



Tourism Development Strategy for the Municipality of Vinica 2020-2024



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Content

FOREWORD BY THE MAYOR	5
CHARACTERISTICS OF THE REPUBLIC OF NORTH MACEDONIA	7
CHARACTERISTICS OF THE EAST PLANNING REGION	8
STRATEGY DEVELOPMENT METHODOLOGY	10
DATA ON TOURISM IN THE MUNICIPALITY OF VINICA	12
MODERN TRENDS IN TOURISM	17
VISION OF TOURISM IN THE MUNICIPALITY OF VINICA	19
CHARACTERISTICS OF THE MUNICIPALITY OF VINICA	19
THROUGHOUT HISTORY	19
WEB PORTAL	21
BUSINESS COMMUNITY	22
GEOGRAPHIC CHARACTERISTIC.....	23
DEMOGRAPHIC INDICATORS	24
EDUCATION.....	24
TWIN TOWNS	24
ACCESSIBILITY.....	24
TOURISM FEATURES.....	25
NATURAL FEATURES.....	25
MOUNTAINS	26
HYDROGRAPHY	28
ANTHROPOGENIC FEATURES	30
ARCHEOLOGICAL SITES.....	30
CULTURAL INSTITUTIONS.....	33
RELIGIOUS SITES	34
MANIFESTATIONS	37
SERVICE SECTOR.....	40
HOSPITALITY.....	40
ACCOMMODATION	40
TRAVEL AGENCIES	43
FACTORIES	43
BANKS.....	43
POST OFFICES	43
HEALTH CARE INSITUTIONS.....	44

PHARMACY	44
GAS STATIONS	44
PHOTO STUDIOS.....	44
MARKETS AND SHOPS	44
SPORTS	44
RECREATION	46
TYPES OF TOURISM.....	48
ACTION PLAN, STRATEGIC GOAL, PRIORITIES AND MEASURES	50
STRATEGY IMPLEMENTATION PROCESS	62
REFERENCES	63

FOREWORD BY THE MAYOR



Dear citizens,

The potentials for development of tourism at disposal to the Municipality of Vinica, its natural, cultural and historical wealth are gift of nature and inheritance left to us by our ancestors that we should tend to as caretakers, to preserve them for future generations. In view of that, the municipal administration prepared this document with the aim to provide for sustainable development of tourism in the Municipality of Vinica. Only a development policy based on preservation of biodiversity and cultural landmarks can guarantee long-term success.

The general benefits brought about by tourism industry are an important segment in the overall economic and social development of the municipality.

The strategy for development of tourism in the Municipality of Vinica has several goals, including the presentation of natural and anthropogenic tourism values, services, activities, as well as types of tourism that can be developed.

However, having your best interests in sight, we at the municipal administration have set for ourselves the specific goal to provide conditions for performance of tourism-related economic activities in order to allow for a larger number of citizens to work and live from tourism.

At the same time, the municipality is building partnerships with the private sector, the central government, educational institutions, hotels, travel agencies, operators and chambers, associations of tourism and hospitality workers and NGOs, all of whom took an active part in the preparation and implementation of the Strategy.

This document describes the different types of tourism that can be developed in the municipality of Vinica, in which locations they would be developed and by whom: Cultural and Historical Heritage Tourism, Gastronomic Tourism, Health Tourism, Outdoor Activities and Sports Tourism, Educational Tourism, as well as Hunting and Fishing Tourism.

The Action Plan sets out the activities of the three basic priorities related to the development of tourism in the municipality of Vinica, as follows: Priority 1: Development of quality human and institutional capacities, Priority 2: Tourism Infrastructure, and Priority 3: Tourism offer, promotion and protection.

Dear citizens,

I invite you to join us in cooperation and partnership to implement the activities defined in the action plan of the Tourism Development Strategy in the next 5 years period, so that we can all contribute to the development of the

municipality of Vinica in order to achieve the Vision and the Mission defined in this Strategy.

The vision is: "Vinica is a recognizable tourist destination which, through a system for sustainable development of the ecosystem and protection of cultural and historical heritage that ensure a contemporary and modern experience for visitors".

The mission is: "To create conditions for increase of number of visitors in order to improve the economic and social status of citizens of the municipality as a result of economic activities arising from tourism".

Yours sincerely,
Ivica Dimitrov
Mayor of the Municipality of Vinica

A handwritten signature in blue ink, appearing to read 'Ivica Dimitrov', is positioned below the typed name and title.

CHARACTERISTICS OF THE REPUBLIC OF NORTH MACEDONIA

The Republic of North Macedonia is a sovereign and democratic state located in the central part of the Balkan Peninsula. For centuries it has been linked the East and the West - geographically, politically and culturally. While relatively small in territory, the country is rich in beautiful nature and cultural and historical heritage that are among the key factors for development of tourism.

The Republic of North Macedonia shares borders with the following countries: Serbia and Kosovo to the north, Bulgaria to the east, Greece to the south and Albania to the west. The capital of the country is Skopje with a population of over half a million. Other major cities in the country are: Bitola, Kumanovo, Prilep, Tetovo, Veles, Stip, Ohrid, Gostivar, Strumica, Kicevo, Kavadarci and Kocani. Each of these cities offers its own unique brand of hospitality and a wide selection of attractions for the visitors. North Macedonia covers a territory of 25,713 km², with a population of over two million.

The Republic of North Macedonia is a multiethnic and multicultural society and practices various religions. In terms of relief features, the country is dominated by mountains and valleys; we also find many rivers, lakes, caves, gorges, canyons and more. As much as 80% of the entire territory of the country is mountainous, while the remaining 20% is flat land. Although a landlocked country, North Macedonia has a number of rivers, sixteen mountains higher than 2,000 m, and more than 50 lakes, with Lake Ohrid, Lake Prespa and Lake Dojran, where beautiful and attractive beaches are located, are the most important from viewpoint of development of tourism. The mountains offer modern ski resorts that are open to visitors both in winter and summer season. The climate is favorable and makes it possible to visit major sites throughout the year. The country is rich in diverse flora and fauna and has three national parks. It has areas of beautiful vegetation, dense forests, endemic plants and insects, rare animals, birds, reptiles, various fish species and more.



To enter North Macedonia, there are 14 border crossings and two airports: Skopje and Ohrid. The cities in the country are interconnected by a solid road network, with regular bus services, local bus services, taxi companies and car rentals. The rail network is underdeveloped and slower, and there is shipping transport on the lakes.

In North Macedonia there are a number of shops and craft stores in the retail sector, as well as modern shopping malls, closed and open markets, where one can buy a variety of goods and products. The country's urban and rural areas provide a rich offer of various cultural events and manifestations, museums, galleries and cultural and historical monuments that can be visited. To enrich the stay of visitors, over 400 registered travel agencies, a number of licensed multilingual travel guides and tourist information centres in several cities are available.

The development of tourism, as a particularly important activity in the Republic of North Macedonia, is given special attention through the creation of policies and measures for the best use of all potentials of tourism and its successful promotion.

CHARACTERISTICS OF THE EAST PLANNING REGION

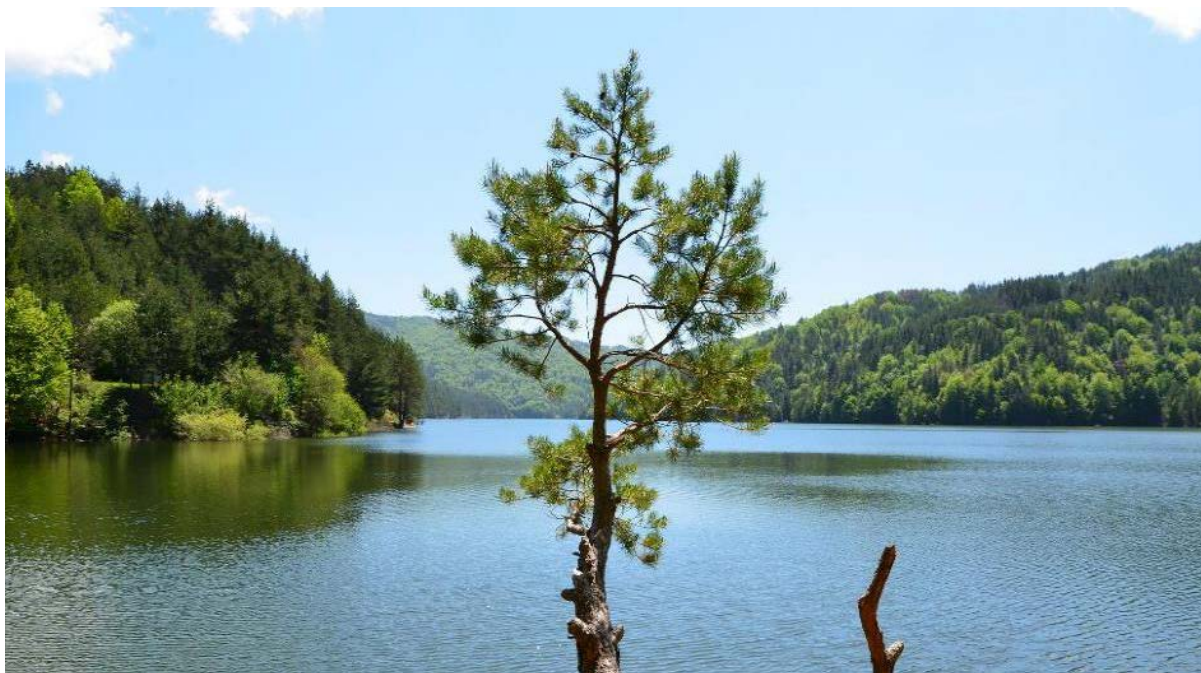
The East region covers the catchment area of the river Bregalnica, with total area of 3,537 km² or 14.2% of the territory of the Republic of North Macedonia. The eastern borders of the region share the border with the Republic of Bulgaria, the northern border with the Northeast Planning Region, the west with the Vardar Planning Region, and the south with the Southeast Planning Region. The Region consists of 11 municipalities (Berovo, Vinica, Delchevo, Zrnovci, Karbinci, Kochani, Makedonska Kamenica, Pehchevo, Probishtip, Cheshinovo-Obleshevo and Shtip), and it includes 217 settlements, of which 209 rural and 8 urban settlements (Shtip, Probishtip, Kochani, Vinica, Makedonska Kamenica, Delchevo, Pehchevo and Berovo).

One characteristic of the East Region is that its population growth rate is four times lower than the national average and, according to the 2002 Population Census, the Region is home to 181,858 inhabitants, or 51 inhabitants per square kilometre.

Although the East Planning Region abounds in numerous and varied natural features, these features and phenomena, with a handful of exceptions, are not of national or wider significance in terms of rarity and uniqueness. The most characteristic natural features here are:

- Mountains: Osogovo Mountains with the peaks Carev Vrv (2,085 m) and Ruen (2,252 m), Plachkovica Mountain with Lisec peak, 1,754 m, Vlaina Mountain, Maleshevski Mountains, Ograzhden, Golak with Obozna, Konechka Mountain (Serta) and some other smaller mountains, which offer great opportunities for many sports and recreational activities;
- "Ponikva" Sports and Recreation Center;
- The tourist settlement "Suvi Laki" on the Ograzhden mountain
- The Lesnovo crater, located in the western part of the Osogovo Mountains and is one of the best preserved fossil volcanic craters in the Republic of North Macedonia and on the Balkan Peninsula;
- Kamnik Canyon on the Koshevska River. The canyon is about 1.5 km long and only a few tens of meters deep;

- Lakes: Kalimanci, Berovo (Ratevsko) Lake and Lake Gratche, which unlike other smaller lakes here, have the greatest tourist potential;
- Thermomineral springs and baths: Kezhovica or Shtipska Banja is located about 2 km from the center of Shtip near the Novo Selo settlement; Banja in the village of Banje (Kochanska Banja) is located 7 km west of Kocani; Istibanja is characterized by a great wealth of geothermal waters. All the listed sites enjoy abundance of quality geothermal water, and in addition they have a great position and accessibility.
- The East Planning Region has a rich and diverse cultural-historical and archaeological heritage and features, from which we will highlight the following sites:
 - Archaeological sites: the ancient city of Bargala, in the vicinity of the village of Karbinci near Shtip, the Crkvishte site in the vicinity of the village of Morodvis near Kocani; the archeological site of Vinichko Kale, known for its terracotta icons; the medieval Isar Fortress in Shtip; Grncharica - Krupishte, the oldest Neolithic settlement in Macedonia; and many other
 - Churches and monasteries: Church of St. Archangel Michael in Vinica and Church of Joakim Osogovski in the village of Jakimovo, the Church of Holy Mother of God - Novo Selo, the Church of St. Nicholas - Shtip, Lesново monastery, Church of St. Archangel Michael - Berovo, Church of Nativity of the Most Holy Mother of God - Berovo, Church of St. George - Gorni Kozjak, Church of Holy Mother of God - Balaklija in Delchevo, Church of St. Basil the Great - Ponikva, St. Nicholas - Shtip. Church of St. George and St. Panteleimon - Kochani, the Church of the Assumption of the Most Holy Mother of God - Berovo, Church of St. Archangel Michael - Dramche are sacred objects that stand out as attractions with the highest potential.
 - Museums: City Museum in Shtip; Berovo Museum; The Museum in Delchevo; Terracotta Museum Vinica; The Museum of the Activists of VMRO from Shtip and Shtip area, Novo Selo, Shtip; Memorial home of the Razlovci Uprising in Razlovci - Delchevo; Ethno House and City Museum in Kochani, Ethno House in the village of Morodvis - Zrnovci;
 - Manifestations and events: The "Chetrse" (the Forty) custom in Shtip; Makfest - Shtip; Pastrmajlijada - Shtip; Pijanec-Maleshevo wedding - Delchevo; Ethno Festival in Berovo; Days of Kochani Rice - Kocani; Goce's Days; Istibanjsko Zdravozivo - Vinica; Wind Orchestra Festival - Pehchevo; and many other.



The East Region, in terms of tourism development, lags behind other regions and is still not recognized as an attractive destination, although it has significant natural resources and interesting cultural and historical heritage, which is an excellent basis for tourism development.

