

THE STRATEGY FOR DEVELOPMENT OF THE RURAL TOURISM IN THE MUNICIPALITY OF ČEŠINOVO-OBLEŠEVO

Skopje, October 2007



Strategy for the development of rural tourism
in the Municipality Češinovo-Obleševo

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Abbreviations:

DZS – State Bureau of Statistics

SWOT – Strengths, Weaknesses, Opportunities, Threats

B + B – Bed and Breakfast

BDP – Gross home product

LED – Local economic development

MKD – Macedonian denars

IPA – Instrument for Preaccession Assistance

1

SUMMARY, INTRODUCTION, METHODOLOGY AND SWOT

> 1.1. Summary of the Strategy

The rural tourism in the Municipality Češinovo-Obleševo is recognized as one of the priorities for local economic development. In accordance with the identified tourist resources and values, creative approaches and concrete projects for the realization of the defined strategic directions have been proposed in this Strategy. The Strategy has four parts: The first part, which includes the summary, introduction, methodology and SWOT analysis of Municipality tourist resources; the second,

which discusses the Municipality profile with all the necessary information required for planning any economic activity/intervention; the third, in which a survey of the contemporary trends in Macedonian tourism, a survey of tourist resources and the desired tourist profile are given; and the forth, which is dedicated to the vision, strategic orientations and survey of short-term and long-term projects for the development and support of the Municipality rural tourism.

1.2. Introduction

EPI Centar International, within the scope of the Project for the development of rural municipalities in the Republic of Macedonia and Kosovo (REGS Project), decided to support the local strategy for the development of rural tourism, following the world tourist trends and demands for rural tourism both on European and regional levels. Rural tourism is a supplementary activity which helps increase the income of the population. This strategy represents a document which predicts the long-term development, determines the orientation of the Municipality undertaking in the development of the local economy, and most of all, it is the basis for requiring financial means from international and home donors with a special emphasis on the new available funds.

1.3. Methodology

EPI Centar International follows the principles of participatory planning and democratic decision-making on a Municipality level. In that sense, a **focus group** was formed, which participated directly in the preparation of the Strategy and which made it possible that all standpoints of various social groups and economic sectors are taken into consideration as well as all kinds of information, joint creation of the vision for the development of tourism in the Municipality, agreement for the major strategic developmental orientations and support in the development and approval of the Strategy.

During the preparation of the Strategy, EPI Centar International collaborated with the Municipality LED Office, so that all data necessary for the preparation of the Strat-



Railway Station in Češinovo

egy and the creation of the Municipality tourist profile were received.

Four workshops were organized with the Focus Group during which the technical consultant (Natura Nova) prepared the SWOT analysis of the tourist resources and determined the vision, strategic zones for the development of tourism, the goals for the development of tourism, activity plan, time required and the potential partners and donors.

Consequently, EPI Centar International prepared a market research of the tourist offer in Macedonia. The data obtained from this research were used for the analysis of the tourist trends and the shaping of the tourist profile for the desired tourist in the Municipality.

1.4. Partners in the Realization

FOCUS GROUP

The focus group represented the Municipality. The LED coordinator chose a group of 9 people, who reflected the composition of the Municipality from ethnical, age, educational and professional point of view. When selecting the group, the LED coordinator was very careful in balancing the selection in regard to ethnic belonging, sex, age and education. In addition, the group included representatives from: **the business sector** (sectors most tightly related to tourism); **nongovernmental sector** (especially ecologic associations, societies for public activities, cultural and sport societies); representatives from **public/private enterprises/institutions** that would benefit from the tourist development.

The people participating in the focus group are active members of the Municipality, interested in the local development, who see the future of their Municipality as well as their own roles in the development of tourism.



Old house in Lepopelci

NATURA NOVA

The consultant company, equipped with an expert team, which deals with the protection of nature and the development of tourism, facilitated the workshops for strategy planning and provided adequate expert input in the process of planning and preparation of the Strategy.

