Krivogashtani) - Festival of duets in Mogila – has been organized for at least 7 years, national festival - In all municipalities in the region Warm cultural wave - Pelagonia cultural – scientific gatherings Novaci (at least 10 years) domestic writers - Actor of Europe, Resen, Sponsored by the Ministry of culture - In Bukovo on Palm Sunday – girls with traditional folk costumes (Lazara) - In Beranci on Epiphany – group of singers called Vodicarki and organize an event with the same name - Days of Ilinden – Bitola 	
Sport events		

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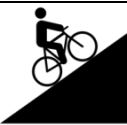































		 <p>Possibilities for creating an independent offer for adventure sports</p>
Gastronomic events		 <p>Possibilities for combined activities</p>

Table 23. Overview of the mapped potentials for creating tourist products

Type of activity		Symbol
Air	Paragliding	
	BASE jumping	
	Parachuting	
	Delta plane	
	Wingsuit	
	Hot air ballooning	
Air – Ground	Zipline	
	Bungee jumping	

Ground	Mountain bike - Cross Country and Mountain bike touring	
	Mountain bike - Downhill	
	Mountain bike - Freeride	
	Mountain bike - Uphill	
	Mountain bike -Freestyle and dualslalom	
	Mountain bike - Dirt Jumping	
	Mountain bike - Trails	
	Road cycling	
	Zorbing	
	Paintballing	
	Snowboarding - alpine style - recreational - free style	
	Rock climbing without rope	
	Rock climbing with rope	
	Climbing trees	
	Riding snowmobiles	
	Motocross	

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	Mountain boarding	
	Skiing – downhill	
	Skiing – cross-country	
	Skiing – freestyle	
	Sledding	
	Horse riding	
	Donkey riding	
	Hiking and Trekking	
	Hiking through forests	
	Herbal tourism activities	
	Speleology activities	
	Off-road	
	Camping	
	Picnics	
	Viewpoint	
	Snowshoeing	
	Hunting	
	Photo - safari	
	Bird watching	














	Education activities	
	Health – recreational activities	
	Eco – tourism activities	
Water	Flyboarding	
	Water bike	
	Sailing and windsurfing	
	Diving	
	Swimming and bathing	
	Fishing	
	Kayaking	
	Rafting	
	Climbing through waterfalls	
	Zorbing on water	

Table 24. Tourism activities and their symbols

13. PROPOSED TOURISM PRODUCTS

TOUR 1 - ADVENTURE WEEK

Day 1

Arrival at the airport in Ohrid
Accommodation in hotel Ohrid
Lunch in Ohrid around 13.00
Sightseeing of Ohrid: 16.00
Free evening
Overnight

Day 2

Climbing Mountain Galicica to its highest peak Magaro and visit Prespa with accommodation in Brajcino

Program:

Breakfast: 06.00-07.00
Departure for the Grandmother's van with a van: 07.15
Arrival of the page climb point to the top Magaro: 08.30
Start of the hacking for Magaro: 08.30
Snack from a backpack
Arrival of Magaro: 10.45
Return to the starting position and departure for Prespa 12.30
Lecture at Lake Vue hotel Otesevo 13.30
Departure for Brajcino through Podmocani with a visit to the private ethno museum: 16.00
Accommodation in a villa in Brajčino: 18.30
Dinner

Technical data about hiking

- ◆ Weight of the tour: ☆ ☆ ☆ ☆ ☆
- ◆ Duration of the tour: 4 to 5 hours
- ◆ Tour length: 5 km
- ◆ Height difference: 670 meters
- ◆ Requires physical fitness: ☆ ☆ ☆ ☆ ☆
- ◆ Panoramas and landscapes: ☆ ☆ ☆ ☆ ☆
- ◆ Biodiversity: ☆ ☆ ☆ ☆ ☆
- ◆ Cultural and historical sites: ☆ ☆ ☆ ☆ ★

