



Thematic
analysis/diagnosis:
Tourism

Executive Summary

Modern trends in the development of tourism throughout the world show that this is a phenomenon that is constantly gaining new values. This can be seen both after the increase in the number of tourists involved in this activity and the incomes generated in it, as well as from the emergence of new service providers and the development of economically and non-economically active stakeholders in the tourist offer. The demand for tourism products and services is characterized by pronounced heterogeneity and continuous expansion of interest in new tourism contents. This means that tourism includes applicants for tourism services with different affinities. On the other hand, in order to respond to such demands, a synchronized action of a number of involved parties is required. Tourism as a complex phenomenon is subject to numerous threats of different nature, while the consequences of tourism are visible in all spheres of socio-cultural and economic environment.

Long-term planning of tourism in the Republic of North Macedonia should cover the following areas:

- Diversification of the tourist offer through innovative solutions and development of sustainable forms of high-quality tourism;
- Improvement of tourism development management systems;
- Creating favorable conditions for more balanced development of tourism by respecting the principles of local participation, gender equality, social inclusion and multicultural integration;
- Digitalization of the tourist activity of the Republic of North Macedonia as a tool of a competitive tourist destination;
- Raising the level of knowledge and competencies of all stakeholders involved in tourism;

The future tourism development policies in the Republic of North Macedonia should enable more efficient and effective management in all spheres of tourism, where the local population will be an integral part of the decision-making processes. Highly qualified and professional human resources should respond to the modern challenges arising from the development of tourism. The diversified and high-quality tourist offer should enable the Republic of North Macedonia to grow into an attractive tourist space with high competitiveness in the appearance on the international tourist markets. Ethical and moral socio-cultural imperatives, as well as local and regional specifics should be an integral part of creating innovative solutions. Thus, the long-term perspectives of the tourism development in our country will be harmonized with the established values of the European Union.