



STRATEGY FOR TOURISM DEVELOPMENT IN THE MUNICIPALITY OF DEMIR KAPIJA 2020-2024

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FOREWORD BY THE MAYOR

The territory of the municipality of Demir Kapija is spread in the southern part of Macedonia, i.e. in the southeastern part of the Tikvesh valley, at an extremely important geographical-strategic position. Its excellent location, railway line and proximity to the E-75 motorway make it easily accessible to all travelers and tourists. The great climate, clean environment and fertile soil create ideal conditions for producing quality grapes, brandy and sweeten wine that smells exhilaratingly and will conquer you forever with a sip. Demir Kapija has a land with varieties of grapevines, which has contributed to the construction of more wineries in the area..

The beauties of the unique Demir Kapija Gorge represent a special attraction for tourists and passers-by who admire this magnificent creation of nature. Three rivers flow in the area of Demir Kapija: Vardar, Doshnica and Boshava.

Authentic Demir Kapija nature

provides ideal conditions for developing and practicing outdoor sports such as mountaineering, rock climbing, mountain biking and canoeing.

This place is also a challenge for the speleologists who come here to explore the two local caves - Bela Voda and Zmejovec. Demir Kapija also houses a wine museum, the only one of its kind in our country, and has an archeological and wine gallery.

Tourism is an important economic branch that contributes to greater economic growth and development of a municipality. Taking into account the natural potentials of Demir Kapija municipality, the local self-government continuously strives and works to promote and develop wine and adventure tourism. For this purpose, every year traditionally organized by the municipality of Demir Kapija, cultural and sports events (Tradition Week - St. Trifun, International Outdoor Festival) are held which are attractive for both domestic and foreign tourists.

The local self-government of Demir Kapija recognizes these potentials for tourism development, which as an important economic branch will greatly contribute to the improvement of local economic development and therefore adopts this Tourism Development Strategy in the municipality of Demir Kapija. Strategic planning will enable all stakeholders to properly target and utilize Demir Kapija's branding potential in a recognizable wine and adventure destination.



Lazar Petrov

Mayor of the Municipality of
Demir Kapija



BASIC INFORMATION ABOUT THE REPUBLIC OF NORTH MACEDONIA AND THE VARDAR REGION

Veles, Shtip, Ohrid, Gostivar, Strumica, Kichevo, Kavadarci and Kochani. Each of these cities offers a unique hospitality for itself and a rich selection of attractions that attract visitors. North Macedonia covers a territory of 25 713 km², with a population of over two million.

BASIC INFORMATION ABOUT 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 a link between the eastern and western worlds, both geographically, politically and culturally. Although relatively small in territory, the country is rich in beautiful nature and cultural and historical heritage that are among the key factors for tourism development.

The Republic of North Macedonia borders the following countries: Serbia and Kosovo in the north, Bulgaria in the east, Greece in the south and Albania in 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,

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 continental country, North Macedonia has a number of rivers, sixteen mountains higher than 2,000 m, and more than 50 lakes, the most important of which for tourism development are Lake Ohrid, Prespa and Dojran, where beautiful and attractive beaches are located. On the mountains there are 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 with regular bus service through a solid road network, most of them with local bus services, taxi companies and car rentals. The rail network is underdeveloped and slow, 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 centers 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 the potentials of tourism and its successful promotion.

BASIC INFORMATION ABOUT THE VARDAR REGION

The Vardar region extends into the central part of the Republic of North Macedonia and covers the middle catchment area of the Vardar River, the lower tributaries of the Bregalnica and Crna River tributaries and the farthest western part of Ovche Pole. It covers an area of 4042 km² or 16% of the territory of the Republic of North Macedonia. The Vardar Planning Region borders Greece on the south, but the Pulevec border crossing has not yet been activated. This border crossing could be extremely important for fostering cross-border co-operation with Greece, as well as fostering the development of the region, primarily because the crossing would provide faster access to the Kozuf ski resort.

One of the most important roads connecting North Macedonia with other countries pass through this region. Corridor 10 and the M-5 highway connect the region to all parts of the country and the country to the region (neighboring countries). Corridor 10 connects Northern Macedonia to the north with Europe, and to the south with Thessaloniki and the

Thessaloniki Port. It passes through the Vardar region and is in fact realized via the E-75 highway and the railway. Across the Vardar Planning Region runs part of the Skopje-Veles-Gevgelija-Greece border railway long 106.6 km, as well as part of the Veles-Bitola line (45 km), Gradsko-Sivec line (16.3 km) and part of the Veles-Kochani line (15.6 km). The total length of the railway network is 183.5 km. The existing road infrastructure in the Vardar Planning Region consists of 1005 km of local roads, 99 km of state roads and 370 km of regional roads. The main roads connecting this region to others are state road A1 (Skopje-Veles-Negotino-Gevgelija-Border with Greece and connection with A1-Rosoman-Prilep), state road A3 (Veles-Connection with A4 - Shtip) and the state road A4 (Kumanovo-Sveti Nikole-Shtip).

This region includes 9 municipalities with 215 settlements located. The municipalities that are part of the region are: Sveti Nikole, Kavadarci, Veles, Gradsko, Negotino, Rosoman, Čashka, Demir Kapija and Lozovo. Almost half (four) of the municipalities in the region are rural.

The location of the Vardar Planning Region, numerous cultural monuments and sites create a favorable climate for the development of many types of tourism, especially transit and alternative tourism, especially wine tourism. Namely, 45% of the vineyards in the country are located in the Vardar region, and many wineries have the opportunity to offer tourists different types of activities: wine tasting and traditional food, wine harvesting and wine making, walks along the wine paths, etc.



The Vardar Planning Region is characterized by great natural wealth of different categories (nature parks, proposed national parks, scientific-research nature reserves, cultural monuments, etc.). The beauties of nature in these areas are attractive to both domestic and foreign tourists. This region also has a rich cultural heritage: churches, monasteries, archaeological sites, monuments etc. Adding to the natural and cultural heritage the numerous cultural, sports and gastronomic events that are organized, it can be said that the Vardar region has great opportunities for tourism development and placement of various types of tourism products on the market.

Natural Attractions in the Vardar Region: Tikvesh, a strictly protected nature reserve located in the south part of Lake Tikvesh; Taorska Gorge, a scientific and research nature reserve; Korica, monument of nature; Karaslari, monument of nature; the Topolka River watershed, a scientific and research nature reserve; Prevalec, monument of nature; Cave Makarovec, monument of nature; The Cave of Four Doors, monument of nature in the Pesti Gorge; Pashin Most, monument of nature; Ulanci, monument of nature; Eneshevo, a special nature reserve; Crni Orevi, monument of nature; Demir Kapija Gorge, monument of nature; Goren Zmejovec Cave, monument of nature; Bela Voda Cave, monument of nature; Studena Glava Hill-Trnik, science and research nature reserve; Krastavec, monument of nature; Drenochka Gorge, monument of nature; Peshti, strict nature reserve; Peshti is a short gorge; Meshnik, scientific and research nature reserve; Golem Kozjak, reserve of separate plant and animal species; Kalnica, monument of nature; Kale Banjichko, monument of nature; Aramiska Cave, monument of nature; Galishka Cave, monument of nature. Devil's Hill, a geomorphological occurrence of Mount Bogoslovec; St. Ilija Hill, where the image of the saint is deeply engraved, etc.

The Vardar region has a rich hydrographic network. It includes the following rivers: Vardar, Otovica, Topolka, Babuna, Bregalnica, Crna reka, Luda Mara, Boshava, Svetinikolska reka, Mavrovica, Ocha, Belichka reka, Caves, Klisurska Reka, Drenska Reka, Kavadarcka reka, Stara reka, Iberliska reka, Bistrichka reka, Raec, Mala Javorica, Kamenica, Vodovratska reka, Doshnica, Vinichanska reka, Stragarnica, Veshka reka, Koprishnica and Mominska reka. These rivers are rich in waterfalls as follows: Koprishnica waterfalls on the river Koprishnica and Mominska reka, ten waterfalls located near the village of Koprishnica, the most famous

is Mominski waterfall, Babuna river waterfall located in the spring part of the river with a height of about 15 m. There are several artificial lakes in the region: Tikvesh Lake, Podleshko Lake, Moklishko Lake on the Luda Mara River, Lake Mladost on the Otovica River, Lake Paljurci on the Luda Mara River, Lisiche on the Topolka River, Mavrovica dam on the Orelska reka.

Main mountains in the Vardar region: Jakupica, Kozhuf, Babuna, Goleshica, Dautica, Klepa, Kuchukol, Gradishka Planina, Mangovica, Konechka Mountain. The highest peak is Solunska Glava (2538 m) on Jakupica, Zelen Breg (2166 m) on Kozhuf Mountain, Bel Kamen (2074 m) on Dautica Mountain, Lisec (1938 m) on Goleshnica, Volchjak (1159 m) on Konechka Mountain and others.

Cultural sights and objects: Paleontological sites: Karaslari, Prevalec, Kalnica; Archaeological Sites: Stobi, Gradishte Bila Zora, Abdvi Karpi, Alishovski Pat, Gumenja, Dupen Kamen, Tumba, Crkva, Gradishte, Antigonea, Krivo Movche, Krstopat, Most, Ratkin Dol, Mramor, Vrchvi, Sulinar, Tulana, Kjeramidnica-Crna Krusha, Manastir, Bandera-Boshevica, Budur Chiflik, Gradina, Kul na Postirec, Ramnishte, Rimski pat, Crkvishte, Kjurovec etc.; Landmarks: Tower Clock, Stone Bridge, Memorial Ossuary in Veles, Memorial Ossuary in Kavadarci; Speleological site Peshti, Stari Grad and other facilities; Religious facilities: Marko's Church (Peshna), Monastery of St. Demetrius, Church of St. Panteleimon, Church of St. Spas, St. Nedela, St. John (municipality of Veles), St. Nicholas (Bashino Selo), Church of St. Ilia (Slp), Church of St. Athanasius (v. Novachani), Church of the Holy Ascension of Christ (v. «Rlevci»), Church of St. George (v. Crkvino), St. George and St. Athanasius in Negotino, St. George - Polog Monastery, St. Nicholas (v. Moklishte), Holy Mother of God (v. Drenovo), Marko's Church (v. Dradnja), Holy Mother of God (v. Dabnishte), St. Spas (v. Pravednik), St. Athanasius (v. Galishte), Monastery of St. Archangel Michael (Gorno Chichevo), Church of St. Vasily (v. Grnchishte), Church of St. Athanasius (v. Dolno Chichevo), Church of St. Nicholas (v. Nogaevci), Church of Holy Trinity (v. Podles), Church of St. Athanasius (v. Svekjani), Monastery of Sts. Constantine and Helen (v. Svekjani), Church of St. Spas (v. Ulanci), Church of Holy Trinity (v. Ubaogo), Holy Mother of God (Demir Kapija), St. Nicholas (v. Klisura), Church of St. George (v. Bistrica), Church of The Holy Mother of God (v. Bistrica), Church of St. Ilija (v. Bogomila), Church of St. Athanasius (v. Bogomila), Church of St. Nicholas (v. Krajnici), Church of St. Nicholas (v. Krnino), Church of Sts. Peter and Paul (v. Papradishte), Church of St.

Athanasius (v. Vojnica), Church of St. Athanasius (v. Teovo), Church of St. Nicholas (v. Mokreni), St. Nicholas, Holy Mother of God and St. Nedela in Sveti Nikole, St. John the Theologian (v. Bogoslovec) and others.



Cultural events and manifestations: Racinovi sredbi in Veles, International Festival of Antique Drama Stobi in Gradsko, In the Heart of Macedonia (international folklore festival in Gradsko), Painting and carving colony "Papradeshki Masters" in Veles, Children Racinovi Sredbi in Veles, International Folklore Festival in Veles, Wine Week St. Tryphon in Negotino, Tikveski grozdober in Kavadarci, St. Tryphon in Kavadarci, St. Tryphon Tradition Week in Demir Kapija, Praskober in Rosoman, Spring-Laughter-Love in Sv. Nikole, Aprilijada in Sv. Nikole, Todorica (International Festival of Original Folklore) in Sv. Nikole, Cultural Summer in Sveti Nikole, Children Art Colony in Chashka and others.