1.5. SWOT analysis

STRONG POINTS	WEAK POINTS
<ul style="list-style-type: none"> • Good collaboration (population/Municipality) • Traditional hospitality • Good infrastructure /easy access to the Municipality • Available human resources • Abundance of natural resources • Preserved tradition and customs • Developed agriculture and food production • Rich cultural heritage (monasteries, churches) • Geothermal waters 	<ul style="list-style-type: none"> • Insufficient promotion of the Municipality • Poorly promoted natural beauties • Insufficiently developed ecological awareness • Lack of organization • Poor infrastructure in the inhabited places; difficult access to some of the tourist places • Lack of investment in tourism • Poor condition of the key tourist objects (e.g. baths) • Lack of lodging capacities
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • The tourism offers opportunities for employment in different branches • Possibility for the development of small-sized and medium-sized businesses • Developed business sector in the Municipality as a potential investor in tourism • Collaboration with the neighboring municipalities for joint approach and offer on the market • Possibilities of utilizing foreign donations and European funds • Decentralization and increasing the authority on a local level • Opening the educative center in Oblešev • Announcing a new protected zone/cross boundary in the Osogovo region 	<ul style="list-style-type: none"> • Migration of the population to the towns • Extinction of plant and animal species and forest destruction • Interference by political factors • Competition from the neighboring municipalities

THE PROFILE OF THE MUNICIPALITY ČEŠINOVO-OBLEŠEVO

> 2.1. Brief introduction and history of the Municipality

The Municipality Češinovo-Obleševo is situated in the lowest plain region of the Kočani Field. It covers the area in the middle region along the banks of the river Bregalnica, in the foot of the mountains Osogovo and Plačkovica. The Municipality has a centralized position in respect of the bigger municipal municipalities: Kočani, Štip and Probištip. It is connected with R. Bulgaria via the main motorway Štip-Kočani-Delčevo.

The following inhabited places Češinovo, Sokolarci, Teranci, Čiflik, Kučičino, Burilčevo, Ularci, Ziganci, Banja,

Vrbica, Novoselani and Lepopelci comprise an overall territory of 133.5 km²: The seat of the Municipality is in v. Obleševo.

Historical data state that, with the formation of the kingdom SHS (Serbs, Croats and Slovenes) until the end of World War Two, the seat of the local government of the Serbian administrators was here and later, during World War Two, it was the seat of the Bulgarian village mayors.

After World War Two, Obleševo and Češinovo existed as individual municipalities in different time periods

until 2004 when, with The Law for Territorial Organization of 55/2004 and 12/2005, the Municipality Češinovo joined the Municipality Obleševo so that they became one Municipality with one name – Municipality Češinovo-Obleševo.

2.2. Structure of the Municipality Ground

The whole area of the Municipality is divided into plain part – cultivable soil 6.618 ha and mountainous part – forests 1.045,3 ha. The average height above the sea level is 338m. The following table shows the data according to places inhabited.

2.3. Population

Until the middle of the 19th century there had been no written data about the population in the Municipality Češinovo-Obleševo. We come across the first data as late as 1866 but they are not accurate because they are made by personal estimate: the total number was given for the Macedonian population but as far as the Turkish population was concerned, only the number of men was given. We come across more accurate date somewhere around 1900. The following table shows the number of inhabitants in all the given places beginning from 1900:

Place	Above the sea level	District area (km ²)	Agrarian structure of the district in ha			
			Total agrarian area	Cultivable ground	Pastures	Forests
Obleševo	305,0	6,3	587,0	579,0	8,0	0,6
Banja	370,0	10,4	865,0	401,0	461,0	3,0
Burilčevo	330,0	5,6	516,0	286,0	224,0	6,0
Kučičino	320,0	10,2	936,0	422,0	509,0	5,0
Novoselani	330,0	2,1	183,0	162,0	21,0	0,2
Spančevo	350,0	17,6	1.289,0	484,0	785,0	20,0
Teranci	340,0-400,0	21,6	2.012,0	614,0	445,0	953,0
Ularci	305,0	5,3	439,0	408,0	18,0	13,0
Čiflik	295,0	5,7	513,0	435,0	65,0	13,0
Češinovo	335,0	7,0	634,0	619,0	15,0	-
Vrbica	430,0	11,5	1.100,0	430,0	650,0	20,0
Ziganci	320,0	7,2	641,0	577,0	60,0	4,0
Lepopelci	330,0	4,0	352,0	308,0	44,0	0,5
Sokolarci	340,0	19,0	1.890,0	893,0	990,0	7,0
TOTAL:		133,5	11.957,0	6.618,0	4.295,0	1.045,3

