

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 41/14), the Government of the Republic of Macedonia held a session on 23.12.2014 to adopt the following

2015 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 2015.

The funds required for realization of the program amount to 203,860,000.00 denars, of which 151,400,000.00 on account no. 637, 50,000,000.00 denars on account no. 631, and 2,460,000.00 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, and category 46 – subsidies and transfers.

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 37,780,000.00 denars are intended for promotional activities and marketing, as follows:

1. Preparation, printing, and distribution of printed promotional material, 6 brochures with various thematic contents (Nature and Adventure, Tradition and Events, Rural Beauties, Hunting and Fishing, Archeological History and Culture, Wine and Food) on a high-quality material prepared in 11 foreign languages, as follows: English, French, German, Italian, Spanish, Japanese, Russian, Turkish, Bulgarian, Serbian, and Albanian.

4,000,000.00 denars have been set aside for this purpose.

2. Participation at international, regional, and local tourist fairs: Utrecht, Istanbul, Brussels, Sofia, Belgrade, Berlin, Moscow, London, Goteborg, Helsinki, Tokyo, Koln, Rimini, Madrid, Paris, Skopje, and other places in line with the needs and requirements of the tourist industry and the Government of the Republic of Macedonia;

20,000,000.00 denars have been set aside for this.

3. Organizing presentations and meetings with foreign tour operators and days of the Macedonian tourism abroad and organizing informative trips to the Republic of Macedonia for foreign tour operators and journalists (these include organizational events and tours that from time to time arise out of the meetings held and presentations at fairs, requests of the promoters, and the embassies of the Republic of Macedonia);

4,000,000.00 denars have been set aside for this purpose.

4. Billboard campaigns, advertisements in printed media, electronic promotion and TV campaigns in the Republic of Serbia, Slovenia, Croatia, Bulgaria, Albania, Kosovo, France, and other countries;

9,200,000.00 denars have been set aside for this.

5. Development of IOS, Android, and Windows based software programs – tourist guides and their distribution via appropriate electronic markets on applications;

580.000.00 denars have been set aside for this.

6) For activities of support for tourism, which include:

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, in cooperation with the Agency for Financial Support of Agriculture and Rural Development;

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, in cooperation with the Agency for Financial Support of Agriculture and Rural Development;

3. The "Monastery Tourism" Project – making records of and establishing connections between the monasteries in the Republic of Macedonia offering accommodation, development of a web page, e-guide, and printing promotional material for religious and monastery tourism;

4. The "Records of Tourist Potentials in the Republic of Macedonia" Project – research and making records of the tourist potentials in the mountain regions in the Republic of Macedonia having and offering conditions for development of tourism, development of a web page, e-guide, and printing promotional material for religious and monastery tourism;

5. The "Marking of Recognizable Products, Sites, Facilities, and Events of Significance for Tourism in the Republic of Macedonia" Project – making records and marking recognizable products, sites, facilities, and events of significance for the tourist offer, development of printed promotional material and publications of such material on the web page Macedonia Timeless under the title "Did You Know";

6. The "Mapping of the Via Egnatia Road" Project – development and marking of the Roman regional road Via Egnatia, to enrich the tourist offer of the Republic of Macedonia in the area of cultural tourism and activities in the nature;

7. The "Paragliding Tourism" Project, as an alternative form of tourism is implemented in cooperation with USAID. The remaining two taking off spots on Popova Shapka and Galichica will be developed, by posting information boards and trail directions, as well as putting up wind gauges and meteorological stations as part of the completion of the first stage;

8. The "Flying in Nature" Project envisages the development of project documentation in the form of a basic design for construction of trails for descending with the help of cables, to create new tourist products in the tourist industry;

9. The "Macedonian Tourist Passport" Project includes the development of a promotional small guide with the aim of promoting the Republic of Macedonia and animating foreign tourists while staying in the county;

10. The "Active Tourism" Project in cooperation with USAID (United States Agency for International Development) and ATTA (Active Tourism Association) envisages payment of a membership fee and registration fee for the purpose of organizing a summit for active tourism in the Republic of Macedonia;

11. The "Improvement of Conditions for Accommodation in Mountain and Hunting Cabins/Houses" Project, aimed at inclusion of such places in the tourist offer of the Republic of Macedonia, as well as creation of a network of facilities as the main prerequisite for development of the mountain and hunting tourism;

12. Financial support for cultural, entertainment, sports, gastronomic, and ecological manifestations on locally organized tourist events, aimed at increasing and encouraging the tourist offer of the Republic of Macedonia;

13. Funding the development of appropriate urban planning documentation for the purpose of setting up auto camps and sports air field Kalishta on land owned by the Republic of Macedonia;

14. Fencing off and marking tourism development zones;

15. Development of a sub-strategy "Tradition and Events", with the aim of completion of the strategic policy of development of tourism in the next four years, and

- other projects

for which 25,080,000.00 denars have been set aside.

Article 3

91,000,000.00 denars have been set aside for subsidizing the foreign organized tourist turnover, and the remaining funds in the amount of 50,000,000.00 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, 2016.

Article 7

This Program shall enter into force on the day following its publication in the "Official Gazette of the Republic of Macedonia".

No. 42-9754/1
23 December 2014
Skopje

Deputy President of
the Government of the Republic
Macedonia,
Zoran Stavrevski, MSc. manu propria