Sporting events and manifestations: Vardar Regatta in Veles, Beach volleyball Tournament in Veles, Moto Beach Party in Veles, Futsal Tournament in Demir Kapija, Pelivan Fighting in Lozovo, Night Futsal Tournament in the village of Lozovo, Memorial Basketball Tournament Goran Trajcev Shlem in Sveti Nikole, Futsal Tournament in Sv. Nikole, Chess tournament in Sv. Nikole, International Fishing Tournament in St. Nikole, Paragliding Cup in Chashka, International Outdoor Festival in Demir Kapija, Street Ball Tournament in Negotino, Cycling event AZOT MTB Challenge in v. Bogomila, Inter-ethnic Futsal Tournament in Chashka, etc.

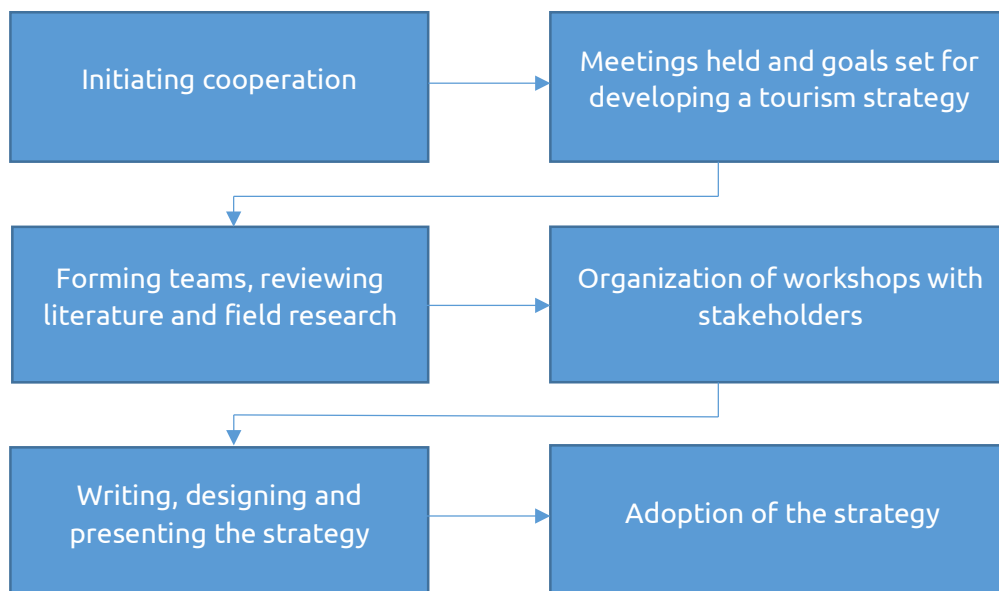
Gastronomic events and manifestations: Pitijada in Veles, Kompirijada in Chashka, Healthy Food Fair in Chashka, National Competition for the Best Traditional Food in Demir Kapija and more. This should include wine tastings organized by wineries. The most famous wineries in the Vardar region are: Tikvesh, Povardarie, Bovin, Skovin, Popova Kula, Popov, Queen Maria, Dudin and others.



STRATEGY DEVELOPMENT METHODOLOGY

The Strategy for Tourism Development in the Municipality of Demir Kapija is an important document that outlines the potentials and opportunities for sustainable tourism development in this area. The strategy has several goals as a display of natural and anthropogenic tourism values, services, activities and types of tourism that can be

developed. The methodology of strategy development stems from the stated objectives. The steps taken in developing the strategy are as follows: initiating cooperation; meetings held and goals set for development of a tourism strategy for the municipality of Demir Kapija; team building, literature review and field research; organization of workshops with stakeholders; writing, designing and presenting the strategy and adopting the strategy.



The following research methods and instruments have been used in the development of the strategy: analysis of the content of European and world plans and strategies for tourism development; analysis of the legislation related to tourism and hospitality activities; analysis of statistical reports related to hospitality and tourism; 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: National Strategy for Tourism Development of the Republic of North Macedonia 2016-2020; National Strategy for Rural Tourism Development 2012-2017; National Strategy for Health Tourism Development 2012-2018; Sub-Strategy for Development of Sports Tourism with Action Plan 2015 - 2018; Sub-strategy for traditions and events; Sub-Strategy for the Development of "MICE" (Congress) Tourism; Vardar Planning Region Development Program 2015-2019; Vardar Planning Region Regional Strategy for Innovation by 2020; Register of

potentials for development of rural tourism in the Vardar Planning Region; Strategy for Local Economic Development of Demir Kapija Municipality 2015-2020.

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 increasement of the total income and has an important role in the development of the tourist destination;
- ✓ 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 hospitality 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 built beauty or entertainment opportunities.

THE IMPORTANCE OF TOURISM FOR THE MUNICIPALITY OF DEMIR KAPIJA

Tourism today is a sort of a phenomenon, 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 or country where citizens are not involved in tourism travel and travel outside their place of permanent residence. The inclusion of tourists in travel is 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 to destinations, will be 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 millions; tourism spending amounted to US \$ 1,700 billion; the tourism industry accounts for 3.6% of the global GDP and every eleventh person employed in the world is employed in the sector. The data available indicates a steady increase in travel and tourism over the past 60 years, and forecasts are in the direction of continuation of this trend in the future. Expressed as a percentage, in 2018 there is an increase of 5.4% in the total number of tourists,

with a simultaneous 5% increase of incomes. From the continents of the world, Europe has the primary role with about 50% participation in the tourist circulation, both by sending and receiving tourists.

The Republic of North Macedonia as part of the European family follows this tendency of international tourism growth, and in support of this we take into account the data from the State Statistical Office of the Republic of North Macedonia related to tourism which indicate to us the following:

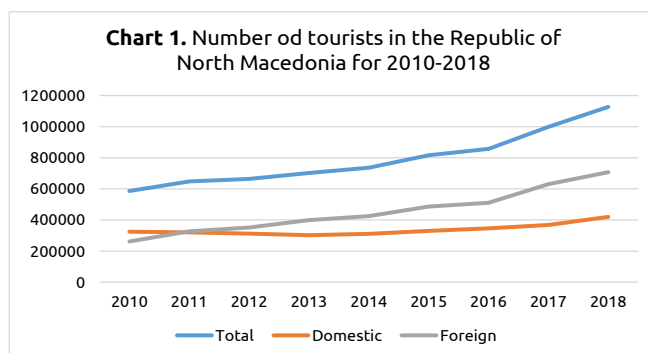
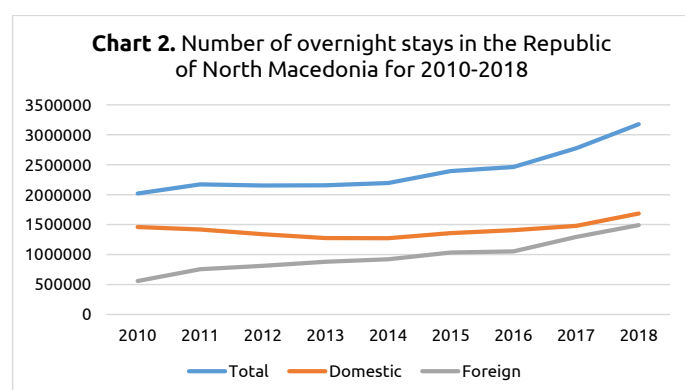


Chart 1 shows that the number of tourists in North Macedonia has been steadily increasing over the past years, so that in 2010 the number of tourists in North Macedonia was 586,241, and in 2018 it rose to 1,126,935, which is 92% more. As for domestic tourists, their number in 2010 was 324,545, and in 2018 - 419,590 or 29% more.

In 2010 our country was visited by 261,696 foreign tourists, while their number in 2018 was 707,345 or increased by 170%. From this it can be concluded that in recent years the number of foreign arrivals has been increasing rapidly, while the number of domestic tourists is still unsatisfactory. In this regard, the tourism policy makers 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 analyzed period, it can be said that in 2010 it was 2020217, and in 2018 it reached 3176808, which is 57.3% more. Domestic tourists in 2010 achieved a total of 1461185 overnight stays, and in 2018 - 1685273, which is 15.3% more. On the other hand, foreign tourists in 2010 achieved a total of 559032 nights, and in 2018 that number was 1491535, which means it increased by 166.8%. As with the number of guests, there is a noticeable increase in the number of nights spent by foreign tourists at the expense of nights spent by domestic tourists. In this regard, comprehensive analyzes 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.



In the Republic of North Macedonia, the main destinations that attract tourists are the lakes, mountain resorts, spa centers, wine regions and the city of Skopje. The number of tourists by region is shown in Chart 3. During the analyzed period, the number of tourists in the Vardar region has continuously increased, thus in 2010 that number was 10572, and in 2018 it reached 26439, which is 150% more. 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 165.5% more. The statistical data on tourism in the Vardar region that includes the municipality of Demir Kapija are the following:

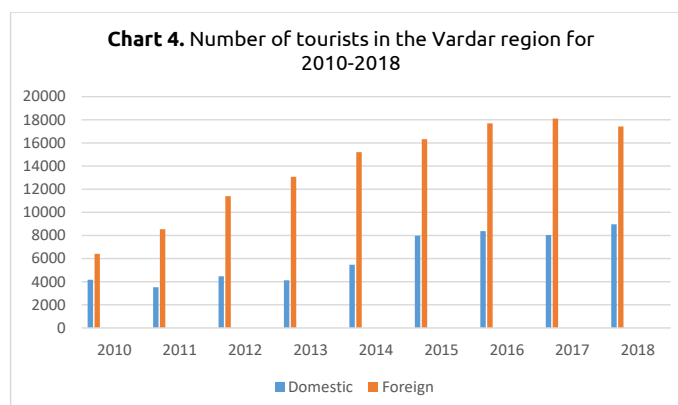
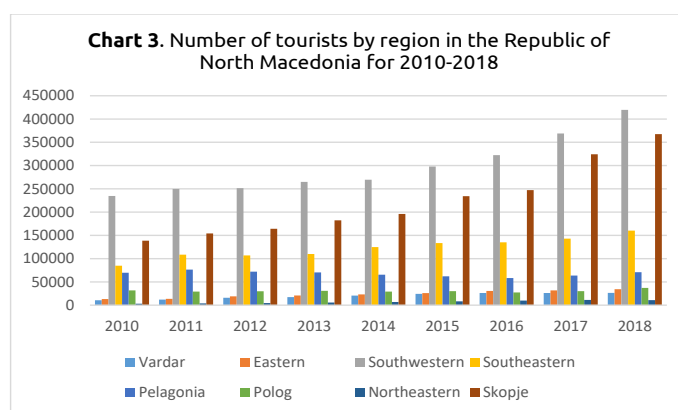


Chart 4 presents the number of domestic and foreign tourists in the Vardar region from 2010 to 2018. It can be seen that over the years there has been a trend of its continuous increase, so in 2010 the Vardar region was visited by a total of 10572 tourists, and eight years later by 26145, which is about 150% more. In terms of domestic tourists, their number in 2010 was 4166, and in 2017 it was 8969, which is 115% more. On the other hand, in 2010, a total of 6406 foreign tourists visited the Vardar region, and in 2018 their number was 17416 or increased by about 172%. From this it can be concluded that in the analyzed period the number of foreign tourists has almost doubled compared to the number of domestic tourists.