STRATEGY DEVELOPMENT METHODOLOGY

The strategy for development of tourism in the Municipality of Vinica has several goals, including the presentation of natural and anthropogenic tourism values, services, activities, as well as types of tourism that can be developed. The strategy is an important document that highlights the potentials and opportunities for sustainable tourism development in this area. The methodology of making the strategy arises from the indicated goals. The following steps were taken in the development of the strategy: initiating cooperation; meetings held and goals set for development of a tourism strategy for the municipality of Vinica; team building, literature review and field research; organization of workshops with stakeholders; writing, designing and presenting the strategy and adopting the strategy. The schematic presentation of the steps in the development of the strategy for tourism development in the municipality of Vinica is given in the diagram below.

Diagram 1. Steps taken in the process of development of the Tourism Development Strategy in the Municipality of Vinica



The following research methods and instruments have been used in the development of the strategy: analysis of the content of European and global plans and strategies for development of tourism; analysis of the legislation related to tourism and hospitality activities; analysis of statistical reports related to hospitality and tourism industry; qualitative research (workshops and focus groups); conducting unstructured interviews; creative thinking; field research with photography; cabinet analysis of relevant literature, bibliography and internet sources; cartographic analysis; 6A Destination Analysis Framework etc. The Strategy has been developed in accordance with the existing tourism policy in our country, consulting the appropriate plans, programs and strategies, and as such we will highlight the following:

- **Of national character:** National Strategy for Agriculture and Rural Development 2014-2020; Regional Development Strategy 2009-2019; National Strategy for Tourism Development of the Republic of North Macedonia 2016-2020; National Strategy for Rural Tourism Development 2012-2017; National Strategy for Development of Health Tourism 2012-2018; Substrategy for Development of Sports Tourism, with Action Plan 2015 - 2018; Substrategy for Traditions and Events; Strategy for the development of "MICE" (Congress) Tourism;
- **On regional level:** East Region Development Program 2015-2019; Study on the Situation with the Potentials for Tourism Development in the East Planning Region; Strategy for tourism development in the East planning region with Action Plan 2016-2025.
- **On the local level:** Integrated plan for local development of the Municipality of Vinica 2019-2023; Climate Change Strategy of the Municipality of Vinica 2015 - 2025.

The strategy development steps take into account the interests of stakeholders, such as:

- Locals who live or work at the destination and provide local resources to visitors;
- The business community that is interested in developing the tourist destination because it provides tourism products and services;
- The public sector that is interested in employment, encouragement of regional development and growth of total income and has an important role in the development of the tourist destinations;
- Other participants such as NGOs, associations, investors, craftsmen, etc.;
- Visitors and tourists (existing and potential) who use the tourist products and services at the destination.

The definitions used in the strategy for certain terms related to tourism and tourists are as follows:

- Domestic tourist is a person with a permanent residence in the Republic of North Macedonia who temporarily stays in a place other than his/her permanent residence and stays at least one night in a hospitality or other accommodation facility for tourists;
- Foreign tourist is a person with a permanent residence outside the Republic of North Macedonia who stays temporarily in the Republic of North Macedonia and spends at least one night in a hotel or other accommodation facility for tourists;
- A visitor is a person who stays at a destination that is not his or her permanent place of residence within a few hours with no overnight stay;
- A tourist destination is a geographical area in which there are all elements relevant to a vacation (landscape, flora, fauna, climatic conditions, attractions, accommodation facilities, entertainment facilities) and
- A tourist attraction is a place of interest that tourists typically visit because of its cultural value, historical significance, natural or architectural beauty or entertainment opportunities.

DATA ON TOURISM IN THE MUNICIPALITY OF VINICA

Tourism today is a sort of a phenomenon that is present in all countries around the world and is growing globally. There is no country in the world that does not develop some kind of tourism activities or country where citizens are not involved in travel outside their place of permanent residence. Tourists engage in travel for various reasons, such as business, pleasure, religion, sport and recreation, or other reasons. The great role tourism plays, both in terms of cultural prosperity and the economic benefits for the destinations, is supported by the data provided by the World Tourism Organization at the United Nations:

- tourist arrivals in 2018 on international level have reached 1,401 million;
- tourism spending amounted to US \$ 1,451 billion;
- the tourism industry accounts for 10% of the global GDP; and
- It employs one in ten persons employed in the world.

The available data indicates a tendency of constant growth of travel and tourism in the past 60 years, and the forecasts are moving in the direction of continuation of this trend in the future. In percentage terms, the total number of tourists increased 5% compared to year 2010, while revenues also increased 5% over that period. Of the continents in

the world, Europe has the lead with about 51% share of the total circulation of tourists, both by sending tourists to and receiving tourists from other continents.

The Republic of North Macedonia, as part of the family of European nations, follows this tendency of international growth of tourism, and that conclusion is supported by the data on tourism industry provided by the State Statistical Office of the Republic of North Macedonia, which indicates the following:

Chart 1. Number of tourists in the Republic of North Macedonia for 2010-2018

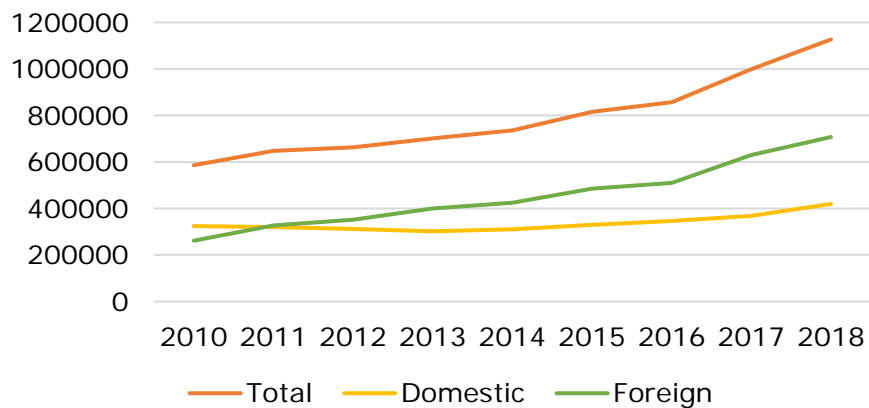
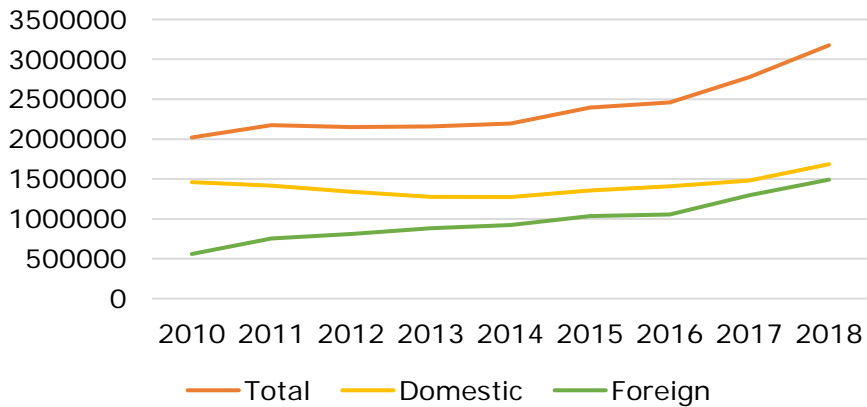


Chart 1 shows that the number of tourists in the Republic of North Macedonia has been steadily increasing over the past several years, so that in 2010 the number of tourists was 586241, and in 2018 it rose to 1126935, or an increase of 92%. As far as domestic tourists are concerned, their number in 2010 was 324545, with an increase of 29% to 419590 tourists in 2018. In 2010 the country was visited by 261696 foreign tourists, while their number in 2018 was 707345, an increase of 170%. It can be concluded that, in recent years, the number of foreign arrivals has been increasing rapidly, while the number of domestic tourists remains at unsatisfactory levels. In that context, policy makers in the area of tourism in the country should develop a strategy to increase the number of domestic tourists, but also to attract even more foreign visitors.

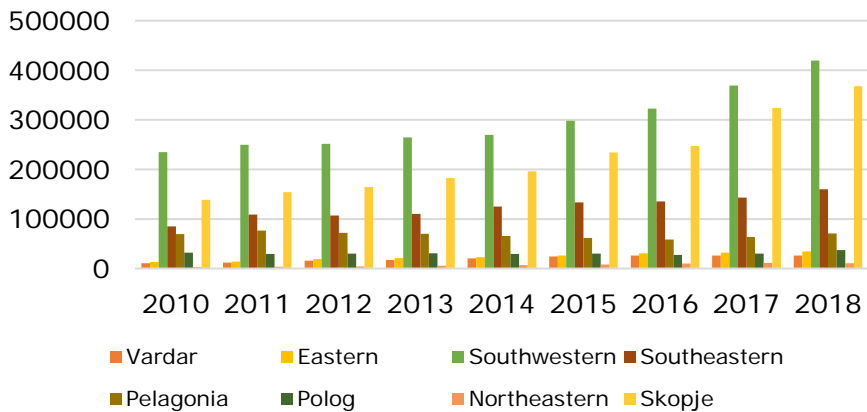
In terms of the number of overnight stays in the analysed period, it grew from 2020217 in 2010 to 3176808 in 2018, an increase of 57.3%. Number of domestic tourists' overnight stays grew from 1461185 in 2010 to 1685273 in 2018, an increase of 15.3%. On the other hand, foreign tourists in 2010 stayed in the country for a total of 559032 nights, and in 2018 that number was 1491535, an increase of 166.8%. As is the case with the number of guests, there is a noticeable increase in the number of nights spent by foreign tourists compared to nights spent by domestic tourists. In this regard, comprehensive analyses are necessary to undertake measures to extend the stay of domestic tourists, but also to maintain the trend of increasing the number of overnight stays of foreign visitors in the country.

Chart 2. Number of overnight stays in the Republic of North Macedonia for 2010-2018



In the Republic of North Macedonia, the main destinations that attract tourists are the lakes, mountain resorts, spa centres, wine regions and the city of Skopje. The number of tourist visits by region is shown in Chart 3. During the analysed period, the number of tourists in the Vardar region has continuously increased, from 10572 in 2010 to 26439 in 2018, which is 150% more.

Chart 3. Number of tourists by region in the Republic of North Macedonia for 2010-2018



The number of tourists in the Eastern region in 2010 was 13054, and in 2018 it was 34354 or 163% more. The Southwest region in 2010 was visited by a total of 234665 tourists, and the number in 2018 was 419717, which is 78.9% more. The Southeast region in 2010 was visited by a total of 84856 tourists, and in 2018 by a total of 160173 tourists, which is 88.7% more. Pelagonia region in 2010 had 69712 visitors, and in 2018 the number rose to 70798 or just 1.6% more. Polog Region in 2010 had 31828 visitors, and in 2018 - 37091 or 16.5% more. The Northeast region in 2010 was visited by 3098 tourists, and in 2018 - 10820 or 250% more. Skopje region in 2010 had 138456 tourists in total, and in 2018 a total of 367597 or an increase of 165.5%.

Chart 4. Number of tourist in the Eastern region for 2010-2018

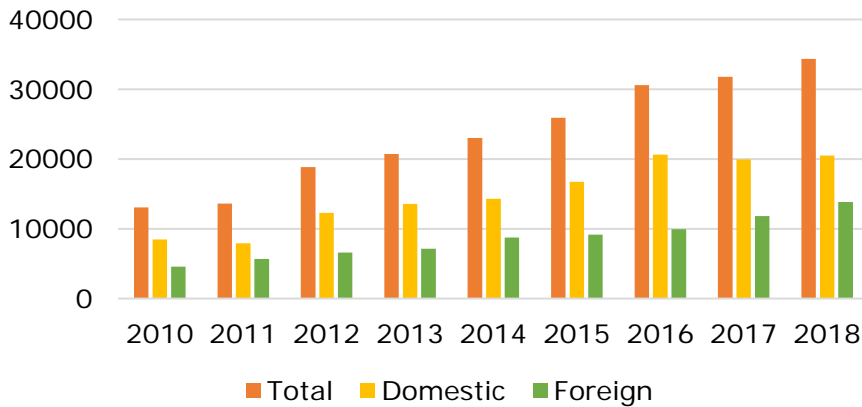


Chart 4 shows the statistics on the number of tourists in the Eastern region, which includes the municipality of Vinica, in the period from 2010 to 2018. It shows that over the years there has been a trend of continuous growth, so that in 2010 the Eastern region was visited by a total of 13054 tourists, and eight years later 34354, an increase of 163%. In terms of domestic tourists, their number in 2010 was 8463, which has grown to 20460 in 2018, which is 12027 or about 140% more, while the number of foreign tourists increased from 4591 in 2010 to 13864 in 2018, an increase of 200%. Despite the trend of continuous increase in the number of tourists in the region, the difference in the number of domestic and foreign tourists is evident. In the analysed period, the total number of domestic tourists is 141570, and the number of foreign tourists is 77515, which is about 83% more. Creating a diverse and authentic tourism offer, achieving competitive prices, proper promotion, etc., are just some of the activities that tourism policy makers need to implement to maintain the positive trend and growing number of tourists, as well as to attract domestic tourists.

