

This book contains information about how and in what way to stimulate and activate the villagers bordering areas of Northeastern Macedonia, in order to revive the country for sustainable rural tourism. It is emphasized that tourism can greatly improve the lives of people who live in those areas. Tourism can be considered as the most appropriate activity that will contribute to the increase of various economic activities in these areas.



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The development of agro-tourism in the Northeastern Macedonia

from hospitality to tourist activities



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**Agro-tourism in the Northeastern Macedonia
hospitality and activities**

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Abstract

The aim of this paper is how and in what way to stimulate and activate the villagers bordering areas of Northeastern Macedonia, in order to revive the country for sustainable rural tourism. It is emphasized that tourism can greatly improve the lives of people who live in those areas. When it comes to rural households, often ignored is the fact that many of them in addition to dealing with agriculture and other complementary activities, such as forestry, handicraft processing, services and even tourism. This is especially important for small farms, which are not able to achieve a high enough income with just dealing with agricultural activity, and their education should include these additional activities. With traditional manufacturing and food preparation, equal and rural tourism activity should be included as a supplementary activity and in the restoration of these villages and the overall development of rural areas. When agriculture and tourism are connected, the number of young people not leaving the rural areas would be growing, and the ones already there would rearrange their homes for accommodating tourists. Tourism can be considered as the most appropriate activity that will contribute to the increase of various economic activities in these areas.

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Research Findings

People want to see and experience the natural areas, historic sites, cultural issues, recreational activities, agriculture, indigenous tribes of animals, the architectural characteristics of the community, special people, schools, health centers, museums, art centers and similar, less through classical guided bus tours, but by a walk with the owners, local guide, alone or with family. In the village there is always something to be seen. Every tourist to could find something interesting that he can do. It could be sports activities in nature (hiking, biking on terrain of Osogovski Mountains), cultural activities (singing, playing, making pottery, making cheese and other cheeses, weaving, cooking), as well as agricultural activities (collecting hay, milking, cleaning stables, bathing animals, cleaning weeds, planting, sorting or sampling products on the estate). It is necessary; however, to help the local inhabitants realize that their life as it is interesting to someone, it may be dull to others. However, one should bear in mind that not all tourists want to be active. A large part of them wants to take some time to relax, read a book, listen to a presentation, see a show or just sleep in the shadow of the woods, so bids must be flexible and the tourists never considered domestic workers.

No passenger can pass through the village and be unwelcomed. Every traveler and guest is welcome. There are lots of reasons to go to this village. Nature in the villages in this part of the Republic of Macedonia is still intact and the local's villagers still live traditionally in harmony with nature. Diverse forests, pastures and natural meadows with an abundance of medicinal plants, wild strawberries, blueberries, raspberries, blackberries and mushrooms are just part of what binds these villages. Rural areas are beautiful and interesting in every season. Residents often present many skills from the past that are related to the nature and its healing powers, bound by traditions, ancestors to preserve their musical heritage - songs, games and costumes.

The most beautiful image of the village is the one that carries the charm of its environment, an environment of youth and family - grandparents from villages etc. Reconstruction of emotional connection and the environment that supports it is a good starting point for the development of rural tourism, especially when it targets the domestic tourists from urban areas. However, this setting can only be made in small villages with mixed households where guests can experience it and wake up with a lamb bleating, roosters and skim milk, a cow and a piece of fruit and sleep on hay. It is a village atmosphere that cannot consist of with modern, but only traditional agriculture. Only in such a household tourists can enjoy the entire meal in a local setting, which is poured from early childhood in the memory as a synonym of a village (Đorđević Milošević & Milovanović, 2012).

Considering the available potentials of the region, tourism development is seen as a very promising economic activity. Interest of urban population for traditional values, natural environments etc. Some of the possible forms of tourism that need to be developed are ethno-tourism, agro, ecological, educational and scientific tourism, conference tourism, festival tourism, etc. However, with the aim of launching any tourist activity, there are a lot of things before that, not only those generally mentioned in the first paragraph, but also specific ones, such as improving registration and increasing the capacity for logging and development of tourism related services.

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