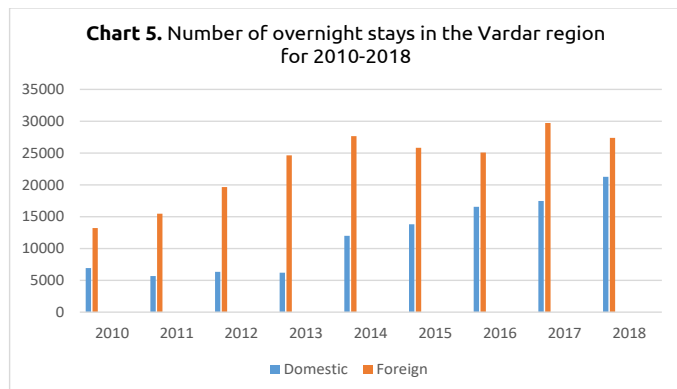
Creating a diverse and authentic tourism offer, achieving competitive prices, proper promotion, etc., are just some of the activities that tourism policy makers need to implement to maintain a positive trend and increase the number of tourists.

Chart 5 presents the number of nights spent by domestic and foreign tourists in the Vardar region from 2010 to 2018. It can be seen that in the analyzed period there is a trend of continuous increase, so in 2010 this region had a total of 20137 overnights, and eight years later that number was 48669, which is about 140% more. In terms of the number of nights spent by domestic tourists, in 2010 it was 6930 and in 2018 it was 21272, which is 207%

more. On the other hand, in the region in 2010 there were a total of 13207 overnight stays by foreign tourists, and in 2018 the number was 27377 or it increased by about 107%. From this it can be concluded that the number of nights spent by domestic tourists has almost tripled in the analyzed period, and that number has doubled for tourists from abroad. The increase in the number of nights depends primarily on the diversity of the tourist offer in the region, the animation content during the stay and the willingness of all stakeholders to take an active part in the creation and realization of the tourist services.

- ✓ They rate the comfort of the accommodation as very good;
- ✓ They rate restaurant and service staff as very good;
- ✓ The possibility of organizing conferences is also very good.

Top rated places on Trip Advisor located in the Vardar region are: Tikvesh Winery, Queen Maria Royal Winery, Lake Mladost, Stobi Archaeological Site, Negotino Museum and Demir Kapija Museum



If we take into account the conducted survey of foreign tourists by the State Statistical Office, we could make the following profile of foreign tourists:

- ✓ They spend 2.37 nights;
- ✓ The average overnight cost is 8.923 denars;
- ✓ The purpose of the stay is business obligations, followed by rest and recreation;
- ✓ Most of them organize their travel individually;
- ✓ They are usually informed about the country through electronic media (TV, radio, Internet);
- ✓ Most often arrive in the country by car or regular flight;
- ✓ They mostly use only breakfast in the accommodation facilities;
- ✓ They had previously resided in our country many times;
- ✓ They stay for the most part in the company of family members;
- ✓ By profession they are craftsmen and related workers;
- ✓ Payment is made in cash or by card;

TRENDS IN THE TOURISM MARKET

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

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

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

More 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-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-wallet etc. will be created. These achievements will make money transfers easier and overcome concerns about overpayment, foreign value exchange rates and the security of online money transfers.

In the future, people will live longer, thereby older age groups will be increased. These "healthy" seniors will have plenty of free time. But, also, the youth segment (16-35 years), which accounts for more than 20% of global tourism, 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 disappear more and more. In the past, traveling was a luxury, but today is a normal part of life. Last minute holidays and short trips are increasing. The freedom to travel will expand to 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 products for good health, 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. Low availability to city centers and cheap air travel have a negative impact on bus travel. Also, the increase in air travel could be reduced by fuel costs, security and airport charges. Governments invest more money in rail travel, especially in express lines.

VISION OF TOURISM IN THE MUNICIPALITY OF DEMIR KAPIJA

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

The vision of the tourism development strategy is "Demir Kapija is a municipality in an ecologically clean environment, recognizable as a tourist destination by domestic and foreign tourists and visitors with built tourism development infrastructure". The mission of this strategy is the following: "Increasing the economic and social benefits on the territory of the municipality arising from tourism".

BASIC INFORMATION ABOUT DEMIR KAPIJA MUNICIPALITY

HISTORICAL DEVELOPMENT OF DEMIR KAPIJA MUNICIPALITY

According to the findings so far, it can be confirmed that in the area in front of the tunnel, south of present-day Demir Kapija, there was a Paionian settlement. Fortresses have been discovered along the riverbank of the gorge as well as a grave necropolis typical of all Illyrian and Paionian tribes in Macedonia. The settlement is first mentioned under the name of the ancient Roman city of Stenae. In the Middle Ages besides the present-day municipality, the fortified town of Prosek-tesnina is mentioned, which was on the left side of the Vardar River. There is more written information about this city, especially those related to the names of the feudal lords Dobromir Hrst and Dobromir Strez. The city itself played a strategic role, and by the end of the IX century, the Bulgarians had taken over this territory from Byzantium. Later this area came under the rule of Tsar Samuel, and then again under Byzantium. The former township is fortified with walls, and the south side is naturally protected. Remains of sewers, ceramics, glass and more were discovered in the Roman part of the city. There was a church erected later in the area, probably dating from the IX or X century. Judging from the tombs and findings found, the church was in use until the XV century when it was demolished and abandoned.

With the arrival of the Ottomans the settlement ceased to function because the local population was displaced to a new location a few kilometers north of the place called Banja, according to the



warm water baths that exist in this area since ancient times. Today the settlement is called the town of Demir Kapija. During the rule of the Ottomans, the village of Banja, where the refugee people from Prosek lived, was turned into a large feudal possession of various Turkish beys, making the population dependent on the Turkish feudal lords who had their lives and freedom at their disposal. It was not until the expulsion of the Ottomans in 1912-1913 that the population of the village began to live a freer life. The name of the municipality of Demir Kapija is of Turkish origin, the Turkish name Demir Kapı, translated as Iron Door/Gate.

After the Balkan Wars, the territory of the municipality was conquered by Bulgarian, German, French and Serbian military forces in the First World War, and the devastation they had left behind was felt for a long time. It is interesting that for the supply of the eastern part of the Macedonian front in World War I a cable car was built by Demir Kapija via Konopishte for Rozhden. This line was with some shorter deviations traced along the Boshava River. The work was carried out in three sections. The first was completed in late December 1916, the second in February and the third in March 1917. The entire length of this cable car was over 38 km. In order to improve the military transport for the front of Gevgelija, the German military units made a tunnel through the rocks at the entrance of the gorge on the right bank of the river Vardar near Demir Kapija and through the gorge towards Gevgelija. Later, when the German and Bulgarian forces withdrew from the front, the cable car was dismantled and the tunnel and road remained. Carved in large letters in the rocks above the tunnel entrance, the Germans wrote that it was done by the 11th Army in the period from 1.V. to 8.VII.1916. One kilometer south of the tunnel, on a cliff on the right side of the road, again in carved letters, there is an inscription of the unit that made the road and the year 1916, and above it on another cliff stands another inscription that the road was renewed and repaired by the TOT organization

in 1941. Above the tunnel in German stands the inscription "Mackenzie's Tunnel. Wilhelm II, the German emperor, Prussian king ordered his troops to build this road in 1916 ". After the start of combat operations to break through the Macedonian front in the autumn of 1918, once again the territory of Demir Kapija became a ground where foreign forces were measuring their strength. After breaking through the front, French forces under the German inscription would write in French "General Franche d'Espere, commander-in-chief of the allied eastern armies, ordered his troops to expel the Germans in 1918".

After the devastating earthquake in 1931, the population of Banja was evacuated to the Demir Kapija train station, where new life began, several commercial and craft establishments were opened, and later a school and other commercial facilities were also opened.

Major World War II events took place in this area during World War II. Due to its good geostrategic position a considerable number of German and Bulgarian troops were concentrated there. The battles for the settlement became more frequent, and especially expanded in 1943 and

1944, with the withdrawal of the German army from Greece. Demir Kapija was liberated in 1944.



After the liberation of Demir Kapija there was a boom, which stagnated at a time when the city was only the seat of the District Office. In 1996, Demir Kapija regained the status of a municipality, thus restoring the pulse of life and repairing the economic situation.

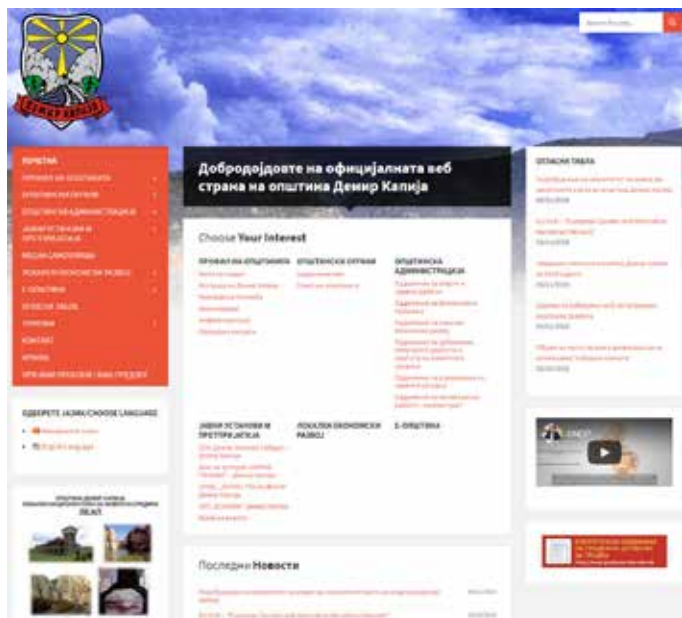
Today, the city and the entire municipality are slowly but surely economically reviving and evolving to the standards of the modern age and are given the deserved place of an urbanized and economically stable municipality. The municipality is headed by a mayor and a 9-member Municipal Council.

The municipality is divided into three sectors with appropriate departments in each sector.

1. Sector for Legal and General Affairs, Public Activities and Human Resources Management: Department of Legal and General Affairs and Public Affairs; and Human Resources Management Department.
2. Sector for Urban Planning, Communal Affairs, Environmental Protection and Local Economic Development: Department of Urban Planning, Communal Services and Environmental Protection; and Department of Local Economic Development and Information Technology.
3. Sector for Financial Affairs: Department of Budget Coordination and Budget Control; Department of Accounting and Payments and Tax Administration, Department of Inspection and Inspectorate.



The Municipality of Demir Kapija runs an official website highlighting all the important information related to the work of the municipality and which are of interest to citizens, the business community, future investors, visitors and other stakeholders.



(www.opstinademirkapija.gov.mk).

Other Websites promoting natural and anthropogenic attractions of the Municipality:

(www.discoverdemirkapija.mk; www.miseumdk.mk)

The municipality of Demir Kapija is located in the southern part of the Republic of North Macedonia, i.e. in the southeastern part of the Tikvesh Basin, in an extremely important geographical-strategic position. The municipality lies on the coordinates between 22° 00' and 22° 30' longitude and 41° 15' and 41° 30' latitude, with an average height of 622 m. The Municipality of Demir Kapija covers an area of 309 km² and borders the neighboring municipalities: Negotino, Kavadarci, Gevgelija, Valandovo and Konche.

The highest elevation point in Demir Kapija is Volchjak at 1159 meters on Konechka Mountain, and the lowest is at the river bed of the Vardar River at 85 meters. The municipality of Demir Kapija has diverse and playful terrain, which makes the area rich in relief features, shapes and forms. The valley, observed as a whole, is predominantly mountainous and semi-mountainous. The mountain ranges that enclose the valley from the south, southwest and west are high and their highest peaks are over 1,500 meters. Some of the mountains are forested with high vegetation, and the slopes are overgrown with low vegetation, and some are bare and bogged down by the heavy rains. The plain and lowland terrains are along the riverbed of the Vardar River and around the riverbeds of the Boshavica, Doshnica and other

BUSINESS COMMUNITY

108 active business entities operate in the territory of the municipality in the following activities: Agriculture, forestry and fishing (11); Process industry (9); Water supply; waste water disposal, waste management; environmental remediation (3); Construction (6); Wholesale and retail; repair of motor vehicles and motorcycles (38); Transport and storage (13); Accommodation facilities and Food Services (9); Information and Communications (1); Professional, scientific and technical activities (1); Public Administration and Defense; Compulsory social security (1); Education (1); Health and social care activities (8); Arts, Entertainment and Recreation (1); Other service activities (1).



smaller watercourses. These plains represent the lowest parts of the valley and are also the most fertile fields for cultivation of agricultural, industrial forage and other crops. The hilly terrain is favorable for growing vines and other crops.

