

„ Innovation means to promote the tourism in the region“



The South-East planning region aims to attract the attention of tourists and to present a clean and safe environment with lakes, mountains, waterfalls, thermal springs, monasteries, as well as local events, healthy traditional food and the hospitality of the locals. Sustainable tourism assumes evaluation of the comparative advantages that the region has and creating quality and innovative tourism offer, tailored to the modern tourist market.

Within this project, The Centre for development of the South-East planning region will receive a mobile application "**E-tourist Guide of the SEPR**" which will allow tourists to get clear image of all touristic destinations of the region.

Software tools are always helpful for any promotion or sharing information. Today's era of high technology have to follow the trend in the world and to use innovative tools, software solutions and products to get the region as a desirable destination to visit, a place for tasting good food, location for investment, purchase of agricultural products and many other possibilities.

This type of software tool is the future for marketing and promotion.



Brief project description:

Project leader:

- Center for development of the South-East planning region

Project partner:

- NGO "Tourist Union"

Duration:

3 months;

Financed:

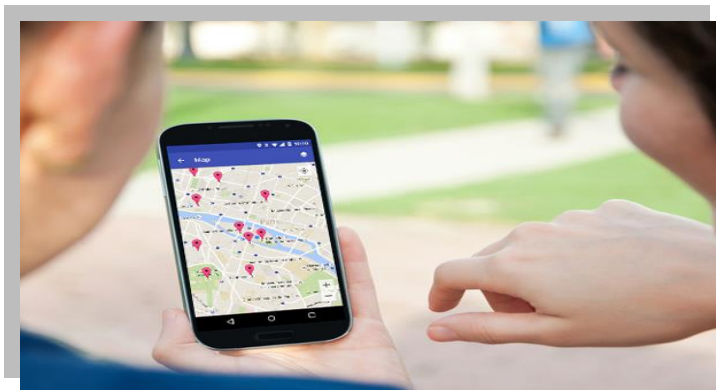
German Agency for International Cooperation (GIZ)

Project objective:

Development of the innovations in tourism by involving innovative tools for promotion of the integrated tourist offer in the region.

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Objectives of the project:

- To enrich the tourist offer in the region;
- To create an integrated tourist offer in the region;
- To create a new innovative tool to improve the tourism in the region;
- To attract more tourists;
- To increase the number of visits to the most important destinations in the region;
- To increase the number of services the Business Centre offers to stakeholders in the region ;

Project results:

- Prepared Regional Innovation Strategy in the South- East planning region;
- Created new innovative tourist offer tailored to the modern tourist market, a mobile application "E-tourist Guide in SEPR";
- Enriched tourist offer;
- Improved and unified presentation of natural and cultural – historical heritage, promotion of events;
- Increased number of tourists in the region;

