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## **PROJECT FOR DEVELOPMENT AND PROMOTION OF RURAL TOURISM IN THE MUNICIPALITY OF OHRID**

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### **Abstract**

Law and bylaws instruments, and the national programs for agriculture, rural development and tourism in the Republic of North Macedonia are an addition to global trends for creating sustainability in rural areas by developing agriculture, and additional activities for families living or returning to rural areas (villages). Rural development and rural tourism, in isolation, with the rare authentic examples in the municipality of Ohrid are already showing the tourists interest, the benefits for the local population and the business community.

The project aims to explore and extract the potential of the Municipality of Ohrid for development and promotion of rural tourism which will contribute for a rapid development, reduction of migration, new job positions, and creating initiatives for sustainable socio-economic development which will preserve and improve the environment, and the same to be offered to the public, especially to the foreign tourists as a target group.

*Key words:* rural tourism, rural development, municipality of Ohrid, promotion, project

### INTRODUCTION

The municipality of Ohrid (<http://www.ohrid.gov.mk/>) has a very rich fund of authentic cultural, natural and traditional recourses and products which in accordance with the global trends in the recent decades in rural development and rural tourism are offering significant opportunities for development of the region and improvement of the quality of living in the rural parts of the municipality. Alongside with that, the authenticity of the traditional products of the local population is a good foundation for creating a specific concept for encouraging the rural development in the municipality of Ohrid. Law and bylaws instruments (Law for agriculture and rural development, Official Gazette of the Republic of Macedonia no.49/10, 53/11, and 126/12), and the national programs for agriculture, rural development (National Program for development of the agriculture and rural development in the period from 2014-2020) and tourism in the Republic of Macedonia are an addition to global trends for creating sustainability in rural areas by developing agriculture, and additional activities for families living or returning to rural areas (villages). Rural development and rural tourism, in isolation, with the rare authentic examples in the municipality of

Ohrid are already showing the tourists interest, the benefits for the local population and the business community.

Taking into consideration the current situation, it is quite clear that the community needs to make a huge effort in terms of defining the most important steps needed for successful rural development, as well as for promotion of the resources in order to create complete advantages which will maintain the existing positive values and at the same time will attract new ones. This is the only way that our community could use the resources smartly to have a successful and sustainable overall economic development. The direct inclusion of the municipality in the process of planning of the rural development it is of a great importance as the municipality has a leading, coordinating and promotional role.

The project aims to explore and extract the potential of the Municipality of Ohrid for development and promotion of rural tourism which will contribute for a rapid development, reduction of migration, new job positions, and creating initiatives for sustainable socio-economic development which will preserve and improve the environment, and the same to be offered to the public, especially to the foreign tourists as a target group.

#### PROFILE OF THE MUNICIPALITY OF OHRID

The city of Ohrid is a “living” city for two thousand and four hundred years, the legitimate heir of the bright Lychnidos, city with inwrought achievements of the strong ancient civilization. Ohrid actually is the culture history of the Republic of Macedonia in a nutshell. As an Episcopal center in the ancient times, and later through the widely known Ohrid Archbishopric through the centuries, the city also represents the entire religious history of Macedonia, and because of that received the epithet “Balkan Jerusalem”. The first Slavic University in Europe was located in this town, with the activities of St. Clement Ohridski. Ohrid was the most important official capital of the first Macedonian - Slavic state, more precisely of the Samuel’s kingdom; Ohrid is a center of the national revivals in Macedonia in the XIX century. The City of Ohrid today is a cultural, spiritual and tourist center of Macedonia, and as a crown of values, Ohrid and Lake Ohrid are world cultural and natural heritage under the protection of UNESCO since 1980 (<http://whc.unesco.org/en/list/99>).

The shores of Lake Ohrid have been inhabited since megalith times. Archaeological findings have shown that there were settlements 6000 BCE, during the Neolithic period (early Stone Age). Neolithic settlements rich in archaeological materials have been found in the plains of the city in its periphery near Dolno Trnovo. Archaeological excavations confirmed that palafitite megalith settlements existed in Ohrid 5,000 years before Christ, understood to be 7,000 years old. According to historical sources, the earliest known inhabitants in the region of Lake Ohrid were the Brigitte and Enhelenite who ruled for a longer period. According to Herodotus and Apollodorus, they were not Illyrians, but their neighbors. Later, the Desertars were mentioned as the residents of the

city of Lychnidos (the ancient name of Ohrid) as the capital of Desaret (<http://www.zavodimuzejohrid.org/za-ohrid/29-za-ohrid>).