The geographical location of Demir Kapija Municipality, the proximity of the Aegean Sea and the configuration of the terrain determine its climate characteristics. Three different climate impacts are felt in different parts of the municipality: Mediterranean, continental and mountainous. They can be described as: hot and dry summers, frosts in early spring until April, autumn frosts at the end of October and beginning of November. The soil temperature is rarely below 0°C, which is of particular importance for the agricultural economy. The average annual amount of precipitation varies between 400-500 mm of water sediment, and in some years the amount of precipitation drops as low as 238 mm. In the municipality of Demir Kapija there are two wind directions - northern (Vardarec) and southern (Jugo). The northern winds are strong and cold, causing lower temperatures, while the southern winds mostly blow during the summer and bring heavy heat. Demir Kapija Meteorological Station is one of the oldest in the country, launched in 1938.

DEMOGRAPHIC DATA

Demir Kapija municipality has 4,545 inhabitants with an average population density of 15 inhabitants/km². There are 15 settlements in the municipality, while the share of the urban population in the total population is 75.3%. The population structure according to the nationality in the Municipality of Demir Kapija is as follows: Macedonians - 3,997 (87,94%), Turks - 344 (7,57%), Serbs - 132 (2,9%), Others - 72 (1,58%).

According to the gender structure, the population in the Municipality of Demir Kapija has 2,347 men (51.64%) and 2,198 women (48.36%).

The following settlements are part of the municipality: the town of Demir Kapija and the villages of Barovo, Besvica, Bistrenci, Drachevica, Dren, Iberli, Klisura, Kosharka, Koprishnica, Koreshnica, Przhdevo, Strmashevo, Chelevac and Chiflik.

SOCIAL ASPECTS

EDUCATION

The following educational institutions are located on the territory of Demir Kapija municipality:

✓ Primary school "Dimche Angelov Gaberot" with 293 students and 4 satellite

schools in the villages of Koreshnica, Bistrenci, Przhdevo and Chelevac with a total of 354 students.

✓ Kindergarten "Boris Trajkovski" with a capacity for 60 children.



TWINNED MUNICIPALITIES

The municipality of Demir Kapija is twinned and cooperates with municipalities from abroad such as: Pelplin - Poland, Dalgopol - Bulgaria, Xghajra - Malta, Dikili - Turkey, Goriska Brda - Slovenia, Lezha - Albania, Guadassuar - Spain, Paredes - Portugal and Viareggio - Italy.

ACCESS TO DEMIR KAPIJA MUNICIPALITY

Demir Kapija is located on the most important highways in the Republic of North Macedonia: Railway line Belgrade - Skopje - Thessaloniki - Athens and the international road E-75. The Belgrade - Skopje - Thessaloniki - Athens traffic artery has been, for centuries and today, the main traffic artery in the Republic of North Macedonia, connecting all roads leading east and west of the Vardar River valley. The first railway connection in the territory of Macedonia took place in 1873 when a railway link was established between Thessaloniki and Skopje with the Oriental Railway, where there was a railway station in Demir Kapija.



The E-75 motorway has a meridian extension through the Demir Kapija gorge to the south, linking the Gevgelija-Valandovo valley further with Thessaloniki and the Middle East. To the north this road connects Demir Kapija with Skopje and other European countries. Demir Kapija via the regional road R - 109 is connected with Konopishte - Mushev Grob Rozhden, via R - 122 with Pepelishte - Negotino, while via the old macadam road R - 103 with Skopje and Gevgelija. Demir Kapija is 91 km from Skopje International Airport and 142 km from Thessaloniki Airport.



badgers, wolves, partridges and more are found here. In addition, in the waters of the Vardar River lives catfish. There are also underground karst forms in the gorge.



NATURAL AND ANTHROPOGENIC TOURISM VALUES IN THE MUNICIPALITY OF DEMIR KAPIJA

NATURAL TOURISM VALUES

DEMIR KAPIJA GORGE

One of the most representative gorges in North Macedonia on the river Vardar, named after the town of Demir Kapija. It is 31.5 km long from the mouth of the river Boshava to the village of Udovo. The Demir Kapija Gorge is mountainous. On the east side it is surrounded by the branches of Konechka and Gradeshka Mountain, on the west by Krastavec and Kozhuf. The sides in some places in the gorge are up to 900 m high, and on Karadak and Trnka Rid up to 1000 m.

The gorge is built in Mesozoic limestones of Jurassic and Cretaceous periods. The limestone is gray to light blue and at the entrance of the gorge rises vertically by a drop of 85 degrees. In the Demir Kapija Gorge the influence of Mediterranean climate is felt and as a result of it specific vegetation has developed. Various wildlife such as deer, rabbits, foxes, weasels,

CAVES

There are a number of caves on the territory of the municipality, the most famous of which are Bela Voda and Zmejovec.

Bela Voda Cave is located alongside the old road to Gevgelija. The total length of the cave canals is 955 m. The bottom of the lower canal gradually rises, expanding into galleries in places, and in some places there are crumbled rocks from the ceiling, which separates it from the upper canal. The upper canal has cavernous jewelry in some places. The lower canal is young according to its origin and has sands at the bottom, indicating intermittent watercourse through the cave. At the end of the canal is the Margaritno Lake with a diameter of 8x12 meters and a different depth of 4 to 8 m. Bela Voda's fauna especially includes bats, various species of cave spiders and other insects. Occasional lakes appear in the siphonous parts of the cave. It was created by karst erosion in limestone rocks of Jurassic age, i.e. rocks about 160 million years old. Bela Voda Cave is visited by students of the Institute of Geography, speleologists and local population. Recently there has been an interest in artificial extension and "rearrangement" of the entrance to the cave, which would result in losing the authenticity of this interesting speleological object. For that purpose, Bela Voda has been put on the waiting list in order to be proclaimed a protected area.

The **Zmejovec Cave** is made up of two parts: one is 150 m long and it has a round shape, the other is smaller and has a height of 40 m. The cave is rich in decorative objects: drapery, stalactites and stalagmites, which can be compared to the Postojna Cave in Slovenia. The entrance of Zmejovec is large, but one has to walk two and a half kilometers.

RIVER VARDAR

Vardar is the largest river in the Republic of North Macedonia with a length of 388 km and its river basin covers an area of approximately 25,000 km². The valley and the flow of the river Vardar represent a very important landscape for the country, from the economic-commercial, traffic and military-strategic aspect. In the past, on the Vardar River, trade was also carried out by rafts and boats ("gemii"), most commonly on the route from Veles to Thessaloniki. Today the river is not navigable, although there are some ideas to make it navigable again. Nowadays, along the river, there are built paths for sports, recreation and hiking, the river offers fishing opportunities and is an important motive for a tourist visit.

VALLEY OF CACTUSES



An area located just above the village of Klisura, which is dotted with "carpet" of beautiful cactuses planted by the seeds brought by migratory birds. The view of the hill captivates one's eye with the colorful, red-green cover of the small lined plants - green prickly leaves with red pockets in which the seeds are housed, and in summer the beautiful yellow flowers blossom. The blooms last long and it may repeat throughout the year. The Mediterranean climate in this region is just one more advantage of spreading them in space, and it is striking that these beautiful herbs survive even in winter when they loom over the snowy white area. Complemented by untouched nature in the vicinity of the valley, old maple trees in the village and natural springs have great potential for attracting domestic and foreign visitors.

OTHER BUILDINGS AND SITES

In the municipality of Demir Kapija there are other sites - monuments of nature that attract visitors with their attractiveness. These are: the forest of eastern platanus (*platanus orientalis*) in the narrow riverbed of the Iberliska River, Nature Reserves "Studena glava-rid Trnka", "Krastavec", "Shtuder", protected "Crni Orevi", the Aquatica Park with recreational and picnic possibilities, Sveta Petka site and others.



One of the cultural sites that will attract one's attention is "Kineski kolibi" site at the foot of Mount Kozhuf. One can find industrial heritage in our country in the wool plant in the village of Koreshnica. This facility represents a machine workshop from the first half of the last century and serves to purify the wool after shearing. The watermill located in the downtown area of Demir Kapija dates from the first half of the 19th century. It is set by the river and serves for grinding grain. The water is guided through wooden gutters, with a natural fall to the fins of the mill wheel that drives the mill stone.

ANTHROPOGENIC TOURISM VALUES

ARCHEOLOGICAL SITES

On the territory of Demir Kapija municipality there are several archaeological sites that witness active life in this region and originate from different historical eras.

Archaeological site "Kale - Strezov grad". It is found in the village of Chelevec, which is located inside the Demir Kapija Gorge on the Mal Krastavec massif, at the mouth of the Chelevechka River in Vardar. The point where the site is located is a limestone rock, which rises almost vertically up to 200 meters above the river Vardar. This site contains the medieval fortress Prosek, which was first mentioned in written documents in 1019 during the time of Byzantine Emperor Basil II. Architectural structures from one of the towers that are part of the fortress's defense system have been discovered, as well as remnants of an early Byzantine church and medieval tombs in the north and south nave of the basilica. The remains of the original church date back to the VI century and the restoration from the XII-XIII century. The last rebuild is from the XIV century, when a brand new single-nave church with porch was built that is completely dug in the nave of the Early Byzantine and Medieval

church, without destroying the remains of the older buildings. The necropolis was discovered north and south of the church where 32 burials were found. The tower is actually a front tower of the eastern sub-fortress, built on the highest and most dominant part of the fortress of the eastern end, dominating 10-15 meters above the lower terrace from where the most accessible road is from south, east, and north to the fortress.



Archaeological site Markov Grad. The inner fortress-acropolis of Markov Grad is built of large limestone quarters, without mortar. The findings of pottery from Classical and Hellenistic times and several Hellenistic coins indicate that it was used many centuries before Roman domination. Although built in the Archaic period, the technique of brickwork and the very nature of the fortress has a Paeonian mark. But it was later erected on a late antique wall, made of stone and mortar, left on the outside, with visible remnants of 4 towers.

Archaeological site Crkvishte. It is located in the village Koreshnica, on a flat plateau, northwest of the Juruchki Kamen elevation, i.e. the limestone rock Markov Grad, 50-60 meters above the river Vardar. Part of a massive sacred object - a church, with at least two phases of construction - was discovered on the site. The older dates from the Early Byzantine period (V-VI century), and the younger from the developed and late Middle Ages (XII-XIV century). The building was made of stone, using lime mortar as a binder. Parts of the north and south wall were discovered, and the east wall was fully investigated. A necropolis with many graves has also been discovered at the site.

Archeological site Banja. An archaeological site located about 100 meters west of the church in Demir Kapija, in the vineyard next to King Alexander Karadjordjevic's villa. The site has a large presence of fragmented building material, characteristic of the Roman approach and belonging to a solitary object such as a villa rustic. In the northern zone of these vineyards, a Helstadt necropolis has been established,



graves in cysts of stone slabs. In the zone of the site Banja there is also a Turkish bath.

Archaeological Site Avtopat. It represents a temple of early Ancient and Roman times. It is located northwest of Demir Kapija, beside the Skopje-Gevgelija railway. The works on the highway, at the site where the interchange was built, revealed the remains of a smaller building. It is assumed to be a sanctuary dedicated to the Dioscuri. According to the findings, the site is dated from the IV BC - II AD.

