

## Cross-border potential alternative forms of tourism identified

On 9 July, in Ohrid, a workshop entitled: *“Identification of potential tourist products in the municipalities of Vevcani, Debarca, Ohrid and Struga”* was organised as part of the **EU-funded project “Towards alternative tourism”**. The project, funded under the IPA cross-border cooperation with Albania, is implemented in the municipalities of Vevcani, Debarca, Ohrid, Struga and in Pogradec and Korca.

*“At the very start of the project, we wanted to hear the opinion of the municipalities, whose representatives are here today, and of the other actors in the tourism sector”,* said Mr Lazar Nedanoski, project manager. Around 40 participants at the workshop discussed which could be the possible new tourist products, concluding that more attention should be paid to activities that would make the tourists’ holiday active.



The participating tour guides shared their experiences about tourists coming abroad and their interest in discovering the places they visit in more authentic and interactive way. The ideas shared by the other participants were in the same direction: an accent to be put on the cultural heritage; conditions to be created for sporting activities as walking, hiking, riding bicycles, paragliding, sailing, kayak, etc.; recognisable products and events to be branded, etc. The participants also discussed the weaknesses and existing shortcomings, such as insufficient promotional activities, environmental care, traffic signalisation, marking of buildings and paths, adequate education of population, trainings for specific skills, etc.



Mayors of Vevcani, Mr Cvetomir Ugrinovski and Debarca, Mr Igor Trajkovski, as well as representatives of the partner organization from Republic of Albania attended the workshop.

The project is implemented in partnership between *“Macedonian Enterprise Development Foundation”* (MEDF), the *Partners Albania Center for Change and*

*Conflict Management*, Tirana and the *Local Development Agency*, Struga.