Table1: Agrarian structure of the inhabited places in the Municipality Češinovo-Obleševo, LED 2003

Place inhabited	1900	1948	1961	2002
Banja	200	629	687	436
Burilčevo	100	178	240	149
Češinovo	310	791	1.134	1.056
Čiflik	220	392	623	688
Kučičino	350	567	760	591
Lepopelci	140	135	156	17
Novoselani	-	78	123	71
Obleševo	350	673	1.011	1.098
Sokolarci	680	1.055	1.307	946
Spančevo	785	923	1.209	996
Teranci	395	834	882	710
Ularci	-	334	465	356
Vrbica	100	278	213	18
Žiganci	156	430	579	358
TOTAL	3.786	7.297	9.389	7.490

Table 2: Census of the population in the Municipality Češinovo-bleševo, DZS 2002

Today, 7,490 inhabitants live in the Municipality Češinovo-Obleševo (Census 2002); the number of households is 2,423 or 2960 lodgings. The average number of members in one household is 3.1, with population density of 49, 7 inhabitants per 1km². According to nationality, the population consists of 7,455 Macedonians, 30 Vlačos and 4 Serbs. 45.6% of the population is active. The migration village-town has considerably decreased in the last years since a large percentage of the young population seeks their existence in the local agriculture.

The following Table shows the number of inhabitants according to age:



Monument from Word War II

Age groups	Number of inhabitants according to age
0-6	657
7-11	553
12-14	327
15-17	384
18-24	767
25-27	312
28-59	3.099
60-64	489
65 and over	899
unknown	3
TOTAL:	7.490

Table 3: Number of inhabitants according to age – Census 2002, DZS 2002

2.4. Climatic conditions

The climate in this region is moderately continental, characterized with long and hot summers and short and mild winters. The annual temperature amplitude is considerably large – 25.4°C.

In the Municipality Češinovo-Oblešev, winter is not very cold and it does not last long; it snows rarely and when it does, the snow does not last long. Spring is moderately warm and compared with the other seasons; it is considerably rainy whereas summer is very hot and dry while autumn is warm and very often rather long.

Winds blow from almost all directions and all over the year; the most frequent being those blowing from south-west and west. These winds come from Ovče Pole and therefore they are called Ovčepolec. They are warm and mild winds, which blow mainly in spring and autumn. The north-east wind, which blows along the banks of the

river Bregalnica, is a cold wind that brings clear weather. It blows mainly in winter.

Air humidity depends on the temperature and it is an important climatic element for the agriculture. The average relative air humidity is 70%. It is the lowest in August – 56% and the highest in December – 83%.

Rain falls are approximately 538 l/m. It rains least in July – 25 l/m and most in May – 68 l/m.

2.5. Soil

The soil of the Municipality Češinovo-Oblešev is composed of alluvial soil of the best quality which is found along the banks of the rivers: Bregalnica, Masalnica, Kočanska and Zletovska. Both the mountainous and plain part of the region is covered with diluvia soil. These two types of soil consist about 90% of the total flat area of the valley, leaving 10% for the other types of soil, such as red, black and others. Alluvial soils have good chemical, physical and hydro-pedology properties and as such, they belong to the best quality soils. They are young soils which are being produced and renewed continuously with new quantities of river deposits even today. They include a lot of humus, organic minerals, clay and biogenous elements. Best for cultivation are those which have a deep physiologically active layer with underground waters – 1-2 meters under the ground. Floods cause a lot of problems since they deposit stones and sand over the fertile alluvial soil, producing barren areas. Approaching the region where the river Zletovska flows into Bregalnica, the soil is mainly composed of sand and clay. It is cultivated easily and produces high quantities of rice and other grain cultures of high quality.

The diluvia soil can be found on the edges of the field. It appears in the form of deposited cones between the

flat bottom, the higher hills and the mountainous terrain. It is composed mostly of sand and clay, with few organic materials and with very little humus. This soil is good for grains, poppies and melons, and if watered, for orchards and grape plantations.

The pitch soils appear as belts in the region of the villages Banja, Spančevo and Lepopelci. They were formed over lake tertiary clay and volcano deposits. When watered, they expand but do not let water run through. Though difficult to cultivate, they are rich in humus and

therefore fertile and thus suited for the cultivation of grinds, wheat especially. Some industrial cultures, such as sugar beet, cotton, tobacco and poppy are also rather successful here.