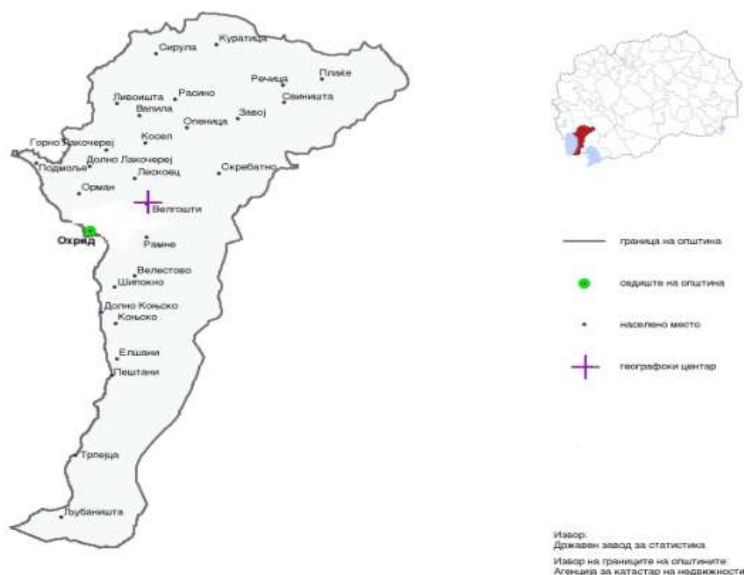
The city of Ohrid, which extends in a bow shape around the small bay in the northeast part of the lake, has been the cultural and spiritual center since the ancient times. The city uses the benefits of the natural protection of the hill that dominates over the bay. Ohrid Lake, by itself, it is a rare and a very old lake with fresh and clean water, fed by many sources that make it a rare biodiversity center, not forgetting its spiritual value which should be added, because without it there will not be many constructed buildings of great importance, along the lake (<http://www.zavodimuzejohrid.org/za-ohrid/29-za-ohrid>). Ohrid, thanks to the climate that is local - continental, has a very good natural condition to have a great amount of forests. The largest forest resources are on Galichitsa and Ilinska Planina, and in Ohrid is located one of the three national parks in the country, the national park Galichica, which covers an area of 22 154 hectares (221,54km<sup>2</sup>). Lake Ohrid is 3.5 - 4 million years old, covering a length of 30km and width of 15km. The geothermal potentials of the area of the Municipality of Ohrid, especially in the Kosel village were observed since ancient times, and even today there are still remains of thermal baths. The geothermal potential of this region is supported by data based on the elaboration prepared for the feasibility study, indicating the possibility for valorization of geothermal energy and geothermal water ([http://www.mchamber.mk/upload/Documents/Regionalni/Osnovni podatoci za opstina Ohrid.pdf](http://www.mchamber.mk/upload/Documents/Regionalni/Osnovni%20podatoci%20za%20opstina%20Ohrid.pdf), p.2-3).

According to the Law for territorial organization of the local government in the Republic of Macedonia (Law for territorial organization of the local government of the Republic of Macedonia, Official Gazette of the Republic of Macedonia, no.55/04 of 16.08.2004), Ohrid is the seat of the Municipality Ohrid and is located in the southwestern part of the country.

#### GENERAL INFORMATION FOR RURAL AREAS OF THE MUNICIPALITY

The municipality of Ohrid is located on the north-eastern shore of the lake at an altitude of 695m and covers an area of 384km<sup>2</sup> with 26 settlements in rural areas: ([http://www.ohrid.gov.mk/MesniZaednici/Urbani i mesni zaednici Opstina Ohrid.pdf](http://www.ohrid.gov.mk/MesniZaednici/Urbani%20i%20mesni%20zaednici%20Opstina%20Ohrid.pdf) p.2-3) Ljubanista, Trpejca, Pestani, Elsani, Konjsko, Raca, Ramne, Shipokino, Velestovo, Velgosti, Leskoec, Skrebatno, Dolno Lakocerej, Gorno Lakocerej, Orman, Kosel, Livoista, Vapila, Sirula, Rasino, Openica, Kuratica, Recica, Svinista, Zavoj and Plake.