Day 3

Climbing Mount Baba to its highest peak Pelister with a visit to Golemo Lake

Schedule

Breakfast 7.30-8.30

Departure for Pelister: 09.00

Arriving at peak around 12:30

Arrival of the Big Lake: 14.30

Lunch from a backpack

Free time

Dinner at the mountain lodge at the Big Lake

Overnight

Technical data about hiking

♦ Weight of the tour: ☆ ☆ ☆ ☆ ☆

♦ Duration of the tour: 6 to 8 hours

♦ Tour length: 14 km

♦ Height difference: 1400 meters

♦ Requires physical fitness: ☆ ☆ ☆ ☆ ☆

♦ Panoramas and landscapes: ☆ ☆ ☆ ☆ ☆

♦ Biodiversity: ☆ ☆ ☆ ☆ ☆

♦ Cultural and historical sites: ☆ ☆ ☆ ☆ ☆

Day 4

Mountaineering on an easy ridge and descent to Neolica and Bitola

Schedule

Breakfast 08.00-09.30

Departure for Neolithic: 10.00

Arrival in Neolithic 14.30-15.00

Lunch and rest in front of the mountain lodge

Departure for Bitola at 17.00

Arrival in Bitola at 17.45

Overnight with dinner in a hotel / villa in Bitola

Technical data about hacking

♦ Weight of the tour: ☆ ☆ ☆ ☆ ☆

♦ Duration of the tour: 4 to 6 hours

♦ Tour length: 13.5 km

♦ Height difference: 1200 meters

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- ◆ Requires physical fitness: ☆ ☆ ☆ ☆ ☆
- ◆ Panoramas and landscapes: ☆ ☆ ☆ ☆ ☆
- ◆ Biodiversity: ☆ ☆ ☆ ☆ ☆
- ◆ Cultural and historical sites: ☆ ☆ ☆ ☆ ☆

Day 5

Visit to Bitola and Heraclea Linkestis

Schedule

Breakfast 08.00-9.00

View of Heraclea

Sightseeing of Bitola

Visit the village of Dihovo with a lunch

Transfer to Krusevo and accommodation

Short sightseeing of Krushevo and dinner

Day 6

Krusevo through the hive -

The mountaineering tour will take place on the following route:

Mechkin Kamen - Monastery St.Vasilij-Monastery St.Spas (where there is a point with refreshment and pause)

- continues with climbing to Krushevo. Overnight in Krusevo

Day 7

Transfer to Skopje Airport by visiting Tikves Winery on road

Breakfast 7.30-8.30

Walking from Hotel Montana through Meckin Kamen to the FYR Macedonian Museum 8.30-10.00

Departure for Demir Kapija winery Villa Maria: 10.30

Arriving at the Villa Maria's winery around 13:00

Examining the winery and lunch with wine tasting.

Transfer to Skopje Airport 17.00

TOUR 2 - ADRENALINE TOUR IN PELAGONIA: ONE OVERNIGHT STAY WITH BREAKFAST, LUNCH AND DINNER IN VILLA DIHOVO, TANDEM FLYING WITH PARAGLIDER IN KRUSHEVO AND OFF ROAD JEEP TOUR OF PELISTER EYES OR MARIOVO

The offer includes:

One night stay at Villa Dihovo with breakfast, lunch, dinner and snacks (cooked from local natural groceries)

- Domestic wine, brandy and natural juices
- professional paraglider for tandem flying from Treskavec or Mechkin Kamen, Krushevo
- Traditional FYR Macedonian lunch in Krushevo
- Evening entertainment on the most beautiful street in FYR Macedonia - Shirok Sokak

Off road jeep tour to the Pelister' Eye Lakes at 2200m on Pelister or through Mariovo with a visit to World War I bunkers, the canyon of the Crna River and the bridge from the film Dust

DESCRIPTION

Day 1

The adventure begins in Krusevo, the highest city in the Balkans. A professional paraglider flyers will introduce tourists to this adrenaline sport. Together with them tourists will have an incredible experience to fly over the Pelagonia lowlands and to wander on the incredible landscape from a bird's eye. The experience continues with lunch at the famous Krushevo restaurants and on the menu with traditional recipes.

The evening is reserved for Bitola Sirok Sokak after which is served a glass of brandy and mezze prepared from fresh local products in Villa Dihovo at the foot of the Baba Mountain.

Day 2

The second day starts with the adventure of Pelister. More than two hours will last off road road experience with jeeps to the top of Pelister. An unusual opportunity to see the unique Pelister eye-glacial lakes nestled in unparalleled beauty. Local Pelagonia-Prespa specialties prepared from the housewife's skillful hands will be offered in Villa Dihovo as an opportunity to eat healthy and tasty! Home recipes from natural groceries!