Chart 5. Number of overnight stays in the Eastern region for 2010-2018

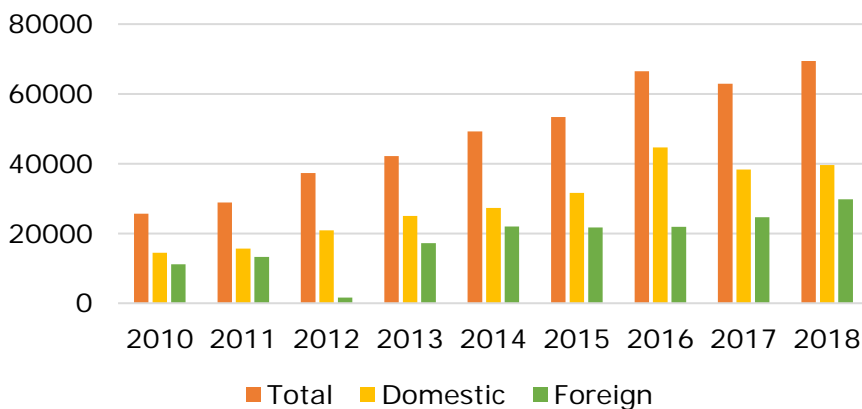


Chart 5 presents the number of nights spent by domestic and foreign tourists in the Eastern region for the period from 2010 to 2018. There is an evident growing trend in the analysed period, so that in 2010 this region had a total of 25687 overnight stays, and eight years later the number has grown by about 170%, to 69419 overnight stays. Out of a total of 435588 overnight stays, domestic tourists account for 257280 visits,

which is about 45% more than the 178108 visits realized by foreign tourists. The extension of the period of stay of tourists, in any case, is related to the attractiveness, diversity and quality of the tourist offer in the region, as well as the willingness of all stakeholders to take an active part in creating and implementing tourism services.

Table 1. Arrivals and overnight stays by domestic and foreign tourists in the Municipality of Vinica (2012-2018)

	Total overnight stays	Domestic	Foreign	Total number of tourists	Domestic	Foreign
2012	2795	1337	1422	1002	602	400
2013	3898	2371	1527	1665	1097	568
2014	2932	1485	1447	1005	529	476
2015	2403	1428	975	1027	723	304
2016	914	628	286	631	467	164
2017	5688	2393	3295	2864	1415	1449
2018	7392	3037	4355	4529	2236	2293

Source: <http://makstat.stat.gov.mk/>

If we take into account the data on arrivals and overnight stays of domestic and foreign tourists on the territory of the Municipality of Vinica (shown in Table 1), we can see that they are constantly increasing in the period 2012-2018 (the data on 2013 available from the State Statistical Office is incomplete). In 2018 and 2017, there was a larger number of arrivals of foreign tourists and overnight stays by them.

Table 2. Hospitality and accommodation facilities in the municipality of Vinica (2016)

Accommodation facilities	Number of rooms	Number of beds	Number of employee	Catering facilities	Number of seats	Number of employees
4	87	180	50	29	1987	117

Source: State Statistical Office (2016) Census of catering capacities in the Republic of Macedonia. Skopje: State Statistical Office.

Table 2 shows the hospitality and accommodation facilities of the municipality of Vinica. The data shows that the municipality (2016) has 4 accommodation facilities, with 180 beds and 50 employees. There are 29 dining and entertainment facilities in the municipality, with capacity of 1987 seats and 117 employees.

MODERN TRENDS IN TOURISM

Vinica Tourism Strategy aims to incorporate the current needs and modern trends of the tourism market in the world, presented through realistic solutions that take into account the potentials of the municipality and available opportunities. Following are the global trends that are predicted to be of great importance in the future development of tourism:

All aspects of health tourism (fitness, spa, physical activity, etc.) in the near future will gain added importance. While the increased health awareness will not affect the volume of demand, it will certainly influence decision-making regarding destinations, behaviour and activities during the holidays. This segment is characterized by an increased competition, with private equity investments in upgrading old health spa facilities and recreational spa centres.



Modern society is increasing the pressure on people's daily lives, and is fuelling the desire for more leisure and relaxation time - which will have a negative effect on growth of disposable incomes. For tourism, this trend is by definition unfavourable.

Increasingly sophisticated consumers are more and more confident about their needs and rights. For tourism, this results in an increasingly critical attitude towards quality and price to quality ratio.

The use of the internet to buy and compare tourism products and services will continue to increase. As a result, the consumer will take on greater control. New electronic payment systems, secure credit cards, e-wallets, etc. will be created. These achievements will make money transfers easier and overcome concerns about overpayment, foreign currency exchange rates and the security of online money transfers.

In the future, people will live longer and numbers of older age groups will grow. These "healthy" seniors will have plenty of free time. The youth segment (16-35 years), which accounts for more than 20% of global tourism, also is an important target group for the future.

Climate change affects and even threatens certain tourist destinations that are dependent on their natural environment. The decline of glaciers in Europe is just one example of global warming. However, the real effects of climate change are still in doubt.

The global economy will continue to grow. BRIC economies, Brazil, Russia, India and China are likely to be the fastest growing nations. Global trade in consumer goods and services will continue to grow. Services (including tourism) will gain importance in the world economy.

The costs of social, health, education, pensions and other services will rise in the future, forcing governments to raise taxes. Concerns about security, health and immigration issues will lead to greater control of travel by governments.

Terrorist attacks on tourists and tourist destinations have led to a greater sense of insecurity. Media outlets add to the fear of these threats. Also, natural disasters, which appear to occur more frequently than in the past, have harmed tourism. However, it has been proven that the consumer attention span is relatively small, and this is because people know that there is nothing they can do about it.

It is expected that there will be fewer differences in destinations in the future. Unique places will increasingly disappear. In the past, traveling was a luxury, but today is a normal part of life. Numbers of last minute holidays and short trips are on the rise. The freedom to travel will expand to accommodate the trend of older parents and the rise of single parent families. New groups of communities with common interests are rapidly becoming the main source of orientation knowledge, entertainment and security. Foreign countries are seeing higher demand for wellness products, health and fitness, stress management and medical services.

Consumers seek advice from other users online. Qualified consumers are likely to know more about specific products than travel experts. There will also be growing investments in online promotion strategies and new research techniques. In addition, public-private partnerships are becoming more important for tourism marketing as governments try to increase shareholder involvement and marketing budgets.

Cars are a means of transportation in 70% of all tourist trips and will remain the most important means of transport. Limited access to city centres and cheap air travel have a negative impact on bus travel. Also, the increase in air travel could be limited by fuel costs, security concerns and increasing airport charges. Governments invest more money in rail travel, especially in express lines.

VISION OF TOURISM IN THE MUNICIPALITY OF VINICA

When creating management documents, integral part of the strategies is to set a vision and mission as basis for further development.

The vision of the tourism development strategy is "Vinica is a recognizable tourist destination which, through a system for sustainable development of the ecosystem and protection of cultural and historical heritage that ensure a contemporary and modern experience for visitors". The mission of this strategy is: "To create conditions for increase of number of visitors in order to improve the economic and social status of citizens of the municipality as a result of economic activities arising from tourism".

CHARACTERISTICS OF THE MUNICIPALITY OF VINICA

The characteristics of the municipality of Vinica are covered by processing the material related to the historical development of the municipality, web portal, business sector, geographical and demographic data, education, twinned municipalities and traffic connection.

THROUGHOUT HISTORY

The first traces of existence of settlements in the municipality of Vinica date back to the Iron Age (from the XII to the VI century BC). The first traces of human life are found in the vicinity of the village Vinichka Krshla (Gradishte 2 site), where rare fragments of stone pottery from the Stone Age or Neolithic period have been found.

Remnants of the Roman period have been recorded at a number of sites (Gradishta and Kalinja) located on inaccessible hills, which the Romans chose because of their natural defensive position. The Roman settlements were located in: Oreovo - in the vicinity of the village Leski, Crkvenec-Gradishte in the vicinity of the village of Lipec, Rashka - in the vicinity of the village of Peknjani, Kale and Gorica in the vicinity of Vinica. With its size, the Oreovo site stands out, with the segment of a Roman water supply system discovered nearby.

The great and powerful tribe of Paeonians inhabited the eastern part of Macedonia, several centuries BC. The Paeonians lived in the Vinica area, near the rivers Struma and Vardar. According to historical records, the tribe belonged to the Illyrian ethnic group. During the period when this region was attacked by Persia, it was badly damaged. It was later rebuilt, and the Paeonians strengthened their economy. However, in 358 BC, this tribe was again enslaved by the Macedonian emperor Philip II and then by his son Alexander the Great.



With the collapse of the Roman Empire, the Slavs began to populate the region and encountered ruined and destroyed ancient settlements.

The name Vinica is of Slavic origin. In the period 855-969 AD, the Slavs organized themselves into free feudal rural municipalities. During this period, Cyril and Methodius and one of their younger students, Constantine the Presbyterian, who later became bishop, spread Slavic culture and literacy. At the same time, Christianity spread and churches were built.

Towards the end of the XI century, the Crusaders entered the area along Bregalnica river weakening the Byzantine rule. The new situation was used by Serbia, and in the XIV century, much of Macedonia's territory, including Vinica, fell under its rule.

Turkish domination began between 1385 and 1395, and as a result, Vinica became a crossroads for Turkish troops. A new system of ownership was established, which lasted until the end of Ottoman rule.

At the beginning of the First Balkan War, the Vinica region was directly involved in hostilities including military clashes between the Turkish and Bulgarian armies, and in the Second Balkan War, hostilities continued between Bulgarian and Serbian military units. After the end of the two wars, Vinica region became part of the Kochani region, which included 11 municipalities. During this period, everything was subordinated to the interests of the newly created Serbian government, and the life of the population was particularly difficult economically.



In the period between the two world wars, the population was mainly engaged in agriculture, and smaller industrial facilities were opened in Vinica that marked the economic development in the area. There was an electric power plant that illuminated parts of the city, a brickyard, an oil mill, etc., and in 1926 the Vinica Credit Bank was established to finance the economy in that part of the country. With the outbreak of World War II, the economy of the municipality stagnated. After the liberation, the municipality was reactivated, and it was officially established in 1952 and was composed of Gradec, Istibanja, Jakimovo and Crn Kamen. In 1955, Blatechka and Grlanska municipalities with all the surrounding villages joined the municipality of Vinica.

WEB PORTAL

The Municipality of Vinica manages an official website publishing all important information related to the work of the municipality of interest to the citizens, the business community, future investors, visitors and other interested parties.

<https://www.opstinavinica.gov.mk/index.php>

<https://www.vinica.gov.mk/>

Other websites that promote the activities of the municipality and its attractions:

<http://muzejterakota.mk/>

<https://mojaopstina.mk/општина-ваница/>

BUSINESS COMMUNITY

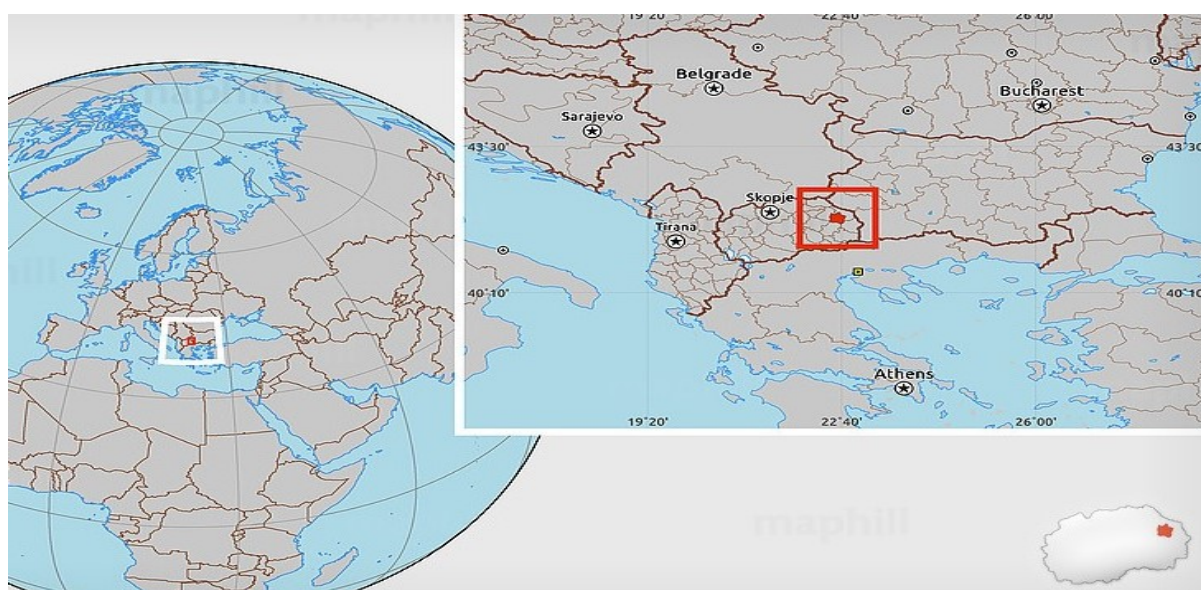
There are about 500 active business entities active in the municipality, in the following areas: agricultural production, trade, construction, handicrafts, health, education, legal, transport, geodetic, freight forwarding, cosmetics, auto mechanics and other services, textile production, furniture, food, tobacco, etc. The population in the Municipality of Vinica is mainly engaged in agriculture, while the city is dominated by several industrial facilities from different sectors and service activities.

No.	Sectors of activity according to the National classification of activities	Number of active business entities in 2016
1.	Agriculture, forestry and fisheries	34
2.	Mining and quarrying	2
3.	Processing industry	86
4.	Water supply, wastewater disposal, waste management and environmental rehabilitation activities	3
5.	Construction	39
6.	Wholesale and retail trade, repair of motor vehicles and motorcycles	168
7.	Transport and storage	32
8.	Accommodation facilities and food service activities	39
9.	Information and communications	8
10.	Financial activities and insurance activities	2
11.	Real estate activities	1
12.	Professional, scientific and technical activities	33
13.	Administrative and support service activities	3
14.	Public Administration and Defence, Compulsory Social Insurance	2
15.	Education	6
16.	Health and social care activities	30
17.	Art, entertainment and recreation	9
18.	Other service activities	25
Total		522

Source: <http://www.stat.gov.mk/Publikacii/SG2017/12-DelovniSubj-BusinessEnt.pdf>

GEOGRAPHIC CHARACTERISTIC

The municipality of Vinica is located in the eastern part of the Republic of North Macedonia. The wider area of the municipality of Vinica covers the south-eastern part of the Vinica-Kochani valley and is located between the Obozna, Golak and Plachkovica mountains. It occupies the middle part of the riverbed of the river Bregalnica, which flows through the valley. With its location in the municipality, mountainous, hilly and valley relief structures are clearly defined. To the south and to the east lie the mountains Plachkovica with the highest peak Lisec (1,754 m) and Golak (up to 1,000 m) dominate, respectively. On the lower slopes of these mountains, the hilly relief separates from the flat relief that prevails in the northern and western part, at an altitude of 390-450 m above the sea and covers the valley of the river Bregalnica and part of the Vinica-Kochani valley.