The hydrogenous black soil is very similar to the pitch soil since it is composed mainly of clay (over 30%) and a lot of humus. It is suitable for the cultivation of grinds, especially rice (Kučičino).

Patches of swamps appear east of the river Zletovska but they cover only small areas.



Landscape of rice field

The mountainous region of the valley is covered mainly with brownish forest ground, in which fir-trees prevail. As far as agriculture is concerned, the soil is suitable for potatoes and rye as well as plum-trees and apple-trees.

2.6. Hydrography

The river Bregalnica flows along the middle of the field and it is the major recipient of all the waters in the valley. All rivers from this region flow into it. The river Bregalnica runs south-west through the Valley of Kočani (which includes most of the region of the Municipality Češinovo-Oblešev) from the village Istibanja to the village Krupište. The average decline of the river is 1,8%. The river bed is shallow and often covered with deposits carried by the rivers that flow into it as well as heavy rains, which causes overflowing of the river water and flooding of the surrounding ground.

Major rivers that flow into Bregalnica from the right side of its river bed are Kočanska Reka, Oriska Reka and Zletovska Reka. Some smaller rivers and streams flow into this river as well.

Kočanska Reka springs from the south side of Lopenška Bila on Osogovo in the region Retki Buki – 1.630 m above the sea level. It flows into Bregalnica above the

village Čiflik – 295 m above the sea level. From Kočani to the place where it flows into Bregalnica, it runs through a flat region.

Orizarska Reka springs under Carev Vrv on Osogovo – 1.510 m above the sea level and it flows into Bregalnica at the village Teranci – 320 m above the sea level. It runs through a rocky region to the village Orizari and hence it is called Orizarska Reka; from this point to the point where it flows into Bregalnica, it runs through a flat region and it is known under the name of Masalnica.

Zletovska Reka also springs from Carev Vrv on Osogovo. It flows into Bregalnica in the region of the village Ularci.

The Municipality field is watered by waters from the artificial lake “Kalimanci”. Built in 1969, the lake is situated on the river Bregalnica in the Ovčepole-IstiBanja gorge. The dam is made of rock with clay nucleus and it is 92 meters high and 240 meters long. The lake is 14 km long, 0,3 km wide and 80 meters deep. It covers an area of 4,23 km² and it accumulates 127.000.000 m³ water. The main application of this lake is to water about 28.000 ha mainly rice fields in the Valley of Kočani and part of the cultivated areas in Ovče Pole. To fulfill this purpose, two major canals have been built, the right one, which is 98 km long, carries the water from the lake to Ovče Pole and the left one, which is 36 km long, covers the rest of the field. The surplus of water is used for the

The name of the river	Area along the river in km ²	Length in km	Average decline	A forestation %
Kočanska reka	198,0	34,0	39,3%	45,0
Orizarska reka	137,0	30,0	39,5%	50,0
Zletovska reka	460,0	50,0	-	25,0
Bregalnica	4307,0	225,0	7,0%	-

Table 4: Hydrographic network of the Municipality, LED 2007

production of electric energy in the hydroelectric power plant which has installed power of 12.8 MW.

2.7. Thermal springs

The thermal waters, which spring from the clefts of the village Banja, are rich in water – 30l/sec with a temperature of 70°C. The temperature of the water is constant all over the year, which means that the

atmospheric waters do not mix with the mineral waters. The chemical composition of this water shows that it belongs to the group with poorly mineralized thermal waters. It is somewhat alkaline, composed mainly of carbohydrates with a low degree of radioactivity. It includes cat ions, such as sodium, potassium, calcium and magnesium, and anions, such as sulfate, carbohydrates, oxide, chlorine, silicon, aluminum oxide, Ferro oxide and others. It also has rare minerals, such as lithium, cesium, rubidium etc.



Landscape of Zletovska River

2.8. Minerals and mineral wealth

The nonmetals in this region are exploited in an organized way especially opal brecha (from the mine for nonmetals “Opalit” – Češinovo) used as a supplement to cement; opal tuff from “Nemetali” – Češinovo with the production program of powder and granule products, which have a large application in the technology of water, building industry, rubber industry, chemical industry and others; clay used by the industry of building materials IGM “Bregalnica” – Kučinovo, and pebble, sand and stone (andezyte, andezyte ignimbrites, roof

shales) exploited mainly from the river beds of Bregalnica and Zletovska Reka.