**Photo 1** Map of populated places in the rural areas of the Municipality of Ohrid



In order to make a better analysis for the development and promotion of the rural tourism, the villages of the Municipality of Ohrid are divided into three functional groups based on their geographic location. This is made mostly because all villages have their own specifics and problems, as well as their comparative advantages. Of course, the villages which are located near the Ohrid Lake or the city of Ohrid have different problems and interests than the mountain villages of the Municipality of Ohrid. The rural settlements are grouped in three functional groups:

- Eastern coastal settlements
- Central lowland settlements
- Mountain areas

The space resources of the rural settlements fully reflect the morphology of the area and its concision. Namely, the space of the 26 rural settlements consists of mountain, valley and the valley macro relief purposes. The region is distinctive and remarkable because of the anthropogenic values that show a pronounced complexity of attractive - motive content. The rural settlements of the Municipality of Ohrid abound with plant species with medicinal properties (nettle, sage, thyme, basil, Yarrow, cilantro, iris, dandelion) and also has at its own disposal rich water potential. When it comes to agricultural production - fruit growing, in rural areas, most frequent is the production of apples, and a small portion of fruit growing includes the production of other plants and fruits such

as: plums, cherries, peaches, strawberries. In recent years there has been an increase in the interest for new plantations of cherry, because there is organized purchase and higher purchase price. Indigenous varieties of fruits in the rural areas in the Municipality of Ohrid, is the Ohrid cherry, and from the vegetables is the Ohrid tomato - jabuchar.

In terms of the infrastructure through the territory of the Municipality of Ohrid pass roads that connect rural areas and the highway M4 Ohrid - Kicevo - Skopje with a length of 176km and the highway M5 Ohrid - Bitola - Skopje with a length of 235km. Through the territory of the Municipality of Ohrid pass regional roads too, the regional road R 501, Ohrid - St. Naum with a length of 29km and the regional road R 420, Ohrid - Struga with a length of 14km, and for the last 50 years all rural communities in the Municipality of Ohrid were connected with local paved roads. The airport "St. Apostol Pavle" is located 9km from the city of Ohrid, on the main road Struga- Kicevo - Skopje. Municipality of Ohrid is connected with the neighboring Municipality of Struga through water traffic. Routes are Ohrid - Struga and Struga - Radožda (The data is obtained from the Sector for Tourism and Local economic development of the Municipality of Ohrid and the strategies for the development of tourism). According to the latest Census of 2002, Municipality of Ohrid, has 55,749 inhabitants, (<http://www.stat.gov.mk/Publikacii/2.4.14.10.pdf>, p.15) and based on the valuation of the population in 2013 in the municipality live a total of 52,734 inhabitants, with an average density of 256 inhabitants/km<sup>2</sup>.

The activities of the rural tourism should be available at more locations in the same place where a lot of creative small business will be founded with a mutual cooperation between the areas of housing, food/drinks, crafts, tours with a tourist guide and sport activities. Besides this, wine tourism and food tourism can also be developed, as well as spiritual/monastery thematic routes which combine these special interests with accommodation, meals and tours with a tourist guide which develops the tourist product in the country even more. The national folklore, traditional crafts, and handicraft are highly valued in the Municipality of Ohrid and represent an important dimension of the national culture, and visitors can enjoy in the numerous festivals, concerts and exhibitions throughout the year.

The proposed project for development and promotion of rural tourism in the Municipality of Ohrid, alongside with the strategies and sub strategies proposed by the Municipality of Ohrid represent the framework for encouraging the development of rural areas in the Municipality of Ohrid and will contribute to the overall improvement of the quality of life of the population in this region.