The Municipality of Vinica extends in the easternmost part of the Republic of North Macedonia, between $41^{\circ}43'$ and $41^{\circ}59'N$ and $22^{\circ}26'$ and $22^{\circ}43'E$, and covers an area of 433 km^2 . To the north and east it borders the municipality of Delchevo, to the southeast the municipality of Berovo, to the south the municipality of Radovis, and to the west the municipalities of Karbinci, Zrnovci and Kochani. The lowest point in the municipality lies at an altitude of 360 meters, and the highest at 1,754 meters above sea level.

The climate is moderately continental, and the main penetration of hot air currents comes from the Povardarie region, following the valley of Bregalnica River. The average annual temperature is 13°C . January is the coldest month with an average air temperature of 1.6°C , and July is the warmest with average temperature of 23.5°C . The transition from winter to summer is mild as a result of the influence of the continental climate. Warm and mild southwesterly is the predominant wind in the area, mostly evident in spring and autumn months. Often a colder northwesterly wind blows, most commonly in the month of March. According to the meteorological data, the Municipality of Vinica receives an average annual precipitation of 530 mm, where the rain is dominant with a share of 90%. The rainiest month is May, and the driest month is August. The configuration of the terrain and the climatic influences allow an average of about 7 foggy days a year.

DEMOGRAPHIC INDICATORS

According to the latest official census of the population and households in the Republic of North Macedonia, 19,938 inhabitants lived on the territory of the Municipality of Vinica, i.e. 46.1 inhabitants per square kilometre, which points out to the fact that the municipality is sparsely populated, with much lower population density than the overall population density in Macedonia which stood at 78.6 inhabitants per square kilometre in 2002. On the other hand, the total population, as estimated on June 30, 2011, is 19,542 inhabitants. Of this number, 10,008 (51.2%) are men, while 9,534 (48.8%) are women.

Most of the population in 2002 lived in the municipal centre Vinica, 10,860 inhabitants or 54.5%, while 27.2% lived in the four largest settlements: Blatec (1,594 inhabitants), Istibanja (1,476 inhabitants), Gradec (1,245 inhabitants) and Jakimovo (1,101 inhabitants). In the remaining eleven settlements, a total of 18.3% of the inhabitants lived: Vinichka Krshla 99, Grljani 206, Dragobrashte 392, Kalimanci 239, Krushevo 131, Laki 314, Leski 579, Lipec 430, Pekljani 432, Trsino 730, Crn Kamen 107.

Regarding the ethnic structure of the population, the Municipality of Vinica is dominated by Macedonians with 91.6% or 18,261 inhabitants. In addition, 1,230 Roma (6.2%) live in the municipality, and the remaining 2.2% are Turks, Serbs, Vlachs and other ethnic groups.

In addition to the town of Vinica, there are 16 other settlements in the municipality: Istibanja, Jakimovo, Kalimanci, Krushevo, Vinichka Krshla, Leski, Gradec, Grljani, Dragobrashte, Trsino, Laki, Crn Kamen, Pekljani, Blatec and Lipec.

EDUCATION

The primary education in the municipality of Vinica is organized in 4 primary schools: Primary School "Slavcho Stojmenski" and Primary School "Goce Delchev", both located within the city limits, Primary School "Kocho Racin" located in the village of Blatec and Primary School "Nikola Parapunov" located in the village of Dragobrashte. Several satellite schools located in smaller villages and settlements operate under the auspices of those four primary schools. The secondary education is organized in the Secondary Municipal School "Vancho Prke". The kindergarten "Goce Delchev" operates in the municipality and includes several facilities: two in the town of Vinica and one in the settlements of Blatec, Trskino, Istibanja and Leski each.

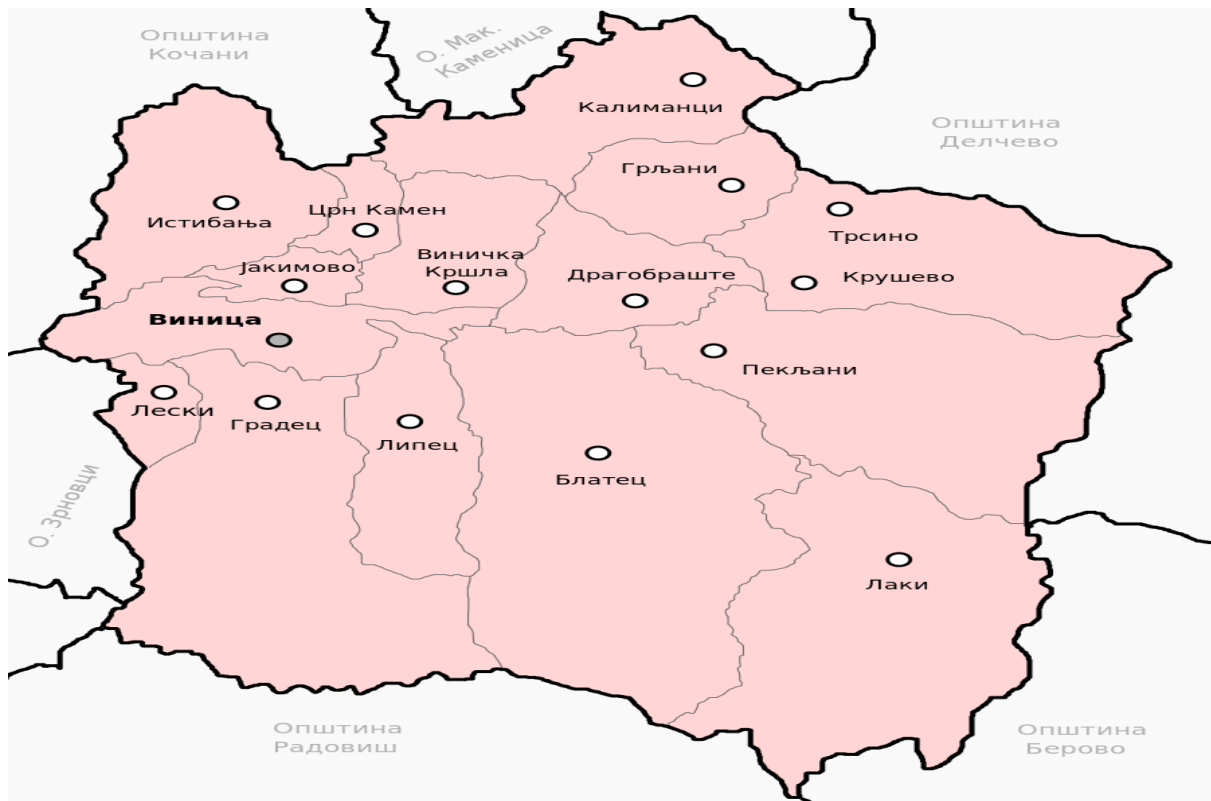
TWIN TOWNS

The Municipality of Vinica is twinned with the municipalities: Orhangazi (Turkey), Bansko (Bulgaria), Trjavna (Bulgaria), Apatin (Serbia), Halemaer (Holland) and Canell (Italy). The Municipality of Vinica is a member of ETNOLA - European Thematic Network of Local Self-Government, as part of the cooperation with the Municipality of Lefterio – Correlio (Greece) with which it has signed a Memorandum of Understanding.

ACCESSIBILITY

The Municipality of Vinica, with its location in the country, objectively has a favourable geographical position. Through the municipality, in its northern part, the M-5 motorway

(Kochani-Delchevo-Bulgaria) passes, which is joined by the regional road R-527 (Prevalec-Vinica-Smojmirovo), which in turn passes through the municipal center. These two roads provide the municipality with easy and fast communication with the rest of the country.



Vinica is 44 km away from Berovo, 44 km from Pehchevo, 10 km from Kochani, 40 km from Stip, the eastern part of Prevalec is 19 km away from Makedonska Kamenica, 42 km from Delchevo, and Skopje is 130 km away. The international road to Bulgaria passes through Vinica and Delchevo, and through Kochani, Stip and Veles it connects to the Skopje-Gevgelija highway.

TOURISM FEATURES

Tourism features are conditions that allow tourism to appear and develop. With their attractiveness, they create a motivation or a need for tourists to visit them. Basically, tourism features are divided into natural (created by nature) and anthropogenic (created by man). For the purposes of this strategy, valorisation of the more significant natural and anthropogenic tourism features in the municipality has been made.

NATURAL FEATURES

Regarding the natural features of the Municipality of Vinica, the strategy includes the mountains and hydrography.

MOUNTAINS

Plachkovica. Due to tectonic movements in the past, it is a lush and green mountain, where beech, pine, fir and linden dominate its forests. It is divided into two parts: on the northern part the highest peak is Lisec (1,754 m), and on the southern part the highest peak is Crkvište (1,676 m). Although Lisec peak is not very high, from its top one can see Rila Mountain in the east, part of the Thessaloniki Bay in the south, and even Mount Olympus, which makes it one of the peaks with the farthest horizontal viewing line in the Republic of North Macedonia. The mountain spreads in a west to southwest direction and separates the Radovish valley from the Vinica-Kochani valley. The hilly relief consists of separate orographic units known as hilly mesoforms, which together represent a large broken area sloping towards the Vinica-Kochani valley and the lower villages in the Vinica municipality. More important hills that separate from the main ridge are the hills of Bukur and Adzhinica. Bukur Hill stretches from south to north and features gentle and moderately steep slopes, and Adzhinica Hill, which also stretches from south to north, has relatively steep slopes at the upper parts.



There are two legends about how the mountain got its name. According to the first, a grandmother who had the power to heal used to live in the holy city on the mountain. Philip II took his son Alexander with him when he was a baby to this grandmother so she could cure him of his crying attacks. She told him that the baby was crying because he had tremendous energy and was getting rid of it by crying. She predicted that he would become king of the world and surpass his father's glory. Philip II and king Lippius, king of the Holy City, or then Paeonia, wept with joy and relief. After them all the people wept with joy. Mount Plachkovica got its name after their cries. According to the second legend, the name comes from the visit of King Alexander III of Macedon to Paeonia. In Paeonia or the Holy City, Alexander and his host Lippius discussed how to continue the good relationship. After such an agreement and understanding, there was no end to the

joy. Everyone began to shed tears of joy. The tears formed a stream, which the then local population called Plachkovica, after which the mountain got its name.



Obozna. Obozna Mountain extends for 9.5 km in the eastern part of the Municipality of Vinica in a south-north direction and together with the Golak Mountain they create the watershed between the Berovo hill-encircled valley and part of the Vinica-Kochani hill-encircled valley. It is located between the Kochani hill-encircled valley to the west and the Razlovci gorge to the east, through which the Bregalnica river flows, separating it from Bejaz Tepe (1,314 m). From the south, with the Kalugjerska River and the pass Obozna (933 m) it is separated from Plachkovica, and with the pass Merilov Rid to the north it is separated from the Golak mountain. The highest peak is Jastrebo (1,272 m). The mountain got its current appearance by tectonic movements in the end of Pliocene and the beginning of the Pleistocene. The geological composition is represented by gneisses, crystalline shales and granites. The afforestation is rare and there is not much greenery and small pastures.

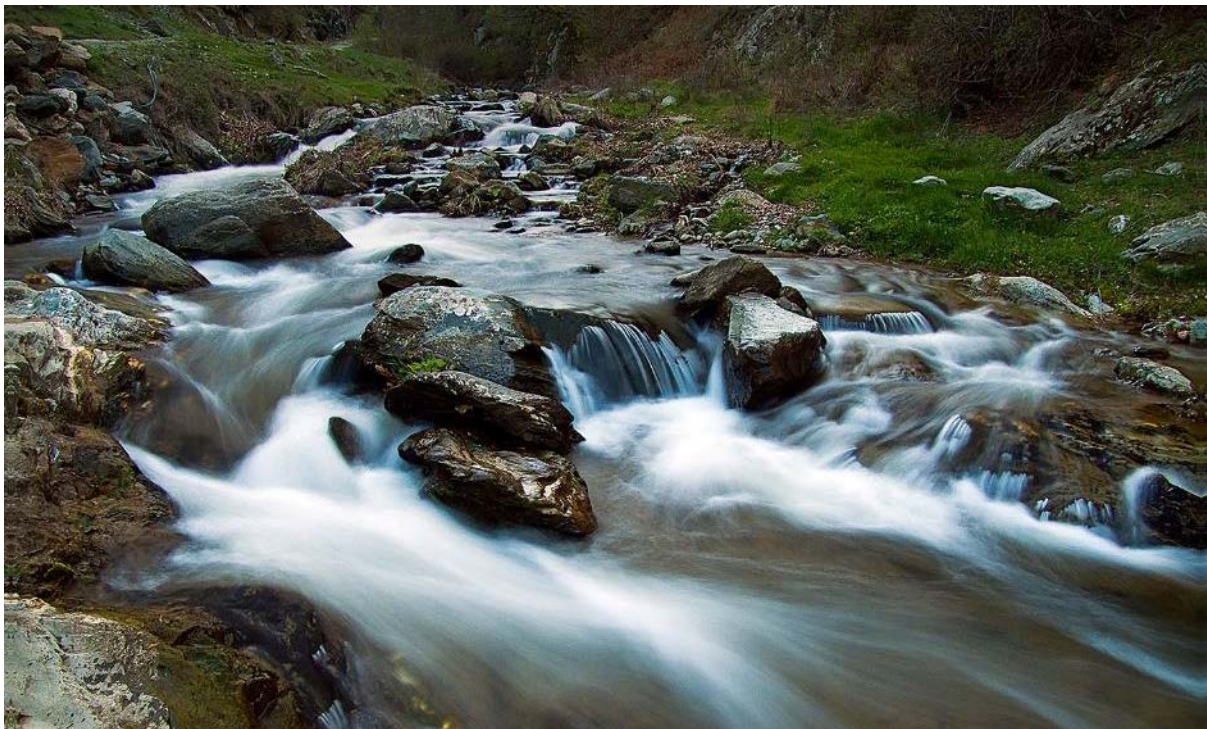


Golak. Golak is a medium high mountain, with the highest peak Chavka (1,538 m) in the eastern part of the Republic of North Macedonia, stretching between the Delchevo hill-encircled valley and Razlovci Gorge in the east, Kalimansko Pole and Kochani hill-encircled valley in the west and the valley of Osojnica in the south. As a typical horst,

within the specified limits it covers an area of 220 km². To the north and east, the slopes descend to the Bregalnica river, which makes a large (tectonic conditional) arc around this mountain. Towards the south, the Obozna branch gradually continues from Golak, but the morphological boundary between them is not clearly defined. Chavka peak is quite dominant and it has a great view of the whole area and the territory of Bulgaria. Close to it is the St. Panteleimon peak (1,508 m), where an eponymous impressive church is located. These are the only peaks over 1,500 m, and besides them there are 4 more peaks over 1,400 m. Golak Mountain administratively belongs to two municipalities: the larger, eastern part belongs to the municipality of Delchevo, and the smaller western part belongs to the municipality of Vinica.