Archaeological site Bandera - Boshavica. Temple and necropolis of Roman times. At the Bosava mouth in Vardar, pieces of architectural decorative plastic from a monumental object were discovered. It is about bases of pillars - ion type, parts of architrave beams with a wreath, one ion capitol, as well as several inscriptions from the II and III century.

Archeological site Banderica. Necropolis and built Roman water supply. It is situated in Klisursko neighborhood, one kilometer south-east of the center of Demir Kapija and it represents the south-eastern outskirts of the ancient settlement of Manastir - Varnici.

Archeological site Bolnica. A necropolis from early antiquity and a depot of medieval XIV century Serbian coins. The coins were unearthed in a grave during the construction of the hospital in 1938.

Archaeological site Budur - Chiflik. Settlement and necropolis of late ancient times. In 1947 a stone slabbed tombstone, positioned north-south, was discovered. On the inside, the tomb was covered with marble slabs, the bottom was covered with a large marble slab, and closed with an ordinary stone slab. Inside the tombs were rich objects of gold and silver. Later, during the construction of individual residential houses on this site, foundations of multi-room residential buildings were discovered.

Archaeological site Gradina. Bronze Age settlement and Roman times necropolis. It is behind the former industrial buildings – quick lime production plants, from where the masses of the Demir Kapija Gorge begin to rise.

Archeological site Klisura. Early antiquity settlement.

Archaeological site Kula na Postrelec. Hellenistic and Late Antiquity fort.

Archeological site Manastir. Settlement from Prehistoric to Late Antiquity, Old Christian and Medieval necropolis. It is a cut-off hill on the right side of Vardar, just before the gorge

entrance. Archaeological excavations have uncovered numerous remains of different temporal and cultural backgrounds, from prehistoric to medieval times. Ancient Christian burial structures and remains of buildings have been discovered. It is an old Christian three-nave basilica with a narthex, i.e. lateral basilica, built on a late antique necropolis in an area, martyrur, where Christian graves were concentrated.

Archaeological site Manastir - Varnici. Settlement and necropolis of Roman times, basilica and necropolis of late antiquity and medieval church with necropolis. 2 km east of the center of Demir Kapija, in Klisursko neighborhood, on the right bank of Vardar and above the old highway, a steep hill rises. It houses the locality Manastir, where the oldest traces of living have been discovered since the beginning of antiquity. At the northwestern foot of the hill is the Varnica site, where graves from Roman times have been discovered.

Archaeological site Necropolis 1. Iron Age necropolis.

Archaeological site Necropolis 2 - Budur Chiflik. Iron Age necropolis.

Archaeological site Ramnishte. A fortified settlement from the Iron and Hellenistic times, located south of the Manastir locality, about 500 m air line, on the elliptical plateau of the highest hill Ramnishte.

Rimski pat. Remnants of the road from the Roman time. At the northern end of the Manastir sector, a 20 m long section of road is preserved. The construction of the road corresponds to the rocky composition of the terrain. It was therefore not necessary nor possible to lay a foundation on the road. The only details of the road construction are the preserved truncated track wheels, 10 cm wide and 12 cm deep, positioned at a distance of 125 cm. It seems that the road was in close connection with the oldest settlement on the Manastir site.

HISTORICAL MONUMENTS

Royal Winery. The King of Yugoslavia, Aleksandar Karadjordjevic, in the 1930s sent a group of experts to Macedonia in order to find a suitable place to build a winery. Among the most indicated places in the municipalities of Kavadarci, Negotino and Gevgelija, he was proposed the property in the village of Banja, between the rivers Boshavica and Vardar, as the most suitable for forming an agricultural holding and a winery. This property was purchased by

the king in 1928 from Usni Bey and Mehmed Bey for 2000 gold lire. The property included large and small cattle stables, and a modern ranch for breeding horses was built within one kilometer. However, the focus of the estate was the wine cellar that produced high quality red wine for the needs of the royal court. For the purposes of the winery, four glass basins made in Austria were purchased for grape fermentation. At the same time, a large number of timber barrels with a capacity of 4,000 to 6,000 liters made of oak wood were brought from Serbia and descendend with chains in the wine cellar. Within the royal estate was built a luxury villa "Queen Maria", in front of which two karyatids were erected. It is mentioned that King Alexander visited his estate only once in 1931 after the earthquake that struck this region, while Queen Maria (originally from Romania) visited the property in Demir Kapija once after her husband's death in 1934. The royal estate employed 25 officers, about 150 workers and over 60 prisoners.



During World War II a German military unit went into the winery and wanted to drink from the stored wine, after seeing that they had no plugs, one soldier tried to make a hole in the barrel by shooting, but the thick oak planks did not allow the bullet to break through. In 1948 the government of PRM nationalized the royal property and it was granted to ZIK "Demir Kapija" and later managed by ZZ "Povardarie" from Negotino.

Monument to Pesho Samardzhiev. A memorial bust of the military commander Pesho Samardzhiev is set in the center of the city of Demir Kapija.

Markova Fountain. At the exit of the town of Demir Kapija, in the direction of the village Klisura, on the left side of the road is the Markova Fountain dating from 1933.



ARCHITECTURE AND BUILDINGS

The traditional building architecture and interior decoration of the houses is characteristic and represented in the complexes of houses on the territory of the municipality in the villages of Dren, Przhdevo, Besvica and Barovo.

As examples of the city architecture can be mentioned XIX and XX century residential, commercial and traffic buildings, such as the railway bridge (1882), the railway station (1887), the old pepper plant (1931), the quicklime production plant (1948), a blacksmith workshop which is still in operation etc.

MUSEUMS AND OTHER CULTURAL INSTITUTIONS

Museum of Wine. It opened in 2010 and is the only one of its kind in the country and one of the few in Europe. The museum contains three sections: archeology, a wine gallery and a gallery for exhibitions and presentations. They display many exhibits that speak of the rich tradition of wine culture, various wine-drinking cups, antique wine-mixing vessels, earth processing tools and more. A Krater-bronze vessel for dilution (mixing) of wine has been chosen as the museum's logo. The most representative part of the museum is the wine exhibit featuring exhibits, various ethnological objects, and what is historically and typologically linked to the wine.



The objects are organized according to the specific units, depending on the purpose for which they were used. This wine exhibit is a result of the long tradition of vine growing and wine production, originating from the pure ecological environment of the Tikvesh area in the southern part of which is Demir Kapija, where there are extremely favorable conditions for this activity. For this reason, there are many wineries in the Demir Kapija region that find their place in this museum with their wines. The exhibits in the wine gallery are proof of the long tradition of wine consumption, ranging from the basic tools for cultivating ground - ard and plow, grape carrying baskets, grape presses, must presses to various handmade polished crystal cups, glasses, water jugs, wine jugs, wine chalices, various types of bottles, flasks, champagne sets, silver filigree holders for mulled wine, trays with vine motifs and others that by their shape and the craftsmanship are unique in terms of their mastery of applied arts.



House of Culture "Mirka Ginova". Its members stage music unit involves: KUD Mirka Ginova, Drama Theater, Folk music Orchestra, Tambura Orchestra, Singing Band and Ballet Group. The House of Culture also has a public library with 2100 books and brochures.

RELIGIOUS FACILITIES

On the territory of Demir Kapija municipality there are several religious buildings such as churches, monasteries and a mosque.

Church of the Holy Ascension - village of Koreshnica. The Church of the Holy Ascension is located northwest of the municipality and is 2.85 km from the center of Demir Kapija. This temple was built in 1972, consecrated in 1984 and it doesn't contain frescoes.

Church of the Holy Nativity-village of Barovo. The church of the Holy Nativity is located in the village of Barovo which is on the southern part of the mountains of the municipality and 18

km from the center of Demir Kapija. The three-nave church was built in 1868 and frescoed at the time of its renewal in 1934.

Church of St. Petka - village of Bistrenci. The church of St. Petka is located northwest of Demir Kapija municipality, 5.42 km from the city center. Its construction began in 1967 and was completed and consecrated in 1971.

Church of St. Nicholas – village of Dren. The church of St. Nicholas is located in the village of Dren, which is west of the municipality and is 4.7 km from the city center. The church was built in 1868 and renewed in 1910.

Church of St. Demetrius-village of Drachevica. The church of St. Demetrius is located in the village of Drachevica in the southern part of the mountains, at a distance of 7.58 km from the center of Demir Kapija town. It was built in 1858 and fresco painted in the late XIX century.

Church of St. George - village of Koprishnica. The church of St. George is located east of the municipality of Demir Kapija at a distance of 7.09 km from the center of Demir Kapija. The church was built in 1928.

Church of St. Athanasius - village Przhdevo. The church of St. Athanasius is located in the village of Przhdevo, west of the municipality and at 12.7 km distance from the center of Demir Kapija. The church was painted in 1878, while the frescoes are divided into three zones and abound with scenes from the Old and the New Testament. The iconostasis is adorned with the large cross with the crucifixion of Christ made in Kopanica with two dragons left and right of it. According to its architectural form, the church is a three-nave whose nave is formed by two rows of columns.

Church of St. Nicholas -village of Strmashevo. In the southern part of the municipality of Demir Kapija at a distance of 11.09 km, in the village of Strmashevo is located the church of St. Nicholas, built in 1885. It is three-nave and without frescoes.

Church of St. Nicholas – village of Klisura. The church of St. Nicholas is located in the village of Klisura in the eastern mountain valley of the municipality 7 km from the center of Demir Kapija. It was erected in the XIX century and fresco painted in 1879, as evidenced by the inscription on a fresco counter above the south door on the outside of the church. This church is the oldest in the region and here on May 22 is celebrated the Summer St. Nicholas holiday.

The Church of St. Athanasius – village of Chiflik. It is located south of the municipality of Demir Kapija at a distance of 2.75 km from the center of Demir Kapija in the village of Chiflik. The church of St. Athanasius was built in 1857 and fresco painted in 1879.

Catholic Church of St. Joseph- village of Bistrenci. Catholic Church of St. Joseph is located 5.42 km from the center of Demir Kapija in the village of Bistrenci, built in 1935 and renewed in 2011.

Church of the Dormition of the Most Holy Theotokos - Demir Kapija. Located on the highest point of Demir Kapija, there is the temple of the Dormition of the Most Holy Mother of God built in 1937. With its captivating inner and outer beauty, it takes you in the spiritual pursuit of your peace. The church celebrates its holiday on August 28, on the very day of the "Great Mother of God".



Mosque in the village of Koreshnica. The mosque is located in the village of Koreshnica, 2.85 km from the center of Demir Kapija. It was renewed in 2005, built on the foundation of the mosque dating back to 1663.



MANIFESTATIONS

The Municipality of Demir Kapija organizes various events, gatherings and celebrations, of which we will highlight the most important:

- ✓ Tradition Week "St. Tryphon"
- ✓ Celebration of St. Petka
- ✓ Futsal tournament "Holy Mother of God"
- ✓ "Great Mother of God" Fair
- ✓ Outdoor Festival, Extreme sports Festival
- ✓ Demir Kapija Liberation Day



SERVICES IN THE MUNICIPALITY OF DEMIR KAPIJA

HOSPITALITY

In the municipality of Demir Kapija several facilities perform hospitality activities: "Belov 113" Restaurant; "4 ka" Restaurant, "Kole" Tavern; "Sara" Inn; "Urban Grill" Tavern, "Dzvezda" Tavern, "Popova Kula" Restaurant, "Queen Maria" Restaurant, "Lovec" Restaurant and others.

ACCOMMODATION

The following facilities offer accommodation services in the Demir Kapija Municipality:

✓ Hotel "Moderna". A 4-star hotel located 2 km from the center of Demir Kapija. It has a capacity of 8 modernly furnished rooms, a restaurant and a summer terrace.



✓ Hotel "Popova Kula". In the eponymous winery, with a capacity of 33 rooms, each named after the varieties of wines produced by the winery. The hotel has a restaurant with a capacity of 60 guests and a summer terrace of 80 guests.