An inseparable part of the menu is the two well-known home-made rakija in Villa Dihovo: Love and Chat (the name tells you the action), juice from mountain berries, green leaf hoppers, low shepherd's sheep cheese and many other delicious local products

* If the weather conditions do not allow Pelister Eye visits, an alternative off road tour may be offered through the untouched Mariovo region. Jeep adventure through these ecologically cleanest areas of the Balkans included a visit to the film village of Zovik, driving through the longest canyon in FYR Macedonia - the canyon of Crna Reka, the historic Kota 1050 and the bunker of the First World War.

TOUR 3 - WITH A BIKE THROUGH THE BEST THAT FYR MACEDONIA HAS TO OFFER

The most important segments of the tour:

- ◆ Krusevo - the highest city on the Balkan Peninsula, situated at a height of 1500 meters, has preserved the traditional atmosphere and architecture of the region
- ◆ Bitola - known as the "city of consuls" due to the fact that during the Ottoman rule was the place where the diplomats of the Western countries left. The city's central streets are full of modern European architecture and traditional small restaurants and café
- ◆ Ljubojno - a typical small FYR Macedonian village - stone houses, in whose yards the locals gather every night for a conversation and a cup of brandy
- ◆ National Park "Pelister" - the oldest national park of FYR Macedonia, where the high peak Pelister is located: 2601 m
- ◆ Prespa Lake

Program:

Day 1. Arrival in Skopje

Departure directly to Krusevo, where is the first overnight stay.

Day 2. Krusevo – Bitola

The first bicycle day starts with a long descent, after which the road towards Bitola becomes flat and we head to the village of Slepce, where the short steep downhill will lead us to the monastery "St. John the Baptist ". There is lunch in the restaurant next to the monastery and we continue to Bitola, where a short walk can be practiced to the nearby ancient site, the city of Heraklea.

Distance for the day: 65 km, ascent / descent: 560m / 1130m

Day 3. Bitola - Ljubojno

A drive to Prespa Lake. After the road direction is towards the Pelister Mountain and after reaching the highest point for the day there will be a stop for lunch. Afterwards follows a descent to the lake, whose banks will be trampled by the bicycles, and then towards the village Ljubojno, for an overnight.

Distance for the day: 68 km, ascent / descent: 1000m / 750m

Day 4. Ljubojno

A day will be spent in the picturesque stone village. Mountaineers will be able to take a walk through the National Park Pelister, and those who want to rest can relax on the peaceful shore of Prespa Lake.

Day 5. Ljubojno - Monastery St. Naum - Ohrid

Follows one of the toughest but also the most beautiful segments of the tour from Prespa to Ohrid, through Mount Galicica. The first part of the tour passes along the shore of the lake, followed by a long climb to the highest saddle of Galichica, from where a magnificent view of the lakes on both sides of the mountain - Ohrid and Prespa Lake is revealed. Then follows the steep path with many curves to the monastery "St. Naum ", where will be provided a boat or bus transfer to the city of Ohrid.

Distance for the day :: 74 km, ascent / descent: 700m / 700m

Day 6. Ohrid

Ohrid is not a big city, but is extremely rich in history and rarities, and is spread out in a picturesque place. There will be a walk through the narrow streets, look at the fortress and the many churches, and we will rest on the lake.

Additional information:

- ◆ Recommended Bicycles: hybrids (rigid frame with front suspension)
- ◆ Roads: the route passes along the second-class asphalted roads, in a relatively good condition with small exceptions (holes, bad signaling)
- ◆ Driver / guide: During the whole tour, there will be a guide and a van , which will stop at specified intervals to show the road, instruct and assist you in case of need.

Recommended travel period: May - October

Necessary equipment: It is recommended that all participants wear helmets while riding bicycles, gloves for bicycle, waterproof clothes, appropriate shoes for bicycles, sun protection cream and UV protection glasses.

ANNEX 1 OVERVIEW OF EVENTS

(Extract from **Register of potentials for development of rural tourism in Pelagonia planning region**, developed within the project of the Ministry of Local Government "Innovative solutions for better access to services at local level", implemented by Development Program United Nations (UNDP), 2017).

