

# GOVERNMENT OF THE REPUBLIC OF MACEDONIA

Pursuant to Article 5 of the Law on Establishment of the Agency for Promotion and Support of Tourism ("Official Gazette of the Republic of Macedonia" no. 103/2008, 156/10, 59/12, 187/13, and 41/2014), the Government of the Republic of Macedonia held a session on 17.10.2016 to adopt the following

## 2017 PROGRAM FOR PROMOTION AND SUPPORT OF TOURISM

### Article 1

This program is aimed at promotion and support for tourism in the Republic of Macedonia in 2017.

The funds required for realization of the program have been set aside in the Budget of the Republic of Macedonia for 2017 and amount to 192,336,000.00 denars, of which 149,622,000.00 on account no. 637, 40,500,000.00 denars on account no. 631, and 2,214,000,00 denars on account no. 787; the funds have been planned in the budget under item 10003 – Agency for Promotion and Support of Tourism, category 42 – goods and services, category 46 – subsidies and transfers, and category 48 – capital expenses.

### Article 2

The funds of Article 1 paragraph 2 of this program are intended for promotional activities and activities of support of tourism, as follows:

a) A total of 48,250,000.00 denars are intended for promotional activities, marketing, and international cooperation, as follows:

1. Preparation, printing, and distribution of printed promotional material, brochures prepared in 16 foreign languages, as follows: English, French, German, Italian, Spanish, Japanese, Russian, Polish, Dutch, Czech, Arabian, Chinese, Turkish, Bulgarian, Serbian, and Albanian, as well as preparation, printing, and distribution of guides, maps, and other promotional material (pens, scarves, ties, key chains, various glass products, etc.). 4,000,000.00 denars have been set aside for this purpose.

2. Participation at international, regional, and local tourist fairs: Utrecht, Istanbul, New York, Bratislava, Zurich, Ljubljana, Brussels, Tel Aviv, Prague, Sofia, Herning, Belgrade, Budapest, Berlin, Moscow, Goteborg, Zagreb, Prishtina, Tirana, Dubai, Tokyo, Paris, Singapore, Rimini, London, Warsaw, Shanghai, Barcelona, Izmir, Bucharest, Skopje, and other places in line with the needs and requirements of the tourist industry and the Government of the Republic of Macedonia; 22,000,000.00 denars have been set aside for this.

3. Organizing presentations and meetings with foreign tour operators and days of the Macedonian tourism abroad, presentations and roadshows abroad, organizing informative trips to the Republic of Macedonia for foreign tour operators and journalists (these include activities that from time to time arise out of the meetings held and business contacts made, requests of the promoters, and the embassies of the Republic of Macedonia), as well as organizing presentations and events in Macedonia; 3,500,000.00 denars have been set aside for this purpose.

4. Outdoor campaigns (billboards, movable and fixed ads), advertisements in printed media, electronic promotion – an integrated paid electronic promotion of tourist products in the Republic of Macedonia on the most famous electronic media (Facebook, Google, TripAdvisor, Youtube, Vimeo, and others) in the Republic of Serbia, Slovenia, Croatia, Bulgaria, Albania, Kosovo, France, Great Britain, Belgium, Poland, the Czech Republic, Slovakia, Austria, Germany, Russia, Macedonia and other countries; 11,000,000.00 denars have been set aside for this.

5. Development of IOS, Android, and Windows based software programs, applications for mobile phones – tourist guides and their distribution via appropriate electronic markets for applications (Play store, Apple store, etc.), as well as hosting and promoting such guides; 600.000.00 denars have been set aside for this.

6. Redesigning the existing web page of the Agency for Promotion and Support of Tourism of the Republic of Macedonia, its mapping, implementation of banners, photographs, information, posting it up on Facebook, Google, TripAdvisor, Youtube, Vimeo, Twitter, Instagram, and LinkedIn, translation into several languages, its hosting, and technical support for its unimpeded operation; 600,000.00 denars have been set aside for this.