✓ Hostel "Lovec". It is located in the center of Demir Kapija with a capacity of 25 beds. There is also a restaurant within the hostel with a capacity of 74 seats and a summer garden with a capacity of 80 seats.

✓ Apartments in "Queen Maria" Winery

✓ Private accommodation - Igor Abdrakhmanov

✓ Private accommodation - Alexander Klenov

TOURIST AGENCIES

There are two travel agencies on the territory of the municipality of Demir Kapija – transport companies "Logan" and "DE-KA".

CONFERENCES

Hotels "Moderna", "Popova Kula" and "Queen Maria" have fully equipped conference facilities.

WINERIES

The following wineries are located on the territory of Demir Kapija Municipality:

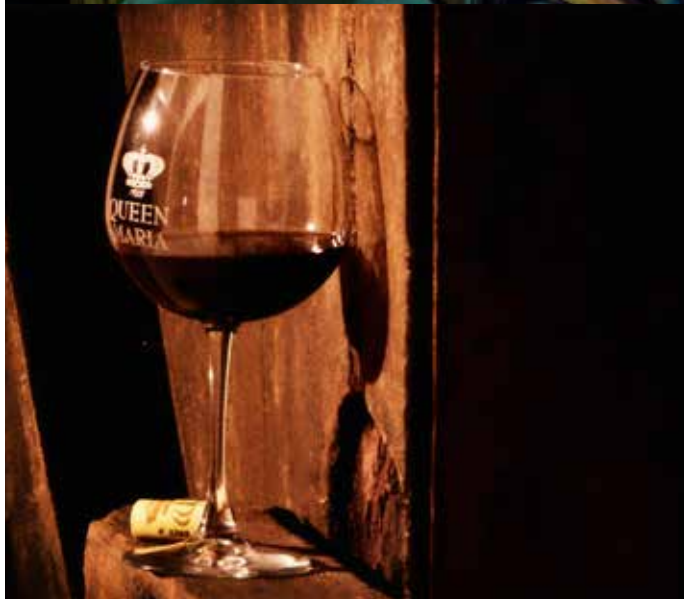
Popova Kula. Located in the immediate vicinity of the Demir Kapija gorge, it is a winery that successfully combines wine and tourism. Housed in a beautiful building consisting of a modern winery, a hotel, tasting rooms, a restaurant, a gift shop and a conference room. It was named after the old tower that once served as an important checkpoint on the old Roman road passing near this location. Its construction began in 2004, and in 2005 was the first harvest. The capacity of the winery is 650 thousand liters, but production ranges between 100 and 150 thousand liters. Stanushina is the grape variety that is indigenous to Macedonia and it is this winery that promotes this forgotten variety. The winery has 7 lines of wines.





Queen Maria. The former royal winery was privatized in 2002 and received investments in terms of modernization of the production as well as in historic facilities and equipment. Today's winery capacity is 7 million liters, and production varies each year and is usually half the capacity. Most of the wines are exported to Germany, Bosnia and Hercegovina, Serbia, Croatia, Austria, USA and China. Most of the export goes to bulk wine, with 20% bottled and sold on the domestic market. This winery has two lines of wines. Queen Maria has a catalog containing 15 wines. Within the winery there is a tasting room, restaurant, suites and corporate event rooms.





is located on the Doshnica River in Demir Kapija municipality, and was commissioned in 1952. It has two units with pelton turbines and an installed power of 5.1 MW. The average annual electricity production is 18 GWh. HPP "Doshnica" is part of the group of companies comprising EVN Macedonia AD. Demir Kapija Forestry Company is also located on the territory of the municipality.

BANKS

On the territory of the Municipality of Demir Kapija there are two ATMs of Stopanska Banka AD Skopje, Halkbank and NLB.

POST OFFICES

The national postal service company "Makedonska Poshta" has its branch in the territory of Demir Kapija municipality. The first post office in the municipality was opened in 1916. With the liberalization of the postal services, on the territory of the municipality there are also private companies that offer postal services on the principle of express mail such as "Cargo Express".

HEALTHCARE INSTITUTIONS

For the needs of the inhabitants of Demir Kapija municipality and for those who need treatment and health care on the territory of the municipality, health care is provided through the Health Station and private health institutions of primary practice and pharmacy, secondary health care services are used in nearby cities.

On the territory of the municipality there is a Public Institution for Social Protection Special Institution "Demir Kapija" which exists since 1958.

TAXI COMPANIES

In the municipality of Demir Kapija, taxi transportation is organized and implemented by the taxi company "Astor".

PHARMACY

On the territory of Demir Kapija municipality are "Flos Farm" Pharmacy, Veterinary Pharmacy "Sto-Vet", Agricultural pharmacy "Agro-farm".

ECONOMIC CAPACITIES

Demir Kapija municipality has an industrial zone "Popova Kula" with 17 parcels of land. Planning documentation for a new industrial zone "Koreshnica" is under preparation. "Doshnica" Hydroelectric Power Station (HPP)

GAS STATIONS

In the municipality of Demir Kapija there is a gas station in the city center, "Makpetrol" gas station at the exit of the town in the direction of Gevgelija, and "Detoil" gas station on the E-75 highway near Przhdevo, which offers hospitality and food services to locals and tourists, travel

cards, souvenirs and other travel related activities. In addition to the gas stations, there are several car repair shops, tyre repair shop and car wash businesses in the municipality.

MARKETS

On the territory of the municipality there are several retail markets for goods and products such as "Zhito", "Dijana", "City" and others.

SPORTS CLUBS AND SPORTING POSSIBILITIES

Several sports clubs and associations operate on the territory of the municipality of Demir Kapija. "Klisura" Sports Club organizes a variety of outdoor sports activities, a futsal tournament, as well as an International Outdoor Festival where participants can take an active part in: mountaineering, hiking, cycling, wildwater kayaking, paragliding and other outdoor activities. Launched in 1974, "Prosek" Kayak club offers all lovers of rafting and canoeing in calm and wild waters an unforgettable experience.

"Doshnica" Sport Fishing Association of Demir



Kapija, established in 1979, records various fishing related activities on the territory of the municipality. Hunting association "Krastavec" Demir Kapija implements hunting related activities.

For the purpose of realization of the plans and development of sports on the territory of the municipality, a dedicated playground was built in the city of Demir Kapija. It is interesting to note that the first football club in Demir Kapija was established in 1937, changed its name several times over the years, its last name being FC Lozar, and it ended in 2009.

SPORTS COMPETITIONS

The municipality of Demir Kapija is a place where many sports competitions are held throughout the year:

- ✓ International Outdoor Festival, an extreme sports festival
- ✓ Futsal tournament "Holy Mother of God"

ACTIVITIES IN THE MUNICIPALITY OF DEMIR KAPIJA

RECREATION

There are great opportunities for development of sports and recreational activities in the Municipality of Demir Kapija.

Spacious vineyards are a great opportunity to organize wine tours, walks, educational content on the way of harvesting and pruning the vineyard, getting acquainted with the way of wine production, organizing wine tastings etc.

The mountainous terrain of the municipality provides recreational activities, camping, hiking and enjoying the untouched nature. On the other hand, the Demir Kapija gorge offers excellent opportunities for mountaineering and other extreme sports, as well as development of speleological tourism, and the Vardar River is an excellent opportunity for development of water sports.

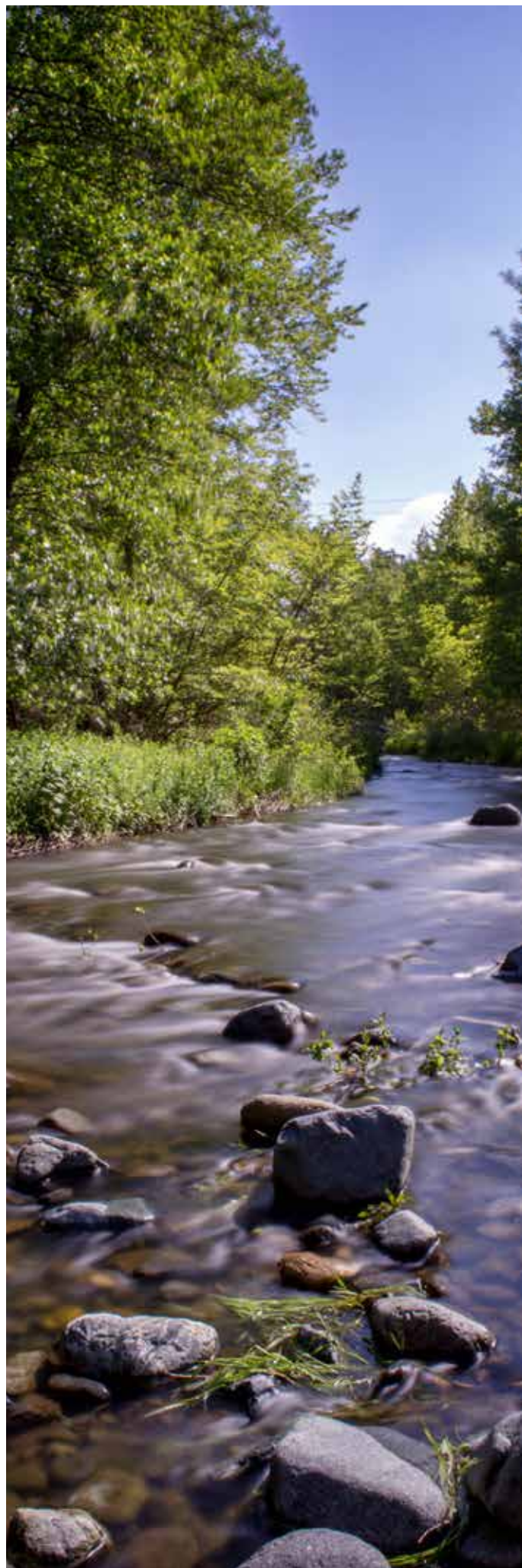
Numerous archaeological sites allow visitors to enjoy the community's cultural heritage, while lovers of eco-tourism values are offered by the municipality a visit to the Cactus Valley, the Platanus Reserve and the site where endemic black walnut grows.

Hunting and fishing activities have great potential for development in the municipality of Demir Kapija, primarily due to the abundance of fish in the rivers Vardar, Boshavica and Doshnica, as well as the rich hunting offer in the region. The terrain at Demir Kapija municipality is rich in diverse game. The most common are rabbit, grey partridge, rock partridge and pheasant. Migratory game is also found on the terrain: European quail, Eurasian woodcock, European turtle dove, mallard etc. In the forested mountain regions there are many wild boars, deer, as well as wolves, foxes, weasels, wild cats and others. Of particular importance is the richness of the region with birds that enjoy the specificity of the terrain in terms of its geographical position and geomorphological



characteristics and climate. All this makes the territory of Demir Kapija one of the most important and most interesting bird habitats in Europe, as it encompasses elements of steppe, mountain and sub-Mediterranean ornithofauna. In addition, a significant Moravian-Vardar airborne migratory bird path from Central and Eastern Europe passes through Demir Kapija. This allows a large number of bird species of great scientific and general importance to be found in Demir Kapija, such as the birds that live on the high rocks above the Vardar River, on riffs and in the gorge, especially predatory birds that are on the verge of extinction in Europe. The most important are the following species of birds that can be found on the territory of the municipality: white and black stork, Egyptian vulture, griffon vulture, golden eagle, short-toed snake eagle, eagle snake, long-legged buzzard, European honey buzzard, peregrine falcon, lesser and common kestrel, rock partridge, flock of wild seagulls, Eurasian eagle-owl, nightjar, Eurasian Crag-Martin, red-backed shrike, raven, common rock thrush, blue rock thrush and more.

Municipality of Demir Kapija is a territory that has a rich and diverse fish stock. On the river surface, there are catfish, carp, mackerel, nase, eel, chub and crab (in the Vardar River), then brown trout (in the Doshnica River) and various warm water fishes in the Boshava River. Former residents on the territory of Demir Kapija have been fishing for centuries, which is proved by the hooks and large bones of fish found in the tombs of the time. In one of them was found a bronze hook 8 cm long.