Types of events	Event name	Potential for tourism
Religious events and manifestations	<ul style="list-style-type: none"> - Kolede (Municipality of Bitola) - Celebration of the religious holiday Deva (municipality of Krushevo) - Celebration of "Marta" - Krushevo - The Transfiguration of Christ - Celebration of the feast of 40 Sebastian martyrs in Krkardash, Bitola - Celebration of the Orthodox New Year - Vasilitsa in the village of Pusta Reka and village Dolno Divci - (Municipality of Krushevo) - Epiphany (Municipality of Krushevo) - Vasilitsa (municipality of Resen) - Vasilica wedding (Krivogashtani municipality) - Concert gathering on the occasion of the holiday Epiphany 	<ul style="list-style-type: none"> - opportunity for combination of rural tourism with religious and manifestation activities - traditional burning of fire, a pagan tradition that remained before the Christian period which signifies chasing the bad spirits of the winter and represents a herald for the coming of the spring (after the old calendar) - (Municipality of Krushevo) - celebration of the day of the monastery St. Prelude in v. Bukovo

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	<ul style="list-style-type: none"> - in the settlement Bela Crkva (municipality of Krivogashtani) - "Ivanden" (municipality of Demir Hisar) - "Petroven" (municipality of Demir Hisar) - "St. Nikola "- patron holiday and protector of the city (municipality of Prilep) - Marking the day of the patron of the Municipality of Bitola "St.Nektarii Bitolski" (Municipality of Bitola) - "Spiritual journey through Bitola" (Municipality of Bitola) - Gjurgjovden (Cultural place dedicated to St. George in Gorno Orahovo) - Cult Kamen near Dedebaltsi 	<p>- it goes on a day before bed, women who do not have children, a place where they go from all faiths</p>
Cultural events and events	<ul style="list-style-type: none"> - Kennel Weekend-Krivogastani (Krivogastani municipality) - Prokarska laughter for everyone (Krivogastani municipality) - Carnival "Prochka" (Municipality of Prilep) - Day of the teacher from Albanian nationality Crnilishte (municipality of Dolneni) - Pottery colony in Oteshevo - Art colony in Nizhepole - Days of Spring (Municipality of Resen) - Days of the FYR Macedonian folk costume (Krivogastani municipality) - Day of Masks and Joke (Municipality of Resen) - "Days of Smilevski Congress" (Municipality of Demir Hisar) - Day of Europe (Municipality of Bitola) - Days of King Marko (municipality 	<p>possibility for a combination of rural tourism with cultural, gastronomic and ethnographic manifestations</p>