Opal brecha is composed of silica acid (opal) It includes the minerals: calcedon, caolinite, hematite, lepidocrocite. It has a broad application in the cement industry.

Opalized tuff belongs to the group of piroclastic rocks. It is very light, hygroscopic, breakable, and crisp. It has a broad application in the building, cement, ceramic and rubber industries as well as in the industry for fertilizers.

Quartz raw materials include high quality quartz and quarcytes. They are used in the construction, electrometallurgical, chemical and building industries.



The metals copper, zinc, lead and ferro-titanic minerals are also present especially in the central Osogovo massif.

2.9. Urban and spatial planning, communal infrastructure

1. Urban plans

- Detailed Urban Plan for v. Obleševo approved with the decision No 08-3699/1 from 30.06.1988;
- General Urban Plan for v. Obleševo approved with the decision No br.0701-71/1 from 14.09.2000.;
- Detailed Urban Plan for part of the urban block 5, urban module 1 for the settlement Obleševo, approved with the decision No.0701-284/1 from 24.08.2004., with a surface area of 2343,98 m², (commercial objects)
- Urban Plan for v. Obleševo, part of the Urban Block 4, approved with the decision No.07-525/1 from 08.06.2007, with a surface area of 8,0 ha (light industry, store houses and services);
- detailed Urban Plan for v. Češinovo, approved with the decision No. 08-250 from 23.06.1994.;
- General Urban Plan for v. Češinovo, approved with the decision No.0701-65 from 28.12.2000.;
- Change and supplement of the General Urban Plan for v. Češinovo, approved with the decision No.0701-311/1 from 23.11.2004.;
- Detailed Urban Plan for v. Čiflik approved with the decision No .08-151 from 15.04.1993.;
- Detailed Urban Plan for v. Sokolarci, approved with the decision No 08-3237 from 16.07.1987.;
- Detailed Urban Plan for v. Banja, approved with the decision No .08-5163 from 09.10.1986.;
- General Urban Plan for the business complex “Progonot” KO Spančevo with a surface area of 2.16 ha (small businesses)

- General Act for all inhabited places which do not have urban documentation No.0701-57 from 27.11.1998. (v. Teranci, v. Kučičino, v. Burilčevo, v. Ularci, v. Ziganci, v. Novoselani, v. Lepopelci and, v. Vrbica)

2.10. Electrification, electric energy

A transformation station with the capacity of 35/10 kV “Češinovo” is installed as a regional center for supplying the Municipality with electricity. This transformation station has an installed power of 4 MVA; it gets electric power through the Kočani-Češinovo major power line with the capacity of 35kV and length of 10.280 . Minor 10 kV power lines branch from this line to the distributive transformation stations in the Municipality villages

2.11 PTT network

There is a good telecommunication infrastructure with an overall network of 2000 installed telephone numbers.

There are also post offices in the villages Češinovo and Obleševo, which are affiliates of “Makedonska Pošta (Macedonian Post office)– Kočani”

2.12. Water-supply

There are various networks for water-supply in the Municipality Češinovo-Obleševo. They are:

The place Banja is connected to the regional water-supply system, i.e. it gets water from the town water-supply in Kočani.

A secondary water-supply network exists in the vil-

lages Obleševo, Čiflik and Češinovo. Although these villages have been connected to the town water-supply in Kočani, the network is not functional yet. The local population gets water from individual drills-hydro pumps.

The villages Teranci, Sokolarci, Spančevo, Kučičino and Ziganci have local water-supplies, which are under the management of the Local Municipalities.

The other inhabited places get water from individual drills-hydro pumps.

The Municipality has developed a project for regional water-supply, which will include 12 inhabited places in the Municipality.



The spa in the village of Banja

2.13 Sewage

Only the villages Češinovo and Obleševo have a sewage system. Češinovo has a purifying station of the fecal sewerage as well. It is of anaerobic type. The village Obleševo has a partial sewerage network.

2.14. Road Network

The motorway M5, which connects R. Macedonia with R. Bulgaria, runs through the Municipality.

