

Agritourism as a Tool for Rural Development and Women's Empowerment
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Eno - gastro tourism as competitive advantage for development of Macedonian Agritourism

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WINES OF MACEDONIA

Republic of North Macedonia

CRADLE OF CULTURE – LAND OF NATURE



REPUBLIC OF NORTH MACEDONIA



- Landlocked country in the heart of the Balkans
- Border countries: Serbia, Kosovo, Albania, Bulgaria & Greece
- Size: 25.7 thousand km²
- Population: 1.8 million



REPUBLIC OF NORTH MACEDONIA, A PART OF THE WORLD WINEMAKING REGIONS



The best wine regions have their own specifics, but they all share the same latitude



MACEDONIA LAND OF NATURE, CRADLE OF CULTURE

MACEDONIA, CULTURAL HERITIGE



- Macedonia is a treasury of cultural wealth.
- Macedonia is on the crossroad of civilizations - the Macedonian culture is a synthesis of the ancient, Byzantine, Slavic and Otomans influences.
- The Slavic alphabet was created and developed in Macedonia, where the Macedonian educators Ss. Cyril & Methodius, played an important part in the spread of Christianity.



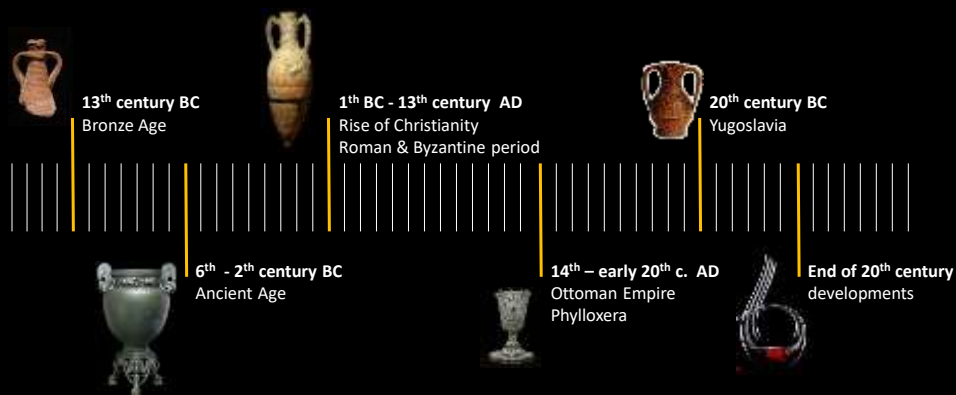
MACEDONIA, FULL OF COLORS



- **MOUNTAINOUS TERRAIN**
 - 4 national parks
 - 53 lakes
 - 34 mountains with more than 2.000 m a.s.l
- Perfect climatic conditions for **HEALTHY** grapes (sprayed up to 4 – 6 times per year)
- **AGRICULTURE** plays an important role in Macedonia, as it is the third largest sector after services and industry
- Vineyards area represents up to 10% of the total arable land in the country
- Viticulture and wine production contributes with 20% of the Agriculture GDP of the country



THE HISTORY OF WINEMAKING IN MACEDONIA



MACEDONIA, A WINE COUNTRY



TERROIR

- Land of **TIMLESS SUN** - 280 sunny days per year
- **A blend of Mediterranean and Continental climate**
- Annual precipitation - 500-1700mm / **Driest region** on the Balkans
- 85% export