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	<p>of Prilep)</p> <ul style="list-style-type: none"> - World Day of Museums (Municipality of Bitola) - Small Bitola Montmartre (municipality of Bitola) - ICHCHE FEST (the village of Lazani) - Mariovo-Meglen meeting in the Mariovo village of Vitolishte (municipality of Prilep) - "Babinski Meetings" (Municipality of Demir Hisar) - Monodrama Festival (Municipality of Bitola) - Bitola Cultural Summer "BIT FEST" (Municipality of Bitola) - International Youth Art Festival "Bitola Open City" (Municipality of Bitola) - An exhibition of classic cars (Municipality of Bitola) - Prespa Slavia Festival (Municipality of Resen) - FYR Macedonian Theater Festival "Vojdan Chernodrinski" (municipality of Prilep) - Festival of folk instruments and songs "Pece Atanasovski" (municipality of Dolneni) - The actor of Europe (municipality of Resen) - Warm Cultural Wave (Municipality of Krushevo) - Ethno Fair (Krushevo Municipality) - Krusevo Ethno City (municipality of Krushevo) - Krusevo cultural summer, cultural winter (a set of several events that are held throughout the year) - (municipality of Krushevo) - Krusevo Budno - (municipality of Krushevo) - Celebration of September 8th, the Day of the Liberation of Krushevo and the Independence 	
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	<p>Day of the FYR Macedonia - (municipality of Krushevo)</p> <ul style="list-style-type: none"> - In memory of Tose - ultra marathon Nova Gradiska - Krusevo - (municipality of Krushevo) - Days devoted to Karev - patron holiday of elementary school "Nikola Karev" - Krushevo - Fragrance Day - masquerade - (municipality of Krushevo) - Summer and Winter Book Fair - (Municipality of Krushevo) - Outdoor Festival "Krushevo kroz koru" - (municipality of Krushevo) - Outdoor Festival "When in X" - (municipality of Krushevo) - Krusevo Workshop - music workshop in Tose Proeski Memorial House, under the auspices of Min. for culture - (municipality of Krushevo) - Prespa expatriate meetings (municipality of Resen) * July-August - Beer Festival (Municipality of Prilep) - Ljuban expatriate meetings (Municipality of Resen) - Workshop of the Resen Ceramic Colony in the village. Otesevo (municipality of Resen) - Traditional meetings of refugee children from the Aegean part of FYR Macedonia (Municipality of Bitola) - Ilinden in Smilevo (municipality of Demir Hisar) - "Ilini meetings" (municipality of Demir Hisar) - Celebration of St. Petka (Municipality of Demir Kapija) - Hot cultural wave (Krivogashtani municipality) - "Potpelister Meetings" v. Trnovo - Local Products and Services Fair (Bitola Municipality) - Prespa Yablokober (municipality 	
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	<p>of Resen)</p> <ul style="list-style-type: none"> - ICFF "Manaki Brothers" (Bitola Municipality) * September - October - Festival of amateur singers Dobrusevo 30 tradition, - Art manifestation "Graphic Triennial" (Municipality of Bitola) September - October - International Classical Music Festival "INTERFEST" (Municipality of Bitola) - Ethno Festival "Festival of Music from the World" (Municipality of Bitola) - ATTUTIDE - Festival of Contemporary Art (Municipality of Bitola) - International festival of video art and experimental film "STAV" (municipality of Bitola) - Camera 300 (from Bitola) - New Year's Eve (Municipality of Bitola) - New Year's holiday in the settlement of Krivogastani (Krivogashtani municipality) - Festival of duets in Mogila for 7 years is organized, national festival - In all municipalities of the region warm cultural wave - Pelagonia cultural and scientific meetings in Novaci (10 years old) - The actor of Europe, in Resen, 6-7 Sponsored by the Ministry of Culture - In Bukovo on Sunday Flower girls girls in folk costumes (in religious manifestations and holidays, - In Beranci for Epiphany there is a group of singers who are young called Vodicharki and have performances-Vodichariki related to the Vodic and the Flower Shops - Ilinden days - Bitola 	
Sports events	<ul style="list-style-type: none"> - Traditional wrestling in the village of Debreshte (municipality of 	Possibility of combining sports with rural

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	<p>Dolneni)</p> <ul style="list-style-type: none"> - A soccer tournament in Mogila (36 years) and is regional - Small football tournament in Krivogashtani - In Novaci a small football tournament for small pioneers on the occasion of Independence Day - Pelister, Veleslalom, Bitola - Oteshevo is a triathlon (third year) national event - Tour de Galicica, cycling sport event, Prespa - Futsal tournament "Ilinden" - Krushevo - Paraglider and Zmajevo national, international, serial, qualifying, European and world competitions and piles (especially June-September) - Krushevo - International "FIS Roller Cup Tose Proeski" - Krushevo-Krivogashtani - International competition in orientation in the area - Krushevo - National hill championship in cycling - Nordic skiing and biathlon - cross country skiing - Krushevo - Bicycle competitions "Krushevo across the Coria" 	and tourist activities
Gastronomic events	<ul style="list-style-type: none"> - Cultural and tourist manifestation "Lokum Fest-music and tradition" (Municipality of Bitola) - "Sweet Perspectives" state competition in catering and tourism - Krushevo Soft (municipality of Krushevo) - Fair of home-made, ecological products from Krushevo "Domestic is from Krushevo" - (municipality of Krushevo) - Bitola casket (Municipality of Bitola) - Bread and tradition, in rural areas for encouraging catering facilities (in Slepche in the Upper House), the 	Possibility for creating an independent gastronomic offer or combining with rural - tourist activities