PROPOSAL FOR DEVELOPMENT AND PROMOTION OF RURAL TOURISM IN  
THE MUNICIPALITY OF OHRID

**APPLICATION**

<b>Applicant:</b>	<b>NGO for rural tourism</b>
<b>Name of other partner/s:</b>	<b>Tourist capacities and population of the populated settlements in the rural areas</b>

**1. ADMINISTRATIVE PART**

**PRESENTATION OF THE APPLICANT AND THE AVAILABLE  
ORGANIZATIONAL RESOURCES**

<b>Name of applicant</b>	
<b>Name of applicant</b>	<b>NGO for rural tourism</b>
<b>address</b>	Ohrid
<b>Contact persons</b>	MG
<b>Name of the Coordinators</b>	MG
<b>telephone</b>	+ 389 46 546 789
<b>Fax</b>	+ 389 46 546 789
<b>E-mail (of contact person)</b>	ngoforruraltourism@gmail.com
<b>Number of employees:</b>	10
<b>Number of volunteers:</b>	/

**1.1. DATA OF THE PROJECT**

<b>Project title</b>	Development and promotion of rural tourism in the Municipality of Ohrid
<b>Date of starting the project</b>	15.03.2021
<b>Duration of the project</b>	6 months
<b>Amount requested from the Municipality of Ohrid (MKDenars)</b>	200 000
<b>The total costs of the project (including their own contribution) (MKDenars)</b>	250 000

## 2. TECHNICAL PART

### 1.1. DESCRIPTION OF THE PROJECT

#### A. Starting points of a project

The problem that causes the need for the project is the insufficient promotion of the rural tourist areas, as a part of the tourist offer of the city surrounding with the construction and maintenance of the tourist facilities, educating the local people about the benefits of rural tourism, advertising the capabilities and advantages of the populated rural areas on the Internet, and using a related promotional material. This would also create an opportunity for higher employment, higher economic effects (revenue), creation of a high-quality product, creating attractions with the products and services for rural tourism in order to attract more tourists, and as a result of that the tourist season will be longer because of the possibility for a constant creation of new and interesting products and services.

#### B. The main purpose and special purposes of the project

##### Main purpose (goal) this of project

Development of the tourism in the rural areas in the Municipality of Ohrid, encouraging of new tourist destinations and development the existing, creating relations, relationships with the consumers and their greater exposure to the products, creating brand awareness and increase in the loyalty of the consumers, increasing the sale of the small producers, increase in the marketing and research capabilities for consumers and products, as well the possibility to include educational activities.

##### Special goals of these project

- Development of Entrepreneurship and SME businesses
- Development of accommodation- exteriors and interiors, traditional decoration of the walls, mobile parts of the furniture, fireplace, trough for kneading bread, barns, rolling pin, reed bed, straw
- Monitoring and participation in the preparation of dishes and drinks characteristic of a specific rural area - pasta, komad, grasalnik, komad with plasica, oresalnik, vitkalnik, kasalnik, gjomleze, kacamak, pitulica, makalo, posen comlek, sutolma, wheels of onion, vladicka mandza, sviripile, fish with garlic, eel with garlic, fried grunci, tikvarnik, osav, boiled corn, pelte, madzun pelte, alva, maznik with rice, tiganici, komispite, pispilica.
- Monitoring and participation in farming and livestock activity - harvest, mowing, harvesting apples, fruits, observing of animals and getting products from them.
- Monitoring and participation in the manufacturing of fishing nets in rural areas (village Pestani)

- **Monitoring and participation in the manufacturing of traditional handicraft activities** - pottery, plaiting, weaving, embroidery, crochet, carpet making, making of souvenirs and the well-known Ohrid pearl
- **Donkey safari and donkey photo - safari tourism** (characteristic of the village Kuratica and the village Velestovo)
- **Encouraging 4x4 off road adventure** - village Kuratica
- **Relief tourism values - Mountains and mountain values and volcanic and post volcanic forms** (sulfur spring Duvalo in village Kosel)
- **Photographing and monitoring of rare birds and wild animals**
- **Creating tourist facilities which will use the slow food concept** - New significantly attractive tourist product
- ☞ **Main target group and main users:**  
Foreign tourists