HYDROGRAPHY

The hydrography in the Municipality of Vinica is diverse: rivers, artificial reservoirs, waterfalls and springs, some of which are thermal. The largest river in the municipality is **Bregalnica**, which passes north of the city at a distance of 3.5 km. It springs from the Maleshevo Mountains at an altitude of 1,720 m and has a total length of 225 km. The Bregalnica river belongs to the Aegean basin and is a left tributary of the river Vardar. The "Kalimanci" dam was built on the Bregalnica river, from which the Kochani, Vinica and Ovche Pole fields are irrigated. In Vinica field, the river Bregalnica has several left tributaries, the most important of which are: Osojnica, Vinichka river and Gradechka river.



Osojnica is the largest tributary of Bregalnica and springs at 1,300 m above sea level. It is 30 km long, from the spring to the mouth of Bregalnica. The main tributaries of Osojnica are Blateshnica and Lipechka River, on the left, and Sushica, Peklanica and Dragobrashka River on the right side. The left tributaries spring from the higher areas of Plachkovica and are rich in water, while the right ones spring from the lower ones and

are poorer with water. The waters of the Osojnica River and its tributaries serve to irrigate the fields planted with tobacco and rice in Vinica area.

Vinichka River is a left tributary of Bregalnica. It springs under Chupino hill, high on the northern slope of the Plachkovica mountain, at an altitude of 1,420 m, passes through the Kochani field and the town of Vinica and flows into Bregalnica. It is 18 km long.

Gradechka River is a left tributary of Bregalnica and has no special spring. It is formed by several nameless streams on the Plachkovica mountain. Its flow continues along the slopes of the mountain, then passes through the village of Gradec near the town of Vinica, and finally flows into Bregalnica. The flow of the river over Vinica is declining, and the river accepts all the coming waters, while below the city it is of plain type. It is 18 km long, and along its course, just before the entrance to the village of Gradec by the mountain Plachkovica, is the small hydropower plant "Gradechka Reka".



Thermomineral springs. From a hydrographic point of view, the existence of a thermomineral spring on the southern side of the village of Istibanja is significant, and baths operated in the village during the Ottoman reign. Today, warm water is used to produce early horticultural crops and flowers, and has great potential for the development of spa tourism.

Kalimansko Lake (Kalimanci). Artificial lake on the rivers Bregalnica and Kamenichka Reka, built in 1969. The dam is stone-embanked with a clay core, 92 m high and 240 m long. The lake is 14 km long, 0.3 km wide and 80 m deep. It covers an area of 4.23 km² and collects 127 million cubic meters of water. The main purpose of the lake is to irrigate about 28,000 ha, mainly rice areas in the Kochani hill-encircled valley, but also part of the arable land in Ovche Pole. For that purpose, two canals have been built, of which the right one is 98 km long and carries the water to Ovche Pole, and the left one is 36 km long and irrigates the areas in Kochani Field. Excess water is used to generate electricity through a small hydroelectric plant with an installed capacity of 13.8 megawatts. The

lake is also home to the island of Kalata, which is a remnant of a late antique mining town where tin and gold were mined.

ANTHROPOGENIC FEATURES

From the anthropogenic features of the municipality of Vinica, the strategy covers the archaeological sites, the cultural buildings, the religious buildings and the manifestations.

ARCHEOLOGICAL SITES

The Municipality of Vinica is a cultural treasury with many preserved monuments from the earliest times to the present day. This is evidenced by the large number of archaeological sites (so far 96 have been registered) with settlements, fortresses, basilicas, necropolises and tombs.

Vinica Fortress. Settlement with fully preserved IV-VI century buildings from late antiquity. It is located southwest of the town of Vinica, to the left of the Gradechka River, on a hill with an irregular shape, elongated in a southeast-northwest direction, with an altitude of 400 m. According to the surface remains, the settlement extended to the slopes of the hill, as well as to the surrounding hills. With its raised position over the valley, the site dominates over the area of Vinica, and has a beautiful view over the riverbed of Bregalnica river. According to archaeological findings, especially the ceramic artefacts, life in the settlement lasted for a long time, from the Neolithic period to the Middle Ages, with the difference being the most numerous architectural remains from the late antiquity (IV-V century). Remains of walls of several profane buildings have been discovered, with organized porches, "benches" for sitting, warehouses, stone walls and lime mortar, which in some places are preserved up to 4 m high. Scaffolding, prefermium, plumbing and more were found in some of them. The bulwark is built of crushed stone and lime mortar, and its 3 meters wide. It is important to note that a number of whole and fragmented replicas of terracotta icons, with invaluable archaeological, artistic, and theological significance, have been found in the debris between the walls.



Remains of a small medieval church and a large number of objects, coins, jewellery, etc. were also discovered. A rich XII century women's tomb was also discovered, containing nine glass and 4 bronze gilded bracelets, 11 bronze rings and an object made of bone.



Gorica. Archaeological site located 1 km north of the town of Vinica, on the right side of the Kochani-Vinica road. Several ceramic vessels and other objects were found on the plateau. Some of them were for everyday use, and some were decorative artefacts. In addition to ceramic artefacts, Roman coins, a small marble statue and a fragment of the marble relief of the god Zeus, as well as an iron bracelet believed to date back to Iron Age, have been found.

There are other sites in the town of Vinica that have archaeological significance, and among them the city market should be mentioned, a place where a tetradrachm belonging to Emperor Philip II (359-336) was found.

Crkvishte. It is located on the left bank of the Osojnica river, on a high hill that dominates the surroundings, 2.5 km from the village of Blatec and is a burial mound from late antiquity and Byzantine times. It has impressive dimensions, the diameter of its base is 60 m, with an elevation of about 10 m. The mound in terms of external characteristics is very similar to the Knezhevo burial mound from the locality Krst near the village of Tarinci. Fragments of pottery and Roman-era tegulas have been found in the area around the mound.

Near the village of Blatec are the archaeological sites: Chukata, Kale, Selishte, Gramadi, Kalajdzhievo, Mojmija, Irin dol and others. Two silver Venetian coins were found in this area.

Other well-known archaeological sites:

- Klise Bair, Gradiste, Bedesh, Dragica and Lisec in the village of Gradec
- Mogila, Samovilec and the Monastery in the village of Grljani
- Dragobrashko Gradishte, Selishte, Baltachka Maala, St. Spas and Vrshnik near the village of Dragobrashti
- Slatina - Gorica, Badem Bair, Kale Gradishte, Batovska, Raklevi, Bavchi, the Churches, Turkish Cemetery and Prevalec in the village of Istibanja

- Ambarica, Blatechki Pat, Keramidnica, Selski Grobishta and Kulakot in the village of Jakimovo
- Manastirishte - Studenjak, Carevec, Samovilec, Ostrovec, Valogot, V'chka Skala and Rusalski Grobishta in the village of Kalimanci.
- Rusalski Grobishta, Gradishte I and II, Barboshki Dol, Krshlanski Gumena, Vrshnik, Sushica - Bavchi and Gjafurlinski Lozja in the village of Krshla
- Biglansko Gradishte, Gramadi, Sejmenski Preslap, Gradishte, Crkvishte, Andzhiski valozi and the monastery in the village of Laki.
- St. Athanasius, St. John church and Oreovo in the village of Leski.
- Chukarki, Crkvenec - Gradishte, Ilovica, Beli, St. Spas and Gradishte in the village of Lipec.
- Rashka, Dolovi, Kolnik, Studen Kladenec and Crkvishte in the village of Pekljani.

Klise Bair is an archeological site in the village of Gradec. It dates back to the Roman period. Two burial mounds have been discovered, and the site itself represents a necropolis. In the same village to the west, about 1 km away, is the medieval settlement of Bedesh, where the remains of the foundations of several buildings have been discovered. Another site near this village is Vinichka Reka - a settlement from the late antique period. Remains of ceramic pottery, roof tiles and other building materials are found.

Mogila is an archeological site - a settlement and mound from the Roman period. It is located on the old Kochani-Delchevo road. Fragments of ceramic vessels, tegulas, pithos and roof tiles have been found. The mound has been damaged.

Dragobrashko Gradishte site with ruins from the Roman period is located south of the village of Dragobrashta. Remains of walls of several buildings can be seen, and fragments of ceramics are found on the entire surface of the site.

Beltechke Maalo - a settlement from late antiquity. Remains of ceramic pottery, roof tiles and other building materials are found. Foundations made of stone and mud are also visible.

Kale in the village of Istibanja is a site with late antiquity ruins. This site is located on a flattened part of a rocky hill northeast of the village, near Bregalnica river. This site was surrounded by a bulwark from which only parts of the foundations are left, as well as foundations from other buildings.

Manastirishte - Studenjak is a settlement from Roman times located near the village of Kalimanci – 3 km north of the old Kochani-Delchevo road. Fragments of ceramic vessels and building materials have been found. At the beginning of the 1950's, two large statuettes-cariatides made of coarse marble were discovered and are now kept in the Institute and Museum in Stip.

Biglansko Gradishte in the village of Laki are ruins from late antiquity. At 4 km southeast of the village, on the right side of the Vinica-Berovo road, in an area of about 180 by 80m, foundations of smaller buildings can be seen, and construction material on the surface. There are remains of a defensive wall in several places. A deep defensive trench has been dug on the south side of the ruins.

Rashka is a mining settlement from Roman times. In the area of the village of Pekljani, fragments of ceramic vessels and slag are found on a larger area. Gold mining galleries

were discovered in 1977, meaning there was exploitation of gold-bearing material through horizontal galleries in the alluvial river embankments.

CULTURAL INSTITUTIONS

House of Culture "Tosho Arsov". The Tosho Arsov House of Culture has been working for more than 50 years and has been successfully contributing to the development of the cultural life in town and its surroundings. This institution covers all segments of culture and at the same time is the center of all cultural events. The House of Culture stands out through several activities, which prove its justification for existence in front of the citizens. Special mention should be made of:

- Musical performances
- Amateur drama troupe
- Arts and crafts
- Other events and manifestations

Within the House of Culture, the **Ensemble for Traditional Urban Songs and Serenades**, composed of academic musicians and amateur musicians, has been operating for 10 years. The ensemble performs over 40 traditional urban songs from Vinica and the nearby area. In addition to its performances in Vinica, the group has participated in all the festivals of traditional urban music in the country and has performed in Croatia, Bulgaria, Turkey and Poland.

Guitar school. The guitar school operates as a basic activity of the House of Culture. The secrets of this instrument are studied on daily basis by children aged 10 to 16 years.

Mozartino Music School. "Mozartino" is a piano school.

The House of Culture annually hosts numerous **cultural manifestations**, including: Exhibition of painters from the country and abroad; Visiting theatrical performances; Music festivals; "In Vinica Veritas" Humor and Satire Festival; Classical music concerts; Book promotions, etc.

Museum "Terakota" Vinica. The Terracotta Museum in Vinica was opened in 2006 and is located in the center of the town, on the premises of the town hall building. In addition to the numerous artefacts, the museum houses the largest collection of terracotta icons in the Republic of North Macedonia. The terracotta icons testify to the high artistic achievements of ancient Christian art, created in the Early Middle Ages. They are undoubtedly witnesses to the beginnings of Christianity in Vinica.

Vinica terracotta icons - Terracotta icons are archeological findings, icons by content and shape, a world rarity in the field of early Christian archeology. The icons were found at the "Kale" site in Vinica. About 60 whole and hundreds of fragments of ceramic icons have been found. There are medieval icons, made on a wooden base with tempera colours, which are the oldest and are considered to date from the end of the X century to the end of the XIV century. Terracotta icons are early Christian works and are thought to date from the late IV to the end of the VII century. In the ceramic icons, according to the high plastic and artistic values, technical realization and preservation and the iconographic peculiarities, the representations of individual saints are characteristic, such as: Archangel Michael and St. Theodore the Dragon-Slayer. Among the compositions are Jesus Navin and Caleb, St. Christopher and St. George, portrayed as warriors who kill snakes with spears. During the archaeological excavations, among the Vinica icons,

several ceramic tiles with themes from pagan mythology have been uncovered, as well as themes depicting historical content and events.

The Museum of the Town of Vinica is a modern and innovative museum with a permanent museum exhibit of over 300 important archaeological artefacts, chronologically conceived, tell the story of the Vinica region from prehistory to present day.

The museum regularly organizes educational workshops, lectures, presentations and temporary exhibitions within various cultural manifestations.

City Library “Vanco Prke”. In the municipality there is one Public Municipal Institution based in Vinica and four satellite libraries in the villages of Blatec, Laki, Trsino and Istibanja. The total number of books is about 47,000. The overall inventory is technically and professionally maintained, in accordance with international standards for library work, and users have access to the entire book fund.

The library has a reading room for adults and children, where readers can use daily newspapers, magazines and free internet. The space in the library is also used for various cultural manifestations and for promotion of the book fund through exhibitions, meetings with writers and book promotions. The “Vezilka” Literary Club, which published its first almanac a few years ago, also operates under the auspices of the Library.