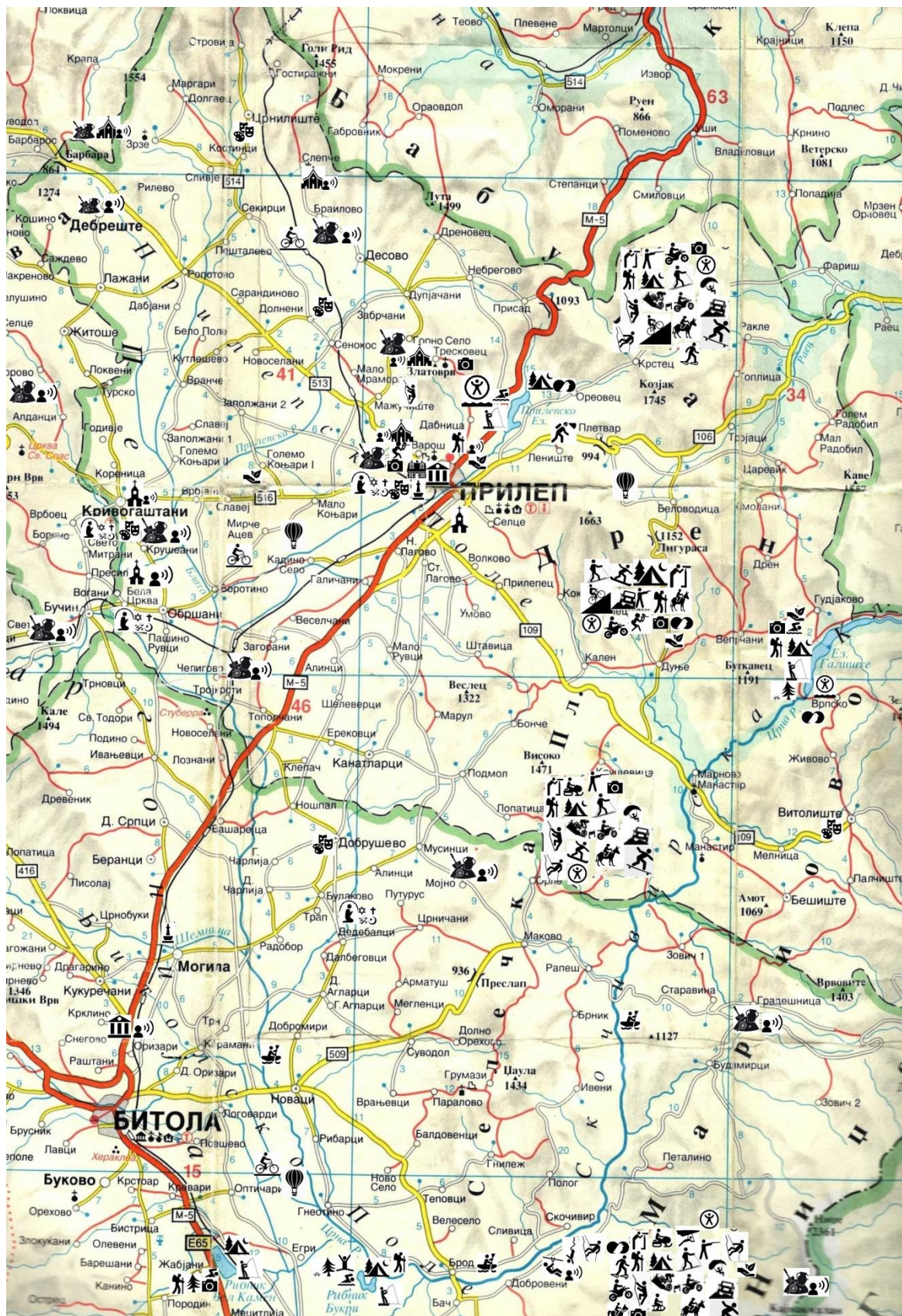
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	idea is every year at a different place within the region. Promotion of old bread and local products	
Markets and fairs	<ul style="list-style-type: none"> - Fair Greater Mother of God (Demir Hisar Municipality) - Bull market - Krivogastani - Stock market - Bitola - Stock market - Prilep 	Markets and fairs are a special attraction in rural tourism. The Krivogastan market is the largest livestock market in the region.
FAIRS, CONGRESSES, CONFERENCES AND PERSONAL	<ul style="list-style-type: none"> - Scientific cultural meetings "Ten Days Krushevo Republic" (municipality of Krushevo) - Agricultural fair, Traktoriade in Mogila 4th time is held - Terra Madre, Bitola (presentation of gastronomic products from all over FYR Macedonia) 	Events of this type provide an enriched tourist offer with specific characteristics

ANEX 2 MAPPING OF POTENTIALS IN THE PELAGONIA PLANNING REGION



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