



**Mr. Vlado Sekulovski**  
General Manager of Hotel Flamengo - Ohrid

**D**ear,

*It is my great honor and pleasure to give my review as an introduction to a chapter that I have been working on for many years now, to which I am maximally and professionally dedicated within my abilities, that is, the tourism in our country, Republic of North Macedonia. With a particular enthusiasm I have dedicated a long time and I have contributed for the development of this branch as a crucial one in this modern time of a contemporary and progressive society such as ours. In general, tourism today has an unstoppable tendency of development in the world at a global level, and the wishes, expectations, offers and demand have been increasing. As direct participants, we must follow the world trends. The development of electronic communication today allows countless possibilities to share information and experiences at hand in every segment of life, including tourism. The easy access to information is in favor of both demand and offer in order to provide excellent quality and to meet human needs. Tourism has always played an important role in the development of the human as an individual and as a pulse of a mature society, therefore when we speak about tourism, we need to carefully, worthily and respectfully include all natural factors that make it, with a special emphasis on the human as the main significant and most responsible factor in the creation of the strategy for development of tourism in a country. The Republic of North Macedonia is one of the rare countries in the world that has the privilege to abound in priceless natural cultural and historical wealth with a high potential for development of domestic and international tourism. Natural resources are prolific and our geographic position is in a central inevitable place. We have all predispositions for the development of quality and modern tourism, to respond to demand on a large scale. By inheriting such an ancient beauty, we are responsible for its promotion, improvement and upgrading in order to leave it worthy to our successors. We have inherited a country fused into the present and the future, a country of contrasts, a country with a young spirit, but old in terms of age, with a small area, but great when it comes to dignity, known for legends, sagas, situated*

*in the heart of the Balkan where east and west cross, recognizable for tradition, customs, songs and folk dances. We put a special emphasis on natural beauties, the unique Ohrid Lake and Prespa Lake, national parks, mountain peaks, springs, trails, endemic flora and fauna, and the development of rural tourism is gaining ground, which is attractive for the European tourists from the developed countries. Here is the untouched primordial natural and rare treasure that each tourist guest would like to try, feel and carry along as a part of oneself. The pedestal belongs to the city of Ohrid, the "Balkan Jerusalem", which captivates with its magical attraction, on the shores of one of the oldest lakes in the world, the Ohrid Lake. The numerous churches, monasteries and mosques are only mute witnesses of a united distant time with an even more expressed presence. Here, on this very soil is the genesis of the Slavic literacy, spirituality and culture for which Saint Clement and Saint Naum have the merit. One must mention the city of Struga as the cradle of poetry with the invaluable Macedonists Miladinovci and their „T'ga za Jug (Longing for the South)". Bitola as the city of the consuls, the alley with a special charm "Shirok Sokak (Wide Alley)" where the city has an urban pulse. The famous Vevchani with its springs and masquerades that date back more than 1000 years. Still, the metropolis of North Macedonia is the capital Skopje where at hand it offers you the modern urban and sophisticated living with a special charm of cosmopolitanism and liberalism. The home and native town of Mother Teresa, our mother-humanitarian hedonist, is preserved and cherished as a cult in these modern rough times. The message for peace, love, compassion and respect is sent from here. A new wave in tourism today is the increasing need of alternative tourism that tourists have, that is, the return of people to nature, and our North Macedonia has all those predispositions and conditions for the development of cycling, mountaineering, village tourism, horse riding, cave tourism and ecotourism in natural in general. The modern course of life more and more often makes tourists return to themselves, return to nature. In addition, one must mention that North Macedonia does not lag behind modern trends in tourism at all, new opportunities are open for cooperation with tourists from the Middle East who are becoming increasingly interested for this area with attractive prices and excellent tours for the middle Balkans. They finds us an interesting offer, and with the development of air transportation, we are becoming increasingly available and open for the world. I believe and I am personally convinced that with a good strategy, North Macedonia can progress a lot in the field of tourism, and this branch can become one of the leading branches in our society as a solid foundation for a solid economy. The Republic of North Macedonia is a country that calls and invites, open for cooperation, a country with a vast potential in tourism, which is constantly being developed and will be persistent and enduring while monitoring the world trends inherent to the great powers.*

*Respectfully,*

**Vlado Sekulovski**