RELIGIOUS SITES

As an important Christian center in the early Christian period with about 18 early Christian basilicas discovered to this day, there are many churches and monasteries in the Municipality of Vinica today that mainly date back to the XIX century. During the Ottoman rule, a number of mosques were also built, almost completely destroyed today. More significant churches in the municipality of Vinica are:

The Church of St. Archangel Michael. The Church of St. Archangel Michael is one of the largest churches in Vinica and is located in the center of the town. It was built in 1850, as evidenced by the marble slab with an inscription above the front door, which mentions 1850 as the year in which the masonry work was done. In 1970 it was demolished and a larger three-aisled basilica was built in its place in 1973, with a semicircular apse on the inside and a seven-sided on the outside. It is made of crushed stone and mortar and has a flat wooden ceiling. Its frescoes were painted in the XX century by the artist Cvetkov Venko from Stip. Above the west entrance it is decorated with a mosaic depicting St. Archangel Michael. The church has registered 96 icons, 69 of them painted in the XIX century are placed in the wooden iconostasis. Two icons are dated - “St. Theodore Tyrone” from 1890 and “Holy Mother of God with Christ” from 1899. The icon depicting St. Panteleimon from 1890 was restored in 1917. The church has its own library.



The Church of the Holy Saviour. The Church of the Holy Saviour, located in the village of Lipec, is one of the oldest churches in the municipality of Vinica. It was built in 1839. The church is a three-aisled building, with flat ceilings, built of river stone and mortar. It is decorated with ornamental decoration, whose elements are flowers placed in vases and other floral elements, which are unusual for other churches of this period. The upper part of the wooden iconostasis is carved. It has 33 icons, one of which is "The Bread of Life", by an unknown painter, painted in 1887.

The Church of St. Elijah. The Church of St. Elijah is located in the village of Blatec and is a parish church of the Blatec parish. The church is a three-aisled basilica with flat ceilings. By its shape and size it does not differ from other churches in the region, which were built in the middle of the XIX century. A special impression is left by its wood-carved ceilings, the large cross on the iconostasis and the royal doors. According to the inscription above the entrance, the church was built in 1850. The iconostasis and other parts of the church have 77 icons and all are made of tempera, plasterboard on a board and are of different sizes.

The Church of St. John the Baptist. The Church of St. John the Baptist is located in the village of Leski and is one of the oldest churches in the municipality of Vinica. The year of construction is not exactly known, but above the eastern entrance to the original church there is an inscription that states that in 1874 the church was repaired. The records of the Diocese of Bregalnica state that it was built in 1848. Inside there is a wooden iconostasis, with four rows of icons, the oldest of which are the icons at the bottom with motifs from the Old Testament, painted by local masters. In the 20th century, the church was extended, upgraded and renovated, obtaining a completely new look, unlike the original one. Remains of stone engravings are exhibited in the churchyard, most likely from an older church building, which indicates that Christianity in those areas existed much earlier than the construction of this XIX century church.

Church of the Most Holy Mother of God. The church dedicated to the Most Holy Mother of God is located in the village of Pekljani and was built as a single-nave building by the villagers in 1913 on the site of a mosque that had previously been set on fire. The year 1914 is engraved on the wall above the front door as the year of construction.

The Church of Assumption of the Most Holy Mother of God. The church of Assumption of the Most Holy Mother of God is located in the village of Dragobrashte. By its architectural concept, it is three-aisled, with a semicircular apse. It was built in 1883. It has 58 icons, and the iconostasis was made in 1894. The icons and the iconostasis were completed in 1930. The iconostasis is made on 4 floors and it houses 61 icons. There are several objects in the church from the period before it was built, including a silver cross dating from 1890. This is a confirmation that there was an older church in this place before the mosque was built.

The Church of the Holy Saviour - Ascension of Christ. The Monastery Church of the Holy Saviour - Ascension of Christ is located on the triborder of the area of the villages Pekljani, Blatec and Dragobrashte, on the road Vinica-Trsino-Delchevo. In this place there are remains of a large basilica on the foundations of which in 1948 a small Church of the Ascension of Christ was built. Large marble pillars and many other objects (probably remains of a large basilica) have been excavated here. Due to the central location of the church and the large attendance, especially on the feast of the Ascension of Christ by the people of the neighboring villages and municipalities, the church was renovated in 1996. We find out about the monastery in the written sources that it was the main Cathedral monastery under whose patronage were the monasteries that were built at the same time: "Holy Feast of the Cross" – at the place called Samovilec in the village of Grljani: "St. Panteleimon" on the Golak Mountain and the monastery at the place called "Manastirec" on the Borovets Mountain southeast of the village of Pekljani. Characteristic of the location of all these monasteries is that their layout forms the shape of a cross. The other three monasteries could be seen from the Monastery of the Holy Saviour. It is also important about these monasteries that the monks in all the monasteries raised many goats and sheep and the mandrake where the milk was processed was in the Monastery of the Holy Saviour. From the monasteries on Golak, Borovec and Grljani, there are legends that there were pipelines from earth pipes – milk-supply system that led to the Monastery of the Holy Saviour, which have been discovered in several places near the monastery. All of these monasteries suffered at the same time (presumably due to a strong earthquake that tore them to the ground) centuries ago. Today, in all those places, there are remnants of walls (archaeological sites) that indicate that the folklore about the existence of these holy places is grounded in reality.

The Church of St. Demetrius. The church is located in the village of Grljani and is a three-nave church with a semicircular apse on the outside. It was built in the middle of the village in Ottoman times.

The Church of St. Joakim of Osogovo. The Church of St. Joakim of Osogovo, in the village of Jakimovo, is one of the most beautiful on the territory of the municipality of Vinica (taking into account that it was built recently). It is dedicated to the hermit saint Joakim of Osogovo. The church was built and frescoed with an iconostasis made in carving and icons with a large donation from the citizens. The patron saint of the church is celebrated on August 29 every year in the area of the church which is located in a great location and in a dominant position above the village. Neatly arranged, green and

clean surroundings, in addition to the beauty of the church, attract more and more believers and visitors from year to year, which means that this place is already a great tourist potential in our region.

The Church of St. John the Theologian. The church dedicated to St. John the Theologian is located in the village of Laki and is three-aisled, wide and low with a semicircular apse on the outside. According to the latest research, it is believed to have been made in the late XIX century, and according to other researchers - in 1906. Church and village feast is on the day of St. John the Theologian. The church was rebuilt after World War I.

Holy Cross - the Holy Cross, the symbol of the Christian religion is made of metal construction with a height of 16 meters on a dominant position above the city of Vinica. The Holy Cross is located near the meteorological station in Vinica and after its consecration in 2006 as a building that spiritually elevates the city, it become a frequent destination for Vinica residents, especially on weekends. It is also a religious attraction that is especially noticed in the evening by those who just pass by Vinica.



In the municipality of Vinica there are several mosques and tekkes, in the villages of Blatec, Gradec, Trsino and others.

MANIFESTATIONS

On the territory of the municipality of Vinica, several manifestations are held in different time periods during the year. Cultural events and manifestations in the municipality of Vinica:

International Folklore Festival "Istibanjsko Zdravozivo". A festival held annually in the village of Istibanja nurtures folk tradition, customs, songs, dances and music. It starts with a parade of the participants in the streets of the village and throwing flower wreaths in the Bregalnica river.



St. Paul's Day, the holiday of the city of Vinica. It is celebrated every year with an appropriate cultural and entertainment program.

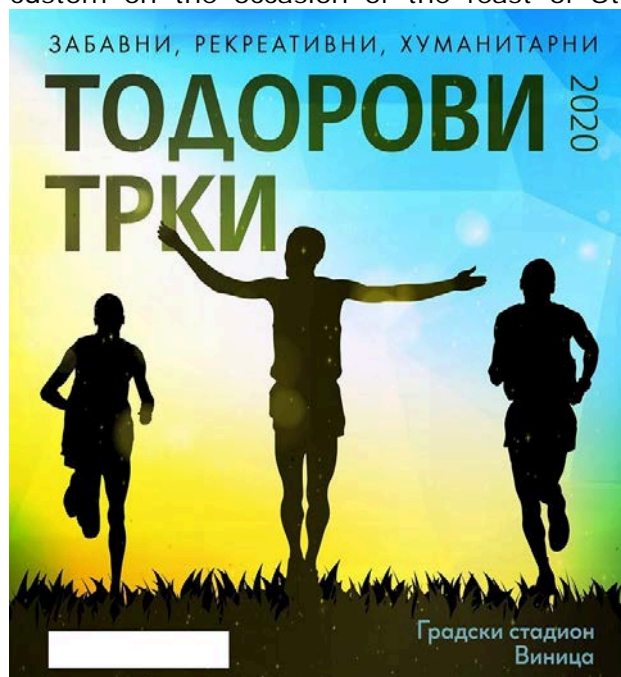




Todor, animating, nurturing, maintaining the cultural and spiritual heritage and introducing the young population to the folk customs of the city of Vinica and its cultural identity.

“In Vinica Veritas” Humor and Satire Festival. The festival is of an international character and is attended by renowned actors, satirists and cartoonists.

Todor Racing (February / March). The event is held on the religious holiday of St. Todor at the city stadium in Vinica. The manifestation has a regional character because there are participants and visitors from the region. This event promotes the traditional religious custom on the occasion of the feast of St.



SERVICE SECTOR

The service sector includes food and beverage facilities, accommodation facilities, travel agencies, wineries, banks, post offices, factories, health facilities, pharmacy, gas stations, photo studios, markets and sports facilities.

HOSPITALITY

The hospitality facilities that offer food and entertainment services in the municipality of Vinica are: Aleksandar Park, Vinil Deluxe, Galija, Detlovo, Esnaf Suzana, Zhuti, Kaj Ace, Lala Montana, Lovno, Macovo Meanche, Mache, Most, Savaro, Sliv, Central, Centrobiznis, Cucul, Shagal, Pizzeria Rusticana, Vini-Ora restaurant, Conak restaurant, Diste, Chili pizzeria, two nightclubs -“Effect” and “Code” and others.

ACCOMMODATION

The following accommodation facilities are located in the municipality of Vinica:

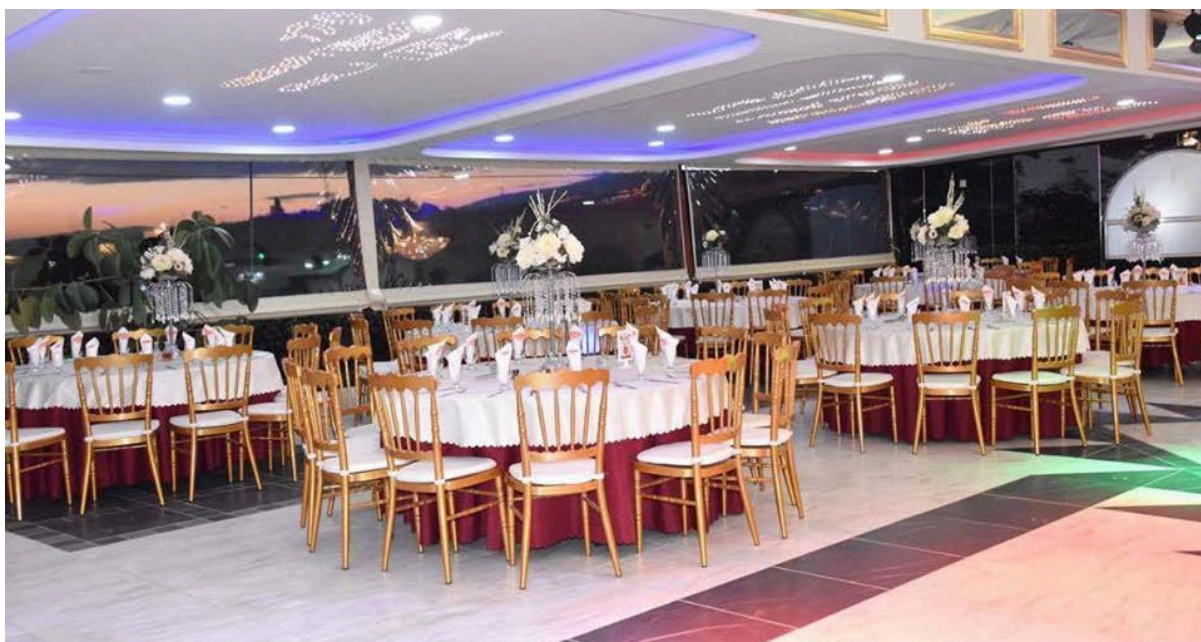
Hotel “Central” - located in the very center of the city of Vinica in a quiet environment, warmly arranged and decorated in order to offer the best of comfort and convenience and meet the expectations of a modern and wonderful hotel. The hotel has 22 luxuriously furnished rooms for tourists, business and family visitors in Eastern Macedonia. The hotel has a modernly equipped conference room and spa.



Hotel “Aleksandar Park” - located in the center of the city of Vinica, surrounded by the City Park, is a recognizable feature of the guard and a place where it offers top service, entertainment and excellent gastronomic specialties. Within the hotel, there is a restaurant with a capacity for 450 guests and 6 exclusively furnished rooms, a coffee bar for daily and evening entertainment and a nightclub.



Hotel "Centrobiznis" is known for its long existence and tradition, delicious food, dream-weddings. The hotel rooms have terraces with spectacular views of the beautiful nature and wide rice fields. An open pool is available to guests during the summer. It offers organization of festivities, business meetings, congresses, seminars and other events, has two luxuriously furnished halls for 600 and 200 guests. Provides quality service in a warm and welcoming environment and guarantees a comfortable and pleasant stay.



Hotel "Shagal Spa Center" - located 4.5 km from Vinica and Kochani. Its location and pleasant ambience provide real relaxation through the body and spirit treatments in the modernly equipped Spa Center. This idyllic hotel offers extremely pleasant conditions for rest, accommodation and recreation. It has: 15 double rooms, 3 king bedrooms, 1 luxury apartment, with a beautiful view of the Vinica-Kochani hill-encircled valley.



