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Dear reader,

“Economic Development”, published by the Institute of Economics – Skopje, is an academic journal in the field of economic development and has been an important medium for almost 20 years. The main goal of “Economic Development” is to provide intellectual platform to the wider academic and professional publics, and to promote the development of economic thought in the country and the world.

The interest and need for publishing of the journal were continuously increased all these years. It covers theoretical and empirical researches in the field of economic and social development, demography, education, corporate governance, international economics, international management, administrative management, corporate and public finance, economics and tourism management, agricultural policy and agricultural management, marketing and marketing management, entrepreneurial management and other areas in the field of social sciences.

The journal “Economic development” has an open approach in accepting and publishing the papers reviewed by an international editorial board consisting of domestic and foreign experts from different countries. The journal is available in online form, through the database of academic papers published by the Institute. On the path of development of the economic thought and building a wide network of research and professional cooperation with other countries, new criteria has been implemented in order to improve the journal’s quality and it’s recognition. In this regard, during last years, significant changes have been made in the design and editorial policy for it’s international positioning among other scientific journals worldwide.

Skopje, June, 2018

prof. Tatjana Petkovska-Mirchevska, PhD
Editor-in-chief

MARIJA MAGDINCEVA-SHOPOVA*
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RURAL TOURISM DEVELOPMENT IN SOUTH-EAST REGION OF THE REPUBLIC OF MACEDONIA AND ITS FINANCIAL SUPPORT

Abstract

Tourism is an area that fosters economic development with a major impact on the process of establishing specialized companies in the field of rural tourism. Studies show that the demands of modern tourists are aimed at bringing them closer to nature, natural beauties and tradition. The development of rural tourism is associated with the presents of small and medium-sized enterprises and creation of specialized financial programs designed for these enterprises.

For that purpose, theoretical and empirical questions will be treated in this paper. Within the framework of theoretical approach, an overview of specific characteristics of this type of tourism, as an alternative form of tourism development as well as supply and demand in this area, will be presented. For the empirical research, for gathering data, structured questionnaire has been used. It shows the situation of SMEs in the field of rural tourism in South –East region from the possibilities for financing point of view (realization and success), as well as the confirmation of the basic hypothesis that the enterprises and entrepreneurs are not sufficiently informed about the possibilities for financing the “rural business “generally from banking sources, state resources and European funds.

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results of conducted research confirm the established hypothesis that entrepreneurs are not informed about the possible ways to finance the business in the field of rural tourism and almost do not use the foreign sources of business financing. The lack of information about the opportunities for development and financing of the business through the European financial funds and banking institutions in the Republic of Macedonia is a major limiting factor. In the same direction, entrepreneurs expect greater support from state institutions and local communities, as indicated by the results obtained. Companies in this sector constantly face new challenges that are imposed by the new working conditions, but with the representation of the traditional way of work that is characteristic of rural tourism.

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