TYPES OF TOURISM

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

- ✓ Cultural-historical tourism
- ✓ Gastronomic and wine tourism
- ✓ Transit tourism
- ✓ Health tourism
- ✓ Outdoor activities and sports tourism
- ✓ Educational tourism
- ✓ Hunting and fishing tourism
- ✓ Speleological tourism

Cultural-historical 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 due to the rich cultural and historical heritage which is evidence of the important place that the municipality has had throughout history.

Gastronomic and wine tourism covers a wide range of activities related to food and wine. From offering specific and traditional cuisine, to organizing gastronomic competitions and food-related events. Including certain meals in the offer of hospitality facilities, initiatives such as: a week of certain meal and offer by the caterers in the municipality at specific time intervals at specified prices, inclusion of tourists in observation or preparation of meals and training etc. Wine tourism includes visiting wineries, wine tasting and buying, wine routes, wine events, initiatives such as Wine Week and more. Gastronomic and wine tourism have great prospects for development in the municipality due to the excellent hospitality facilities and the presence of wineries that provide the opportunity of tasting.

Transit tourism is a type of tourism where travelers stay at their destination for a short period of time as they transit to their ultimate destination. There are regions in the world where transit tourism is a very important branch from an economic point of view. The idea of developing this type of tourism is to offer transit

travelers a stay at the destination they transit through and to use products and services there. From that point of view, enriching the offer for this type of tourists is essential. The location of Demir Kapija municipality is an excellent potential that should be used for development of this type of tourism.

Health 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, having some fresh air, etc.

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 Demir Kapija 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 Demir Kapija offers opportunities for educational activities related to winemaking, eco-education,

speleology education, bird watching and so on.

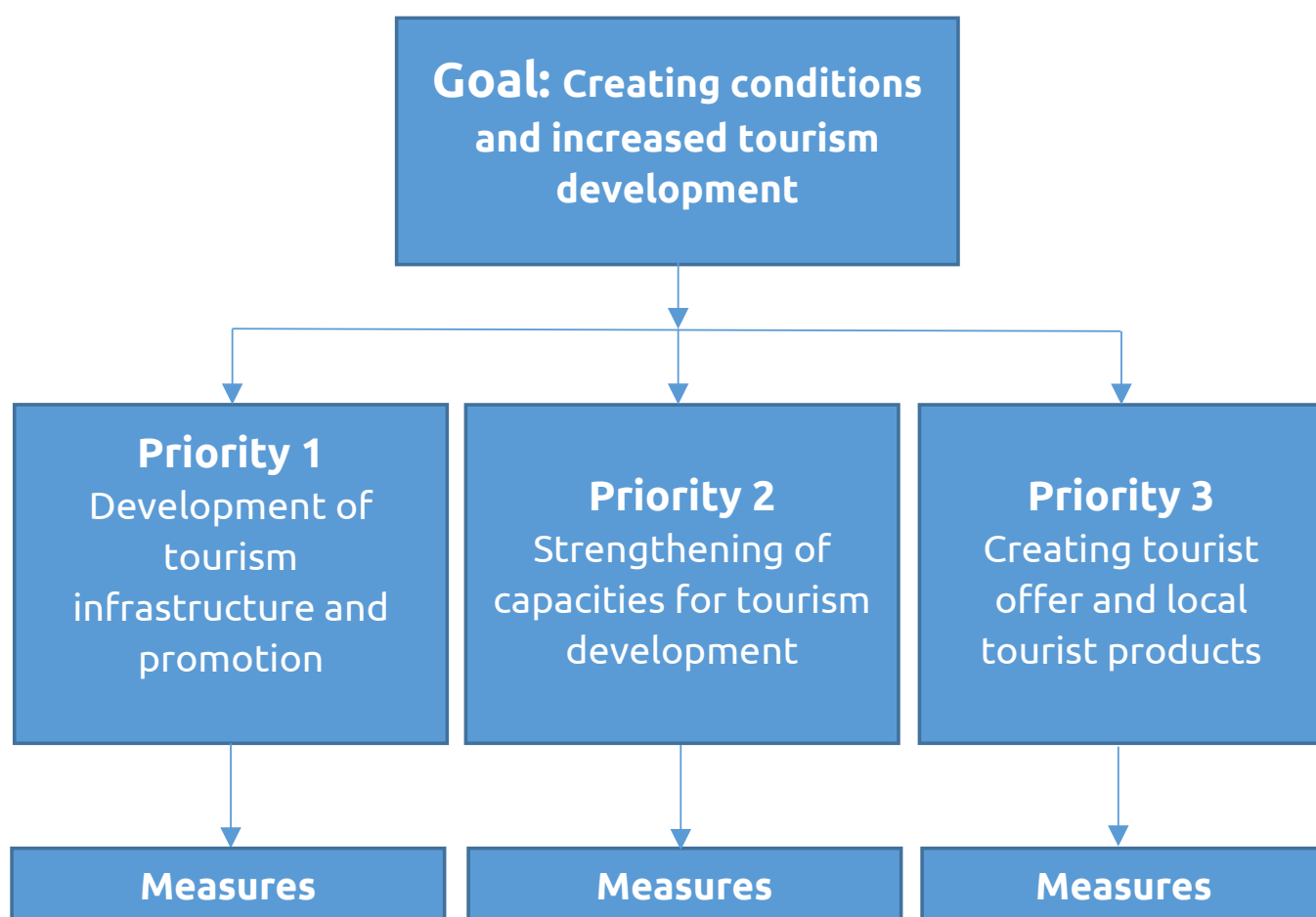
Hunting and fishing tourism encompasses a wide range of hunting and fishing activities, as well as the necessary equipment and infrastructure needed to carry out these activities.

Speleological tourism is a specific form of tourism which involves exploring caves, visiting caves and tourist arranging of caves.

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 Demir Kapija 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, priorities and measures of the strategy action plan



Priority 1: Development of tourism infrastructure and promotion				
Measure	Activities	Project implementing party	Time frame	Success indicators
1.1. Tourist Info Center	1. Preparation of project-technical documentation 2. Development of project design 3. Providing consent and permission for the facility 4. Field preparations, performance, landscaping 5. Work plan	Municipality of Demir Kapija, Business community	2020-2024	1. Number of newly created jobs 2. Number of souvenirs sold 3. Number of visitors 4. Open Info center and souvenir shops
1.2. Tourist-recreational arrangement of the riverbed and the bank of the river Boshava	1. Preparation of spatial planning documentation 2. Implementation of public procurement 3. Implementation of activities	Municipality of Demir Kapija	2020-2021	1. Prepared spatial planning documentation 2. Conducted public procurement process 3. Arranging the tracks 4. Number of benches installed, waste bins, information boards and code of ethics boards

1.3. Landmarking of significant tourist sites	1. Mapping of tourist attractions in the area of Demir Kapija Municipality 2. Implementation of public announcement or contest for creators of information boards 3. Placing Information boards 4. Procurement of birdwatching equipment	Demir Kapija Municipality	2020-2021	1. Information boards placed next to significant tourist sites 2. Number of Information boards placed 3. Number of sites marked 4. Points marked for birdwatching 5. Number of local craftsmen engaged
1.4. Construction of Adventure park with adrenaline props	1. Selection of locations for construction of an adventure park with adrenaline props 2. Building an adventure park with adrenaline props	Demir Kapija Municipality, Center for Development of the Vardar Planning Region, Agency for Support and Promotion of Tourism, Business Community, Investors	2021-2024	1. Selected locations for construction of an adventure park with adrenaline props 2. Development of spatial planning documentation 3. Number of newly created jobs 4. Number of visitors 5. Number of integrated products and services

1.5. 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 2. Selection of locations for the placement of public toilets and their instalation (It is recommended that they be close to each other, as well as in the immediate vicinity of the tourist Info center	Demir Kapija Municipality	2021-2022	1. Selected locations and built parking spaces for tourist buses 2. Selected locations and installed public toilets 3. Number of tourists using the parking space for tourist buses
1.6. Exploration and arrangement of the Bela Voda, Gorni and Dolni Zmejovec caves	1. Exploration of the Bela Voda, Gorni and Dolni Zmejovec caves 2. Developing a plan and obtaining a permit for arrangement of the caves for tourist purposes	Demir Kapija Municipality, Center for Development of the Vardar Planning Region, Agency for Support and Promotion of Tourism,	2020-2023	1. Study on the utilization of the Bela Voda, Gorni and Dolni Zmejovec caves for tourist purposes 2. Prepared planning documentation for arrangement of the caves (access, safety and maintenance)* 3. Visits made 4. Employed Persons * (Recommended at least one for 3-year-period)

1.7. Restoration and revitalization of old buildings for tourism purposes (accommodation)	<ul style="list-style-type: none"> 1. Mapping old buildings 2. Preparation of a plan and documentation for their revitalization and putting into use the tourist opportunities in Demir Kapija 3. Offer to investors, NGOs, international institutions or public-private partnerships 	Demir Kapija Municipality, business community, tourism development stakeholders	2020-2023	<ul style="list-style-type: none"> 1. Mapped old buildings 2. Prepared plan and documentation for restoration and revitalization 3. Increased number of visitors
1.8. Landscaping and marking of pedestrian, bicycle paths, climbing places	<ul style="list-style-type: none"> 1. Mapping of pedestrian, bicycle paths, climbing places on the territory of Demir Kapija Municipality 2. Conducting a public announcement or competition for creators of Information boards 3. Installation of information boards 	Demir Kapija Municipality, NGOs	2020-2024	<ul style="list-style-type: none"> 1. Mapped pedestrian, bicycle paths, climbing places 2. Conducted public announcement or competition for creators of Information boards 3. Information boards installed
1.9. Construction of wine village gorge with protection of cactuses and creation of a botanical garden	<ul style="list-style-type: none"> 1. Preparation of spatial planning documentation 2. Plan for protection of natural wealth (cactuses) 3. Offer to investors, international institutions or public-private partnerships 	Demir Kapija Municipality, NGOs	2020-2024	<ul style="list-style-type: none"> 1. Prepared spatial planning documentation 2. Prepared work plan for protection of natural wealth (cactuses) 3. Contracts signed with investment stakeholders 4. Increased tourist visits

1.10. Mapping a trail for wild water kayaking	<ul style="list-style-type: none"> 1. Mapping a trail for wild water kayaking 2. Plan for the development of this type of sport and its promotion to the general public 	Municipality of Demir Kapija, NGO	2020-2021	<ul style="list-style-type: none"> 1. Mapped trail for wild water kayaking 2. Developed plan for the development of this type of sport and its promotion to the general public 3. Increased number of members of SKK "Prosek"
1.11. Internet promotion, social networks	<ul style="list-style-type: none"> 1. Creating a website for tourism promotion of the municipality 2. Strengthening the promotion of the municipality through social networks 	Municipality of Demir Kapija, public sector, business community, NGOs, tourism development stakeholders, Info Center	2020-2021	<ul style="list-style-type: none"> 1. Created web site for tourist promotion 2. Number of comments, following and viewing on social networks 3. Increased number of visitors
1.12. Preparation of promotional material about the municipality, souvenirs and guides	<ul style="list-style-type: none"> 1. Preparation of promotional material about the municipality, brochures and videos 2. Preparation of souvenirs that are characteristic of the municipality 3. Preparation of tourist guides to the municipality 	Municipality of Demir Kapija, public sector, business community, NGOs, craftsmen, educational institutions, tourism development stakeholders, celebrities from the municipality	2020-2021	<ul style="list-style-type: none"> 1. Promotional material prepared 2. Souvenirs prepared 3. Souvenirs sold 4. Increased number of visitors 5. Prepared tourist guides to the municipality and increased promotion