7. Creation of photo-archives – provision of photographs of the tourist potentials of the Republic of Macedonia to set up "Photo-Archives" for the needs of the Agency for Promotion and Support of Tourism of the Republic of Macedonia. 500,000.00 denars have been set aside for this.

b) A total of 10,000,000.00 denars have been set aside for activities of support for tourism, as follows:

1. The "Mountain Trails" Project – development and marking the existing and creation of new mountain trails. Promotion of those trails by creation of a guide and an e-guide, with the aim of enriching the tourist offer of the Republic of Macedonia and development of the rural tourism, the active and overall tourism in the country;

2. The "Mountain Biking Trails" Project- development and marking the existing and creation of new mountain biking trails. Promotion of those trails by creation of a guide and an e-guide, with the aim of enriching the tourist offer of the Republic of Macedonia and development of the rural tourism, the active and overall tourism in the country;

3. The "Macedonian East Hiking Trail" Project, the first hiking trail in the Republic of Macedonia that is to be included in the map of European trails, at the section from the entrance at Prohor Pchinski to the exit at the locality of Novo selo and to the exit at the Belasica Mountain. The project includes the identification of European standards for this purpose, mapping the trail, commencement of the development and marking the trail and linking it to the existing ones, as well as construction of auxiliary facilities, and promotion of the trail by development of a special map for this purpose;

4. The "Reconstruction of the Hunting and Recreational Cabin Smolare" Project of a tourist and recreational nature, arising out of the conducted Study of the Assessment of the Capacities for Development of Hunting and Mountain Tourism, in cooperation with the Public Enterprise "Macedonian Forests" – Skopje;

5. Financial support of recognizable cultural, entertainment, sports, gastronomic, and environmental manifestations at locally organized tourist events, selected following a public call and aimed at increasing and encouragement of the tourist offer of the Republic of Macedonia;

6. The "In Your Pocket" Guide Project for positioning of the tourism of the Republic of Macedonia in one of the world renowned tourist guides, where a guide will be completely designed and printed by the company "In Your Pocket" in a specific presentation fashion, in line with the standards of this renowned brand;

7. Creation of a guide for the Ottoman monuments in the Macedonian and Albanian language, as well as in several foreign languages, such as English, Turkish, Arabian, etc. The goal of this project is to utilize these cultural and historical monuments and placing them in the function of tourism for a targeted group of visitors.

8. Setting up, development, fencing off, an marking tourism development zones (Ljubanishta 1, Ljubanishta 2, Gradishte, Kalishte, Treska, Star Dojran, Nov Dojran, Krushevo, and Berovo);

9. Strengthening and development of the tourist offer of the Republic of Macedonia – organizing informative workshops and trainings intended for workers in the tourist industry, aimed at improvement of the services and creation of conditions for opening new markets;

10. Establishment of international cooperation with the various international organizations, membership in such organizations, as well as inclusion in joint projects for promotion and support of tourism;

11. Setting up and promotion of auto camps – increasing the tourist offer, development and promotion of auto camping tourism, and attraction of foreign and domestic capital for setting up auto camps;

12. The “Creation of a Network of Clusters for Development of Tourist Products in the Republic of Macedonia” Project, applied under the new EU program “BALKANMED” for development of wine routes and other types of tourism related to wine and organic processing, with participation of 15% as co-financing the funds invested in the project;

13. The “Discovering Balkan Routes” Project, implemented within the INTEREG IPA cross-border program Greece-Macedonia 2014 – 2020, for development and promotion of tourist routes and other types of regional tourism, with participation of 15% as co-financing the funds proposed for the project;

c) The financial assets set aside for operation of the Agency (rents, utility services, repairs and maintenance, office supplies, equipment and machines, trainings, legal and accounting services, etc.) amount to 7,165,000.00 denars.

### **Article 3**

76,000,000.00 denars have been set aside for subsidizing the foreign organized tourist turnover, and the remaining funds in the amount of 40,500,000.00 denars shall be provided from hazard games.

### **Article 4**

The payment of the funds stated in Article 2 item 2 of this Program shall be executed at least three months prior to the start of the international fair manifestations.

### **Article 5**

The Agency for Promotion and Support of Tourism shall ensure the manner and dynamics of the implementation of this Program.

### **Article 6**

The Agency for Promotion and Support of Tourism shall submit a report to the Government of the Republic of Macedonia on the activities completed and the results achieved, including an explanation for any deviations from the activities planned, not later than by June 31, 2018.

### **Article 7**

This Program shall enter into force on the day following its publication in the “Official Gazette of the Republic of Macedonia”, and its implementation shall commence as of January 1, 2018.

No. 42-7950/1  
17 October 2016  
Skopje

Deputy President of  
the Government of the Republic  
Macedonia,  
**Nikola Todorov**, manu propria