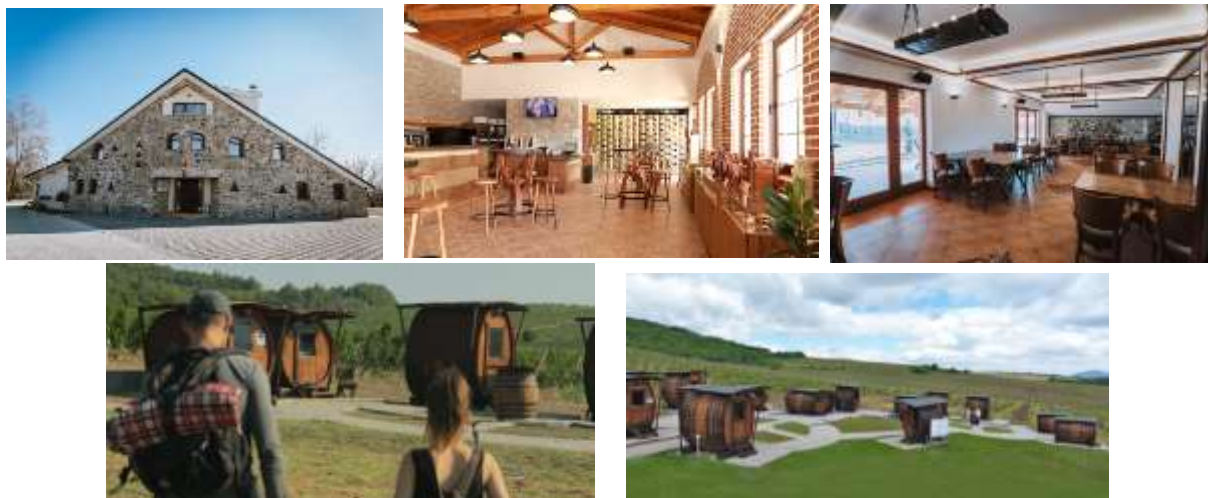
Agritourism in MK



- Tourism – mostly cultural tourism (Ohrid as European Jerusalem), adventure (75% mountains)
- Agriculture – important sector in the country
- Wine industry – Country's ambassador - Most significant net domestic product
- High potential for agritourism development via "Eno-gastro" sectors
- Investments
 - EU/WB Projects related to rural development – with focus on women in rural areas
 - EU support – IPARD projects
 - Country support via subsidies (higher % for women and youth)
 - Own investments
- Many events related to wine tourism
- Many events for local organic food promotion
- Balkan Wine Network – regional project for development of this sector

Investments in the sector

To increase the offer and create unforgettable customer experience, have invested in their tourist capacities offering variety of tastings, wine /food matching, wine and dine, accommodation, biking through vineyards....



Eno gastro offers ex.



“Tikveski Grozdober” (The Tikves Grape Harvesting Event)

Tikveski Grozdober is a continuation of a long and rich tradition that was held in the area in the time of ancient Macedonia, when in honor of the god of wine and vine Dionysus were held "Days of Dionysus“.



“St. Tryphon Day” – Pruning of the vines

St. Tryphon is celebrated on the 14th February. St. Tryphon is the protector of the vineyards and on that day the winegrowers go to the vineyards for the first time in the new calendar year and prune the vines.

Sprinkling of the vineyards with holy water and pruning of the branches is done with the belief that St. Tryphon will protect the crop from various diseases, pests and storms.



St. Tryphon Day – Day of the wine celebrations

On the day of the wine, the 14th of February, in addition to the traditional pruning of the vineyards, large celebrations are organized in certain places. Such a celebration traditionally takes place in the winery Stobi accompanied with wine, music, live performances and many guests.



Tikves “Young Wine” Festival

The Tikves Young Wine Festival makes a great contribution to maintaining the tradition of producing quality Macedonian wine and building the recognition of Macedonia as a wine country. This festival is the first and largest event of this nature in the country and has a significant role in building the wine culture and creating its own tradition of evaluating the wine from the last harvest attracting people from the region.



Vranec World day

“Wines of Macedonia” – initiator of VWD as of 2019. Main objective to promote the country and the region through wine and wine tourism internationally.



Field/Press Trips for international wine media

The organization of this type of visits is of great importance for the wine industry because it enables people, foreign media, journalists, wine and gastro bloggers, influencers to get acquainted with the opportunities offered by the Macedonian wine industry, wine regions, grape varieties.



Wine journalists will have the opportunity to further present their experience and experience on social media or online wine portals, which will spread the story of Macedonian wine in the world.

The experience of organizing such visits is the biggest promotion for the wine industry.

Spirit of Prespa

- Events and activities that promote agro-tourism in the Prespa region
- Pick-your-own-fruit event: Harvest of cherries in June, plums in August and Apples in September and October
- Activities such as: baking, hiking, off-road skiing, swimming, paragliding, visiting old churches and monuments



Chicken Farm Zrze - Pastured Eggs

- The farm is home to chickens, quails and ducks
- Gardens are being built to plant vegetables for their food and animal feed
- Producing home-made noodles, which can be bought directly from the farm
- Open days for tourists, where guests can enjoy a homemade and healthy breakfast, breathe fresh air and enjoy the beautiful nature.



Rural family house-”Pirustija Nedanoski”

- Farming and Gardening at Galicica mountain
- Producing natural food and home-made traditional dishes
- Hosting tourists at their home



Apiary “BN”

- Located in village Dihovo, Pelister
- Producing honey
- Growing fruits in their own garden
- Tourists can participate in honey degustation and production process of the honey



David's Goat Farm: "Goats, milk, mountain"

- Located in village Rastak
- Breeding of more than 80 goats and producing dairy products
- Open day for tourists: visiting the farm, degustation of their dairy products and forest fruits



Overcoming the Challenges



- Prioritize – Define it as competitive advantage and make adequate actions, start from the best practices and develop DMO
- Improve infrastructure – improve connectivity
- Define regional projects – tourist can visit couple of countries and have different CX
- Increase investments – domestic and foreign
- Education – hospitality, sommeliers, international marketing
- Promotion – Country brand building



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