1.13. Promotion of the municipality at tourism fairs	1. Presentation and promotion of the municipality through a joint offer at national and international tourism fairs 2. Selection of fairs at which the municipality will be represented	Municipality of Demir Kapija, Agency for Support and Promotion of Tourism, Business Community, Tourism development stakeholders	2020-2024	1. Promotion of the municipality at national and international tourism fairs 2. Partnerships concluded and meetings held 3. Promoting the tourist potentials of the municipality 4. Increased number of visitors
1.14. Improvement of accessibility in tourist-hospitality	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 2. Arrangement of the material and technical base of the facilities 3. Awarding recognition for "accessible" facilities	Demir Kapija Municipality, Business Community, Tourism Development Stakeholders	2020-2023	1. Improved accessibility of the tourist-and hospitality facilities 2. Arranged material-technical base of the facilities 3. Awarded recognitions to "accessible" facilities 4. Increased number of tourists

Priority 2: Strengthening capacities for tourism development

Measure	Activities	Project implementing party	Time frame	Success Indicators
2.1. Destination Management Body	<ul style="list-style-type: none"> 1. Establishment of Destination Management Body of Demir Kapija Municipality 2. United offer according to thematic units 3. Making a Destination Brand - Demir Kapija Municipality, Destination Slogan\ 4. Development of integrated online destination management system 5. Increased quantity and quality of tourist offer 6. Establishment of a destination crisis management body 	Demir Kapija Municipality, public sector, business community, NGOs, tourism development stakeholders	2021	<ul style="list-style-type: none"> 1. Number of visitors and tourists 2. Number of integrated products and services 3. Destination brand and slogan made 4. Destination management body established 5. Online opportunity to review the destination offer 6. Destination crisis management body established
2.2. Stimulating investment activities in tourism	<ul style="list-style-type: none"> 1. Using IPA funds - cross-border cooperation programs 2. Using IPARD funds 3. Use of amenities contained in tourist development zones 4. Organizing training on call application 5. Preparation of DU for investment in hotel industry 	Municipality of Demir Kapija, public sector, business community, NGOs, tourism development stakeholders, educational institutions	2020-2024	<ul style="list-style-type: none"> 1. Amount of program used funds 2. Number of applied and won projects 3. Organized training on call application

2.3. Strengthening Municipal Capacities - Tourism Forum	1. Establishing a municipality tourism forum that will monitor the process of tourism development in the municipality and make suggestions for the further development of tourism in the municipality (Meetings: Quarterly, participants: all stakeholders)	Municipality of Demir Kapija and all tourism stakeholders	2020	1. Established municipality forum for tourism
2.4. Partnerships and Cooperation with Municipalities in the Country and Abroad	1. Signing of Memoranda of Cooperation with the Municipalities in the Country and Abroad 2. Development of joint projects for support and promotion of tourism in the municipalities 3. Strengthening the international cooperation units in the municipality through trainings and study visits	Municipality of Demir Kapija	2020-2024	1. Number of signed memorandums of cooperation 2. Number of joint projects developed to support and promote tourism in the municipalities 3. Trainings and study visits
2.5. Development of types of tourism	1. Creating a joint offer for different types of tourism in the municipality of Demir Kapija	Business community, NGOs, stakeholders in tourism development	2020	1. Prepared offer for different types of tourism

2.6. Organizing a calendar of events for the whole year of Demir Kapija Municipality	1. Establishment of an Organizing Committee that will offer minimum 4, maximum 6 events (manifestations): minimum 2 featuring wine, vines and grape products theme, two on active tourism (rock climbing and kayaking), one on eco-tourism (example: Ornithology Conference). 2. Program of Events	Municipality of Demir Kapija, Public Sector, Business Community, Educational Institutions	2020-2024	1. Established Organizing Committee 2. Implemented events
2.7. Enriching the Museum of Wine	1. Enriching the Museum of Wine with wine related artefacts not only from the Demir Kapija region 2. Enrichment with unique items related to wine, vines and viticulture 3. Enrichment with ethnographic objects from that region 4. Collection of objects and exhibits for the museum collection with donations from citizens	Demir Kapija Municipality, public sector, business community, NGOs, local population	2020-2024	1. Collected objects, artifacts and exhibits. 2. Increased number of visits to the museum

Priority 3: Creating a tourism offer and local tourism products

Measure	Activities	Project implementing party	Timeframe	Success Indicators
3.1. Training of local tourism and hospitality workers in Demir Kapija Municipality	1. Organizing training and application of candidates 2. Interviewing the candidates and conducting the training; 3. Reporting and associating (single register) new local tourist workers	Municipality of Demir Kapija, Faculties of Tourism	2020-2021	1. Trained tourism-hospitality workers 2. Quality of tourism raised 3. Increased number of tourists 4. New jobs created 5. Access to information on tourism potentials of the municipality 6. Number of classes, number of participants and certificates

3.2. Natural-cultural uniqueness of Demir Kapija Municipality as an eco-eno-gastro-cultural destination	<p>1. The project entails various activities to foster cooperation with the local population and to connect a larger number of participants from the local government, utilities, local communities and the business community.</p> <p>2. The project consists of informing and educating residents, competition for participants and children, landscaping of public and private areas, as well as conducting commission evaluation and awarding annual awards in various categories (most landscaped courtyard, green area, most beautiful balcony, most beautiful facade, or a whole street or part of the settlement, neighborhood community, etc.)</p>	Municipality of Demir Kapija	2020-2024	<p>1. Quantity of removed waste from public areas</p> <p>2. Number of landscaped public and private areas</p> <p>3. Number of project participants</p> <p>4. Number of participants in the competitions</p> <p>5. Number of reported projects in the media</p>
3.3. Tourism Arrangements for Visiting the Municipality	<p>1. Development of different types of tourism arrangements for visiting the municipality (as separate offers and as an integral part of the circular tours)</p>	Business community, travel agencies, public sector, tourism development stakeholders	2020-2021	<p>1. Developed various tourist arrangements for visiting the municipality (one day tours, three day tours, weekend in Demir Kapija, adventure, adrenaline and circular wine tours etc.).</p>

3.4. Surveying the Attitudes of Tourists and Visitors in Demir Kapija	1. Conducting a Survey on tourists and visitors in the Municipality of Demir Kapija to measure their satisfaction with their residence and visit	Demir Kapija Municipality, Marketing agencies, Higher Education Institutions, Business community and other educators in the field of tourism and hospitality	2020-2021	1. Number of surveys of domestic and foreign tourists and visitors 2. Getting to know the attitudes and needs of tourists 3. Improvement in tourist offer
3.5. Organizing events and manifestations	1. Publishing an event program at the beginning of each year 2. Invitation to prominent tourism professionals for each event individually (focus by event type) 3. Organization of public debates (rural tourism, eno-tourism, eco-tourism, active tourism) and following the new trends in tourism	Demir Kapija Municipality, 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. Invited prominent tourism professionals 3. Organization of debates 4. Number of participants 5. Conclusions from the debates

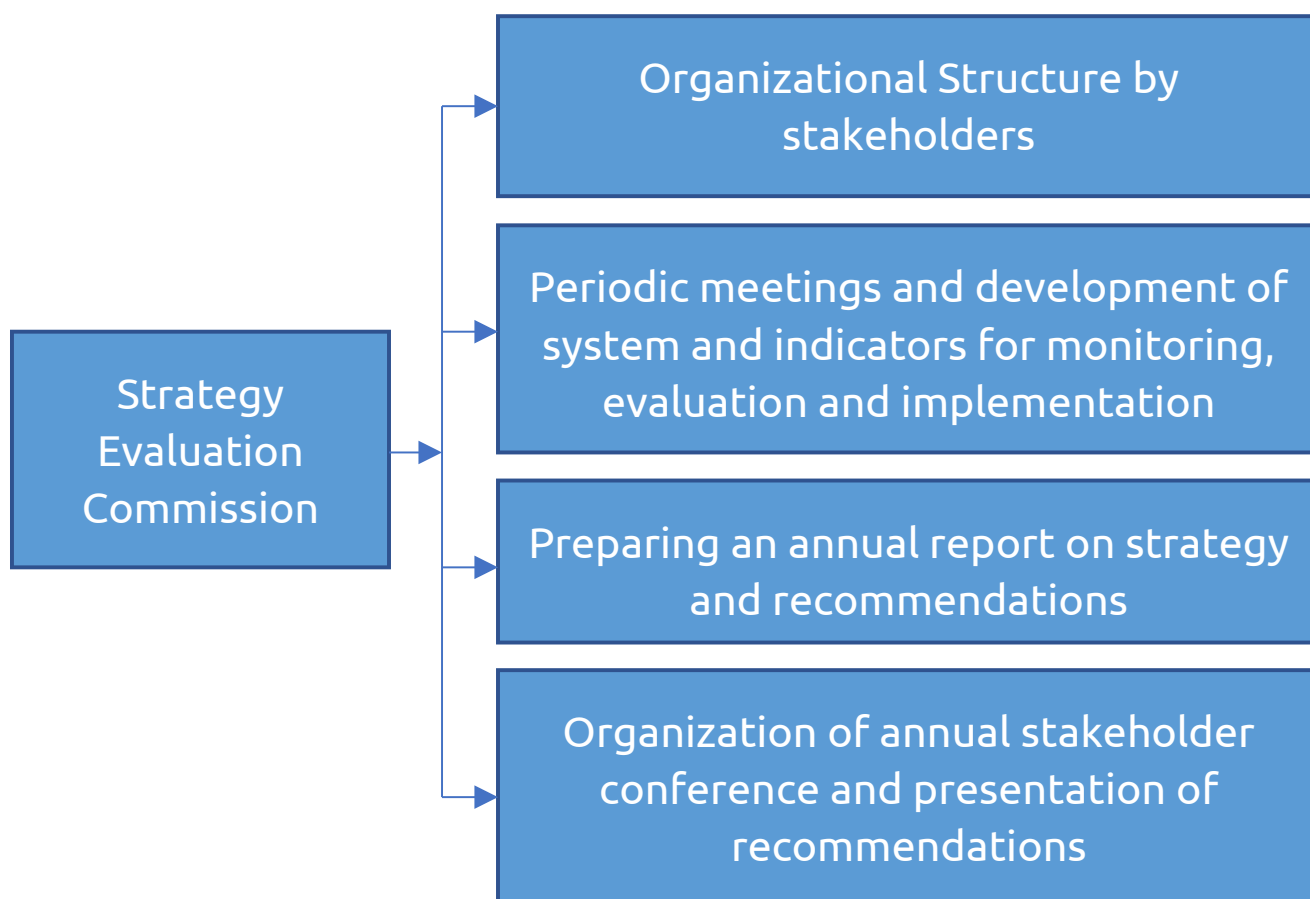
3.6. Development of mobile application for Demir Kapija Municipality	1. Development of mobile application for tourist potentials of Demir Kapija	Municipality of Demir Kapija, Destination Management Body, IT-companies	2020-2021	1. Developed mobile application 2. Number of users of the application 3. Number of comments on the application
3.7. Development of a gastronomic offer in hospitality establishments	1. Enrichment of supply of gastronomic specialties in hospitality establishments 2. Development of specially designed menus according to contemporary tendencies 3. Promotion of national Macedonian cuisine	Business community, tourism development stakeholders, higher education institutions, NGOs	2020-2022	1. Enriched gastronomic offer 2. Developed menus 3. National cuisine and traditional specialties promoted 4. Number of customers and comments on food

MONITORING, EVALUATION AND IMPLEMENTATION OF STRATEGY

Successful monitoring and implementation of the strategy requires a model for monitoring, evaluation and implementation of the Demir Kapija Municipality's strategy. 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 can be supplemented in areas where this strategy is not implemented, providing explanations and guidance on how to continue the tourism

development of the municipality in continuity. 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 members from all stakeholders, municipality, business community, project managers, donor agencies, educational institutions, NGOs etc.

Model for monitoring, evaluation and implementation of the strategy



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