Motel "Sliv" - a pearl of hospitality and tourism in Eastern Macedonia, built in the style of old and new Macedonian architecture with ideal solutions with rich design, lavish greenery and flower arrangements that captivate the eye of the most picky visitors.



Hotel-Fish farm "Sliv" is located on the Vinica-Berovo road. It has 8 rooms - 6 single rooms, two double rooms and two suites. The hotel also has a restaurant that prepares the most delicious Californian trout and grilled and fried carp. It has 180 seats and a summer terrace with a capacity of 260 seats.



Other accommodation facilities: VIK apartments, etc.

TRAVEL AGENCIES

On the territory of the municipality of Vinica is located Balkan Net, a travel agency with "A" license that offers a number of travel packages in the country and abroad.

FACTORIES

In the Municipality of Vinica there are many businesses in industrial zones located in the eastern part of the city, more precisely at the exit from the city of Vinica towards Berovo.

In the southwestern part of the city, the GUP (General Urban Plan) is pushing for the development of an industrial zone for smaller enterprises as well as for service enterprises.

The main economic branches in Vinica and drivers of local development are: agriculture and textile industry, while the industrial branches are represented by textile, food and furniture industry, and there is also a factory for production of agricultural machinery.

BANKS

Several banks have established branches that operate in the Municipality of Vinica: Eurostandard Bank, Komercijalna Banka, NLB Bank, Stopanska Banka AD Skopje, TTK Bank and Sparkasse Bank.

POST OFFICES

On the territory of the Municipality of Vinica the local office of the Macedonian Posts performs all activities related to the delivery of postal items and services related to payment of bills by citizens.

HEALTH CARE INSTITUTIONS

Healthcare services for the residents of the municipality who need treatment and health care is provided through the PHO Health Center Vinica and private health organizations - general and specialist practice and dental offices: Medika Dr. Petrov Zoran, Dr. Todorov Goce, Dr. Petkovska Violeta, Dr. Marija, Dr. Lorenzo, Dr. Gjeorgievska Geneveva, Dr. Dijana, Dr. Beti, Dr. Valentina Nikolova and etc.

PHARMACY

On the territory of the municipality of Vinica there are the following pharmacies: "Alpi Farm 11", "Altea", "Arka", "Arka Nova", "Viva", "Zegin", "Makfarm" and "Farma-Krin". Agricultural pharmacies: "Agro Baga", "Bobby Komerc", "Jtd Elen", "Taurus", "Hemcom" and "6 May".

GAS STATIONS

There are three gas stations on the territory of the municipality of Vinica: "Dado Oil", "El-go" and "Makpetrol".

PHOTO STUDIOS

The photo studio "Stella" offers photography services on the territory of the municipality of Vinica.

MARKETS AND SHOPS

On the territory of the municipality there are several stores for retail sale of goods and products, as well as a city farmer's market. The main stores in the municipality of Vinica are: "Avto Dan", "Alen Prom", "Astra Sen", "Bektrans", "Bos", "Va Da", "Vezi", "Vingral", "Evro Vin", "Davi Adi", "Elen", "Zhito Veles", "Leda As", "Luksor", "Makprogres", "Mesmon", "Miladinovi2013", "Okce", "Oniks", "Paket Market", "Princezprom", "Puci", "Rofi Shiki", "Sashe", "SITrjd", "Snezhana Mg", "Stabilnost", "Cg Vlaste", "Urban Ekspres", "FadeProm", "Cuco Esteban", "Chichi Kom" and others.

SPORTS

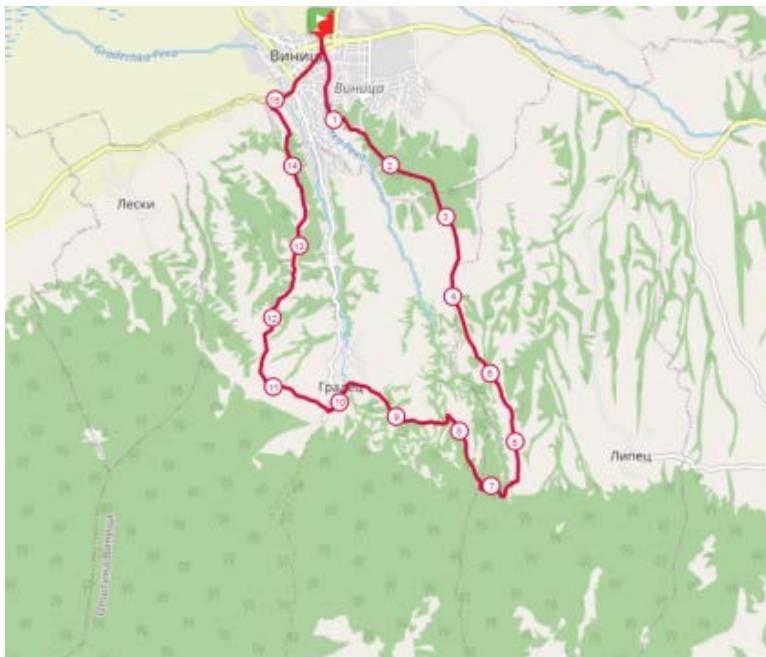
The Municipality of Vinica has several sports objects and facilities that offer opportunities for organization and holding of various sports events and competitions and preparations of athletes of the highest rank:

- city sports hall with a capacity of 1,200 seats, which meets all the conditions for playing official matches in several sports;
- ping pong hall,
- sports hall in the village of Blatec,
- outdoor city olympic pool,
- city stadium with auxiliary football field,
- four tennis courts (two clay and two concrete)

- sports courts for basketball, handball and futsal
- trim paths,
- two private fitness centers.

There are several sports clubs and associations in the municipality:

- Handball club "Toro Sport", founded in 2012. Since its beginning it has had over 80 members in male and female competition.
- Martial Arts club "Leader", founded in 2014. It has about 35 members who train and compete in kickboxing, karate and Krav Maga.
- Karate club "Blatec", whose members successfully compete in the national championship in Macedonia.
- Football Club "Sloga 1934", a club with a great tradition. The senior team plays in the Third Macedonian League - East, and has a youth school with which it competes in the children's league of FFM.
- Table tennis club "Vinspin", founded in 2013 by a group of enthusiasts and fans of table tennis. There are about 10 members (pioneers and juniors) competing at national level.
- Scout squad "ArmonijaVin", established in 2018 in cooperation with the Union of Scouts of Macedonia. It has around 60 active scouts, divided into 4 patrols and a club of older scouts.
- The Sports-fishing ecological club "Krap" Association, established in 1999 by young enthusiasts and sports fishermen. It has about 1,000 members and is the organizer of a number of regional and international cups held at the Trstija mini-reservoir.
- Chupino Trail, a creation of The Running Squad - a team of recreationists who organize recreational running, cycling tours, hiking, etc. on Plachkovica Mountain. Chupino Trail becomes a regular recreational event on the municipal sports events calendar.





There are competitions in various sports held in the municipality: football, handball, karate, sport fishing and others. There are also great opportunities for development of other sports and recreational activities, primarily hiking, winter activities, walking tours, educational events in the field of archeology, culture, gastronomy and the like.



RECREATION

The magnificent panoramic views, the picturesque landscapes of the surrounding mountains, the numerous springs and the dense forest complexes create excellent conditions for recreational activities in nature. All this, complemented by clean and fresh air, guarantees real enjoyment. The mountain slopes are rich in deciduous and coniferous forests. The small forests of hazel, hornbeam and acacia above Vinica and

Blatec alternate with the high floor of the beech with a height of 1,600 m above sea level, above which then comes the floor of the conifers.



Deciduous forests are represented by beech, oak and aspen, and conifers by black pine, and to a lesser extent by white pine, fir and spruce. A specific feature of the city of Vinica are the complex poplar plantations planted by the local population. This diversity and richness of forests creates ideal conditions for various recreational activities in nature.

Hunting and fishing activities also have huge potential for development in the municipality of Vinica, primarily due to the wealth of fish in the Bregalnica river, Vinica River, Lake Kalimanci and Gradechka River. Species of fish that can be found: trout, common barbel, Romanian barbel, chub, nase, Macedonian vimba, catfish, and others.



The animal world in the municipality of Vinica is represented by various species. Birds: pheasants, partridges, quails, vultures, eagles, crows, wild pigeons, etc. Hunting: wild boars, deer, reindeer, foxes, wolves, hares, martens, wild cats, etc. The current wildlife provides hunting activities, but with a previously developed strategy for sustainable development.

TYPES OF TOURISM

This section describes the different types of tourism that can be developed in the municipality of Vinica, where and by whom they would be developed. These are the following:

- Cultural and historical heritage tourism
- Gastronomic tourism
- Health and wellness tourism
- Outdoor activities and sports tourism
- Educational tourism
- Hunting and fishing tourism

Cultural and historical heritage tourism encompasses tourist trips motivated by cultural interests that include visiting historical sites and monuments, museums and galleries, festivals, traditional crafts, and community-based lifestyles. This type of tourism includes rural tourism, eco tourism, religious tourism and others. On the territory of the municipality there is a possibility for development of this type of tourism because of the rich cultural and historical heritage which is evidence of the important place that the municipality has had throughout history. In particular, the potential for development of archaeological tourism should be emphasized because of the large number of archeological sites in the municipality. Also, the municipality of Vinica has a huge potential for development of rural and eco-tourism, due to the authentic rural architecture, clean and untouched nature and pleasant climate. Arrangement of the memorial house of Qazim Bey and adjustment for the visit of tourists is in the direction of development of cultural tourism in the municipality of Vinica.



Gastronomic tourism covers a wide range of food-related activities - from offering a specific and traditional cuisine, to organization of gastronomic competitions and food-related events. Inclusion of certain dishes in the offer of hospitality facilities, initiatives such as: a week of a particular meal and offer by caterers in the municipality at certain time intervals at certain prices, involvement of tourists in monitoring or preparing meals and training, etc. As a region of rich cultural history and tradition, the Vinica region abounds in attractive and nutritious food that every tourist should definitely try before leaving. The branding of the local gastronomic specialty in Vinica - Furki, goes in favor of the development of gastronomic tourism.

Health and wellness tourism encompasses medical travel where patients' main motive has always been better quality health care. In the last decade, in addition to the quest for better quality service, the search for a cheaper service has also become the driving force behind the massive journey towards healing. Tourism organizations recognize the possibility of developing this new branch of tourism and begin developing companies that specialize in organizing services such as accommodation, transportation, translation, escort, tourist sightseeing for patients and their companions. This takes into account the special needs of patients who may sometimes require special transport or accommodation. The untouched nature of the municipality provide walks, sightseeing, staying in the fresh air or using thermal springs for health purposes. Thermal and spa tourism as an integral part of health tourism goes in favor of the development of tourism in the municipality of Vinica, taking into account the thermomineral springs located on the territory of the municipality of Vinica.



Outdoor activities and sports tourism cover a wide range of activities that visitors and tourists can perform. On the one hand it is about recreational opportunities in nature such as hiking, sightseeing, picnics, manifestations and more. On the other hand it involves different types of sports and competition. Sports tourism is traveling for non-commercial reasons for participating in or pursuing sporting activities outside the permanent place of residence; expression of people's behavior during their leisure time -

leisure time - used partly in natural environment and the rest in sports and recreational facilities; vacation containing sport activities either as a participant or as a spectator. The rich and varied relief of Vinica municipality provides the opportunity for development of this type of tourism.

Educational tourism is a journey for the purpose of teaching, learning and improving technical expertise outside the premises of educational institutions. In educational tourism, the main purpose of the tour or leisure activities involves visiting destinations or attractions to study their characteristics. This type of tourism includes exchange of students and interns, school visits and excursions, language learning, educational and creative workshops for children, educational acquaintance of pupils and students with rural heritage, etc. The municipality of Vinica offers opportunities for educational activities related to eco-education, archaeology education, history and so on.

Hunting and fishing tourism encompasses a wide range of hunting and fishing activities, as well as the necessary equipment and infrastructure needed to carry out these activities. The rich flora and fauna of the mountains and the large fish stock in the rivers create excellent conditions for the development of hunting and fishing tourism. But, of course, work should be done on the construction of road and tourist infrastructure for the formation of a complete tourist offer.

ACTION PLAN, STRATEGIC GOAL, PRIORITIES AND MEASURES

The Action Plan in the Strategy is made in accordance with the Main Goal, which derives from the vision and mission of the strategy. The Action Plan contains all the key findings from the research, as well as the workshop and focus group work. The main goal of the Vinica Tourism Development Strategy is to create conditions and increased tourism development. This goal will be achieved through three key priorities that have their own measures of action. Measures are described through the following parameters: activities, stakeholders, timeframe and success indicators.

GOAL: CREATING CONDITIONS FOR INCREASED TOURISM DEVELOPMENT

PRIORITY 1

Development of quality human and institutional capacities

PRIORITY 2

Tourism infrastructure

PRIORITY 3

Tourist offer, promotion and protection

Measures

Measures

Measures

The three main priorities related to the development of tourism in the municipality of Vinica are the following:

- Priority 1: Development of quality human and institutional capacities;
- Priority 2: Tourism infrastructure;
- Priority 3: Tourist offer, promotion and protection.

The text below presents the measures, activities, carriers, time frame and success indicators for each priority separately.