### **C. Project activity**

- ☞ Visit of all the rural villages in the Municipality of Ohrid and determine their potential
- ☞ marking rural settlements (villages) and preparation and placement of tourist information signs in cooperation with the Municipality of Ohrid
- ☞ Making the tourist offer
- ☞ creating a web-site, designed exclusively for the promotion of tourism in the rural areas in the Municipality of Ohrid
- ☞ participation in informative TV and radio shows
- ☞ preparation of advertising materials (brochures, flyers...) for rural tourism in the Municipality of Ohrid and their promotion on tourism fairs

### **D. Project results**

- ☞ Development of tourism in the rural areas
- ☞ categorization of accommodation capacities in these areas
- ☞ increasing the quality standard of the tourist offer
- ☞ increasing the number of tourists in rural areas
- ☞ branding the city of Ohrid as a tourist product
- ☞ greater economic development in the Municipality of Ohrid

### **E. Sustainability and Future Plans**

With a better-quality offer and a growing number of tourists in rural areas the level of awareness and the need for their owners to advertise through our promotional materials and web-pages is increasing.



### F. Overall budget summary

	Name of the organization	Total Budget (MK Denars)	Contribution of the project (MK Denars) (80%)	Participation of applicant (20%)
1	NGO for rural tourism	250 000	200 000	50 000

### H. Detailed description of the budget (MK Denars)

	budget item	unit	Nr. of unit	Unit price	Total	Participation of applicant
<b>1.</b>	<b>STAFF COSTS</b>					
1.1	Costs of employees in the organization (other than salaries)	hour	920	40	36 800	7 360
<b>TOTAL STAFF COSTS</b>					<b>36 800</b>	<b>7 360</b>
<b>2.</b>	<b>OPERATING COSTS</b> (Project activities, publications, events, trainings, workshops, promotional events)					
2.1	Transport costs	km	1 800	20	36 000	7 200
2.2	Costs for mobile phone	min	800	5	4 000	800
2.3	Costs for phone	min	2 400	1.5	3 600	720
<b>TOTAL OPERATING COSTS</b>					<b>43600</b>	<b>8720</b>
<b>3.</b>	<b>INVESTMENT COSTS</b> (getting the equipment, materials)					
3.1	Graphic preparation and graphic design		1	30 000	30 000	6 000
3.2	Printing costs	piece	2 500	40	100 000	20 000
3.3	Making a web page		1	27 100	27 100	5 420
<b>TOTAL INVESTMENT COSTS</b>					<b>157100</b>	<b>31420</b>
<b>4.</b>	<b>OTHER COSTS</b>					
4.1	Overheads (maximum 5% of the total budget)				12 500	2 500
<b>TOTAL COSTS</b>					<b>250 000</b>	<b>50 000</b>

### CONCLUSION

The project for development and promotion of rural tourism is focused on activities in different segments of tourism in order to create adequate conditions for the use of the competitive advantages and defining the tourist offer and the tourist products in the rural areas. Defining of the tourist product, its offering and

promotion, and presentation, improving the quality of existing and construction of a new infrastructure, branding the city as a tourist destination, as well as institutional strengthening and development of human resources is one of the main guidelines for local economic and rural development of the municipality.

Taking into consideration the current situation with the local economic and rural development of the Municipality of Ohrid, the municipality is faced with different challenges in terms of identifying the concept, direction and priorities for rural development, reducing the differences in the level of development of urban and rural areas of the Municipality of Ohrid, encouraging entrepreneurship, taking advantage of the possibilities for applying for projects for rural development, economic incentives for sustainable development, as well as creating the conditions for making income (basic or additional) for the local population from the rural parts of Municipality of Ohrid.

In addition, the local government of the Municipality Ohrid should promote participatory budgeting, public debates, open sessions of municipal and regional councils, as well as providing financial information that can easily be monitored online, or through local TV-stations and newspapers. Municipal administration should seriously prepare for the implementation (planning, negotiation, management and control) of the development projects, using the form public - private partnership, where the private capital will provide the necessary financial support for the implementation of capital projects of public interest that are closely associated with the development of rural tourism. Also, the municipality should use EU funds for the institutions and citizens and to organize workshops and training for citizens to use these resources and to provide better quality and better access to health, education, culture and knowledge.

This is the only way in which our community could smartly use the resources in order to have a successful and sustainable overall economic development, and as additional opportunities for economic development is the development of rural tourism as the fastest growing branch in the hospitality industry, agriculture and manufacturing.

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