Measure	Activities	Project implementing party	Time frame	Indicators of success
Priority 1: Development of quality human and institutional capacities				
1.1. Destination management body	1. Establishment of a Destination management body of the municipality of Vinica	Municipality of Vinica, public sector, business community, non-governmental organizations, tourism development stakeholders	2021	1. Number of visitors and tourists
	2. United offer according to thematic units			2. Number of integrated products and services
	3. Making a destination brand - the municipality of Vinica, slogan of the destination			3. Brand and slogan for the destination made
	4. Development of an integrated online destination management system			4. Destination management body established
	5. Increased quantity and quality of the tourist offer			5. Online opportunity to view the destination offer
	6. Establishment of a destination crisis management body			6. Destination crisis management body established
1.2. Initiative for association of tourism and hospitality entities at municipal level	1. Introducing the initiative to all relevant factors in the municipality of Vinica in the field of tourism and hospitality	Municipality of Vinica, public sector, business community, non-governmental organizations, tourism development stakeholders	2020	1. Informing all relevant factors from tourism and hospitality
	2. Organization of a meeting for the purpose of introducing the vision, mission and goals of the association			2. Number of participants in the meeting
	3. Advisory assistance for establishment and start of work of the association			3. Number of members of the association

Measure	Activities	Project implementing party	Time frame	Indicators of success
Priority 1: Development of quality human and institutional capacities				
1.3. Training of local tourism and hospitality workers in the Municipality of Vinica	1. Organizing training and candidate applying	Municipality of Vinica, Faculties of Tourism	2020-2024	1. Tourism-hospitality workers trained
	2. Interview with the candidates and realization of the training			2. Quality of tourism increased
	3. Submitting a report and association (single register) of new local tourism workers			3. Number of tourists increased 4. Newly created jobs 5. Available information on the tourism potentials of the municipality 6. Number of classes held, number of participants and certificates
1.4. Encouraging investment activities in tourism	1. Use of IPA funds - cross-border cooperation programs	Municipality of Vinica, public sector, business community, non-governmental organizations, tourism development stakeholders, educational institutions	2020-2024	1. Amount of programs funds used
	2. Use of IPARD funds - programs			2. Number of applied and won projects
	3. Use of amenities contained in tourism development zones			3. Organized call application training
	4. Organization of Call application training			

Measure	Activities	Project implementing party	Time frame	Indicators of success
Priority 1: Development of quality human and institutional capacities				
1.5. Strengthening the capacity of the municipality - Tourism forum	1. Establishment of a Tourism forum of the municipality that will monitor the process of tourism development in the municipality and will give suggestions for further development of tourism in the municipality (Meetings: quarterly, participants: all stakeholders)	Municipality of Vinica and all tourism stakeholders	2020	1. Municipal Tourism Forum established
	1. Signing of memoranda of cooperation with municipalities from the country and abroad	Municipality of Vinica	2020-2024	1. Number of signed cooperation memoranda
	2. Development of joint projects for support and promotion of tourism in the municipalities			2. Number of developed joint projects for support and promotion of tourism in the municipalities
1.6. Partnerships and cooperation with municipalities in the country and abroad	3. Strengthening the departments for international cooperation in the municipality through trainings and cooperation in the municipality	Municipality of Vinica, public sector, business community, educational institutions	2020-2024	3. Trainings and study visits
	1. Establishment of a board of organizers that will offer min. 4 and max. 8 events (manifestations): up to 2 culture-themed, architecture, history, two for active tourism, up to two for eco- or rural tourism and up to two for gastronomic and local specialties.			1. Board of organizers established
	2. Program of events			2. Events realized
1.7. Organization of the Calendar of events for the whole year of the municipality of Vinica	1. Creation of an entity base interested in hiring interns and volunteers	Municipality of Vinica, public sector, business community, non-governmental organizations, local population	2020-2024	1. Number of entities involved
	2. Creation of a base of potential interns and volunteers			2. Number of registered candidates
	3. Creation of a short-term and medium-term program for internships and volunteering			3. Number of trained candidates
	4. Trainings for promotion and introduction to internship and volunteering			4. Number of volunteers and interns involved
1.8. Development of internship and volunteering				

Measure	Activities	Project implementing party	Time frame	Indicators of success
Priority 2: Tourism infrastructure				
2.1. Tourist Info Centre and Souvenir shop	1. Info Centre work program	Municipality of Vinica, Business Community	2021	1. Number of newly created jobs
	2. Engaged person/s at the info centre			2. Number of contracts concluded and souvenirs sold
	3. Coordination with all relevant tourism and hospitality factors			3. Number of visitors
	4. Signed agreements for making handicrafts with the local population			4. Info Centre and Souvenir shops opened
2.2. Arrangement of potential locations for tourism development (Lisec, Vinichko Kale)	1. Preparation of spatial planning documentation	Municipality of Vinica	2020-2022	1. Spatial planning documentation prepared
	2. Implementation of public procurement			2. Public procurement process conducted
	3. Implementation of activities			3. Number of benches installed, waste bins, information boards and code of ethics boards
2.3. Landmarking of significant tourist sites	1. Mapping of tourist attractions in the area of Vinica Municipality	Municipality of Vinica	2020-2021	1. Information boards placed according to significant tourist sites
	2. Implementation of public call or contest for creators of information boards			2. Number of Information boards placed
	3. Placing of Information boards			3. Number of sites marked
				4. Number of local craftsmen engaged

Measure	Activities	Project implementing party	Time frame	Indicators of success
Priority 2: Tourism infrastructure				
2.4. Construction of locations for parking space for tourist buses, installation of public toilets	1. Selection of locations for construction of parking space for tourist buses and their placement	Municipality of Vinica	2021-2023	1. Selected locations and built parking spaces for tourist buses
	2. Selection of locations for the placement of public toilets and their installation			2. Selected locations and installed public toilets
	(It is recommended that they be close to each other, as well as in the immediate vicinity of the tourist Info centre)			3. Number of tourists using the parking space for tourist buses
2.5. Restoration and revitalization of old buildings for tourism purposes (Qasim-Bey House) into ethno-historical museum	1. Mapping old buildings	Municipality of Vinica, business community, tourism development stakeholders	2020-2023	1. Old buildings mapped
	2. Preparation of a plan and documentation for their revitalization and putting into use the tourist opportunities in Vinica			2. Plan and documentation for restoration and revitalization prepared
	3. Offer to investors, NGOs, international institutions or public-private partnerships			3. Increased number of visitors
2.6. Landscaping and marking of pedestrian, bicycle paths	1. Mapping of pedestrian and bicycle paths the territory of Vinica Municipality	Municipality of Vinica, NGOs	2020-2024	1. Mapped pedestrian and bicycle paths
	2. Conducting a public call or competition for creators of Information boards			2. Conducted public call or competition for creators of Information boards
	3. Installation of information boards			3. Information boards installed

Measure	Activities	Project implementing party	Time frame	Indicators of success
Priority 2: Tourism infrastructure				
2.7. Improvement of accessibility of tourist-hospitality facilities	1. Improvement of accessibility of tourist-hospitality facilities targeted at potential tourists including persons with disabilities, older persons and persons with special needs or requirements	Vinica Municipality, Business Community, Tourism Development Stakeholders	2020-2023	1. Improved accessibility of the tourist and hospitality facilities
	2. Arrangement of the material and technical base of the facilities			2. Arranged material-technical base of the facilities
	3. Awarding recognition for "accessible" facilities			3. Awarded recognitions to "accessible" facilities
				4. Number of tourists
2.8. Research of new wells for geothermal water in order to develop SPA tourism	1. Preparation of a study on the potentials of geothermal waters in the Vinica region	Municipality of Vinica, Scientific Institutions and Institutes, Facilities and Tourism Development Stakeholders	2021-2024	1. Study prepared
	2. Project documentation for research and analysis of potential sites			2. Project documentation prepared and performed drills
	3. Strategy for development of SPA tourism in Vinica that will be offered to potential investors			3. Strategy developed
2.9. Reconstruction, construction and restart of cultural institutions (Wine Museum, Children's Theater, Cinema, Ethno-Museum)	1. Preparation of project documentation	Municipality of Vinica, Terracotta Museum	2020-2024	1. Project documentation prepared
	2. Development of a work plan			2. Work plan developed
				3. Number of newly opened institutions

Measure	Activities	Project implementing party	Time frame	Indicators of success
Priority 2: Tourism infrastructure				
2.10. Expansion of the Terracotta Museum	1. Preparation of project documentation	Municipality of Vinica, Terracotta Museum, Ministry of Culture, business community, NGOs and tourism development stakeholders.	2020-2024	1. Project documentation prepared
	2. Preparation of architectural solutions			2. Architectural plan prepared
	3. Applying to domestic and foreign donors			3. Financial resources received
	4. Conducting a public call			4. Public call conducted
	5. Expansion of the Terracotta Museum			5. Expansion performed
2.11. Reconstruction of the House of Culture	1. Preparation of project documentation	Municipality of Vinica, Terracotta Museum, Ministry of Culture, business community, NGOs and tourism development stakeholders.	2020-2024	1. Project documentation prepared
	2. Preparation of Reconstruction plan			2. Reconstruction plan prepared
	3. Applying to domestic and foreign donors			3. Financial resources received
	4. Conducting a public call			4. Public call conducted
	5. Reconstruction of the House of Culture			5. Reconstruction performed

Measure	Activities	Project implementing party	Time frame	Indicators of success
Priority 2: Tourism infrastructure				
2.12. Marking hiking trails	1. Preparation of project documentation	Municipality of Vinica, APPT, Ministry of Economy, business community, non-governmental organizations and tourism development stakeholders.	2021-2024	1. Project documentation prepared
	2. Conducting a public call or competition for marking hiking trails			2. Public call conducted
	3. Marking hiking trails			3. Number of marked hiking trails
2.13. Installing "Smart lighting" in the City Park - Vinica	1. Preparation of project documentation	Municipality of Vinica, business community, NGOs and tourism development stakeholders.	2022-2023	1. Project documentation prepared
	2. Conducting a public call			2. Public call conducted
	3. Installing "Smart lighting" in the City Park			3. Smart Lighting installed
2.14. Preparation of a study for PPP for utilization of buildings owned by the municipality in function of accommodation facilities (eg. Cooperative House v. Blatec)	1. Conducting a public competition for Development of a study for utilization of facilities owned by the municipality for tourist purposes	Municipality of Vinica, business community, NGOs and tourism development stakeholders.	2022-2023	1. Public competition conducted
	2. Preparation of a study for utilization of facilities owned by the municipality for tourist purposes			2. Study prepared
2.15. Placing a 3D board with a motif of the Vinichko Kale site in front of the Terracotta Museum	1. Conducting a public competition for a design solution for a 3D board with a motif of the Vinichko Kale site	Municipality of Vinica, business community, NGOs and tourism development stakeholders.	2022-2024	1. Public competition conducted
	2. Public procurement of a 3D board and installation			2. 3D board placed

Measure	Activities	Project implementing party	Time frame	Indicators of success
Priority 3: Tourism offer, promotion and protection				
3.1. Organizing events and manifestations	1. Publishing an event program at the beginning of each year	Municipality of Vinica, public sector, business community, NGOs, tourism development stakeholders, international institutions, educational institutions, Agency for Promotion and Support of Tourism, Ministry of Economy - Sector for Tourism and Hospitality.	2021	1. Published program of events
	2. Invitation to prominent tourism professionals for each event individually (focus by event type)			2. Invited prominent tourism professionals
	3. Organization of public debates (rural tourism, eco-tourism, active tourism) and following the new trends in tourism			3. Organization of debates 4. Number of participants 5. Conclusions from the debates
3.2. Tourism Arrangements for visiting the Municipality	1. Development of different types of tourism arrangements for visiting the municipality (as separate offers and as an integral part of the circular tours)	Business community, travel agencies, public sector, tourism development stakeholders	2020-2021	1. Developed various tourist arrangements for visiting the municipality (one-day tours, three-day tours, weekend in Vinica, adventure, adrenaline and active tours etc.).
3.3. Development of types of tourism	1. Creating a joint offer for different types of tourism in the municipality of Vinica (Active, Entertainment, Sports)	Business community, NGOs, tourism development stakeholders,	2020	1. Prepared offer for different types of tourism
3.4. Development of a gastronomic offer in hospitality establishments	1. Enrichment of supply of gastronomic specialties in hospitality establishments	Business community, tourism development stakeholders, higher education institutions, NGOs	2020-2021	1. Enriched gastronomic offer
	2. Development of specially designed menus			2. Menus developed
	3. Promotion of Macedonian national cuisine			3. National cuisine and traditional specialties promoted 4. Number of customers and comments on food

Measure	Activities	Project implementing party	Time frame	Indicators of success
Priority 3: Tourism offer, promotion and protection				
3.5. Promotion on Internet, social networks	1. Creating a website for tourism promotion of the municipality	Municipality of Vinica, public sector, business community, NGOs, tourism development stakeholders, Info Center	2020-2021	1. Web-site for tourist promotion created
	2. Strengthening the promotion of the municipality through social networks			2. Number of comments, following and viewing on social networks
				3. Increased number of visitors
3.6. Preparation of promotional material about the municipality, souvenirs and guides	1. Preparation of promotional material about the municipality, brochures and videos	Municipality of Vinica, public sector, business community, NGOs, craftsmen, educational institutions, tourism development stakeholders, celebrities from the municipality	2020-2021	1. Promotional material prepared
	2. Production of souvenirs, characteristic for the municipality			2. Souvenirs produced
				3. Production of tourist guides to the municipality
3.7. Promotion of the municipality at tourism fairs	1. Presentation and promotion of the municipality through a joint offer at national and international tourism fairs	Municipality of Vinica, Agency for Support and Promotion of Tourism, business community, tourism development stakeholders	2020-2024	4. Increased number of visitors
	2. Selection of fairs where the municipality will be presented			5. Tourist guides to the municipality prepared and promotion increased
				1. Promotion of the municipality at national and international tourism fairs
				2. Concluded partnerships and meetings
				3. Promoting the tourism potentials of the municipality
				4. Increased number of visitors

STRATEGY IMPLEMENTATION PROCESS

For successful monitoring and implementation of the strategic document, i.e. the process of implementation of the strategy, a model for monitoring, evaluation and implementation of the strategy for tourism development in the municipality of Vinica is needed. The model is important for the final use of the strategy from a theoretical to a practical point of view. Based on this model, the future strategy may be supplemented in the parts where this strategy is not realized, it may be given explanations and guidelines in order to continue the tourism development of the municipality.

Diagram 2. Process of implementation of the Tourism Development Strategy in the municipality of Vinica



At the core of the model is the establishment of a Strategy Evaluation Commission that monitors, evaluates and implements the strategy. This Commission should include representatives from all stakeholders, municipality, business community, project managers, donor agencies, educational institutions, NGOs, etc. The Commission has the task of organizing periodic meetings with stakeholders, preparing annual reports on the strategy with recommendations, as well as organizing an annual conference for stakeholders where the recommendations will be presented.

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