All inhabited places in the Municipality are connected with local roads. The length of the Municipality local road network is 71, 7 km, of which 33.7 km is asphalt and 38 km is a country road. There is also a railway with a station in v. Češinovo.

2.15 Municipality Industrial Zones

Location 1

Name: Industrial region v. Češinovo

Property: Private

Surface area of the zone: 16, 35 ha

Location: Motorway M5, near the entry to v. Češinovo

Current use: The zone includes several economic capacities; other objects are being built up (rice factories, mills, a factory for the conservation of vegetables and fruits)

The location is suitable for the following activities: manufacture, processing and trade

Infrastructure: The location is in the vicinity of the motorway M5, the water-supply network runs near the local road L1, which connects the village of Češinovo with the

motorway; easy access to underground water, sewerage system with a purifying station is located in the village of Češinovo. Its disadvantage is lack of sewerage network in the industrial zone.

Information: Location 1 is near the motorway M5, which connects R. Macedonia with R. Bulgaria; Its distance from the major towns in the district is: 20 km from Štip and 10 km from Kočani while the distance from the center of the Municipality is 3 km.

Location 2

Name: Part of the urban block “4” Obleševo

Property: Public

Surface area of the zone: 8, 00 ha

Location: The entrance to the village Obleševo, in the vicinity of the motorway M5

Current use: Economic zone with free locations for construction

The location is suitable for the following activities: Production, processing, trade

Infrastructure: Access to water-supply, sewerage system, asphalt roads

Information: In the vicinity of the motorway M5; this connects R. Macedonia with R. Bulgaria.



Sv. Petka Monastery

2.16. Public Enterprise

Services of public nature on the territory of the Municipality are performed by the Public Enterprise for communal activities “Obleševo” in v. Obleševo, which has the cattle market in v. Obleševo under its management. It is one of the larger cattle markets in East Macedonia, covering an area of 20.372 m². Tuesday is a open market day.

2.17. Business Subjects

The Municipality Češinovo-Obleševo is one of the few municipalities in R. Macedonia with a considerable economic development, which lays a sound basis for future economic development. Most of the industrial and processing capacities are located here; the mines “Opalit” and “Nemetali” (rich in vulcanized tuff, which is used in the cement industry); the factories for rice and the flour

mills “Mak Mlin”, “Mlin Pajo-Orizarstvo”, “Mlin Kula”, “Progres”, “Danboz”, “Go-Mil”, “Mlin Ularci”, “Danivo”, and “Euro Proizvod”; the textile plants “Jani-teks”, “Ro-Ma”, “Joti”, “Lorteks” and “Delta Teks Ko”; the dairy plants “Osogovo-Milk” and “Maco Milk”; the brick factory IGM “Bregalnica”, the plant for the production of granite plates and marble “Istok-Mermer Estetika”, the petrol pump “Euro Petrol” and others.

2.18 Unemployment

The unemployment in the Municipality is 18.7% of the overall active population; 68% of which are men.

EMPLOYED			UNEMPLOYED		
Total	Men	Women	Total	Men	Women
1.989	1.427	471	958	583	375

Table 5: Employed and unemployed population in the Municipality according to sex, LED 2007

Employed	Agriculture; manpower %	Industry, manpower %	Services %	Unknown %
1.989	38,6	40,3	21,0	0,2

Table 6: Employment according to economic sectors, LED 2007

2.19. Agriculture

The main agricultural culture is the world-wide known rice. About 70% of the rice production in the Kočani Valley is on the territory of the Municipality Češinovo-Obleševo. Rice is a culture which belongs to the family Poaceae, gender Oryza. It can be used in diverse ways. Besides the rice grain, other processed parts of the plant

play a considerable role in the life of the local population.

In addition, due to the continuous presence of water, it is possible to breed fish-carp, i.e., there is a potential to get 200-250 kg fish on one hectare. This increases the gain per unit area.

Furthermore, the soil and climate are suitable for the production of sugar bit and early-garden cultures.

2.20. Education and Educational system

Teaching is carried out in two primary and seven affiliate schools; in the scope of the primary school “Strašo Pindgur” – v. Sokolarci, there are four affiliate schools. The educational system in the Municipality comprises 659 pupils and 71 teachers – 12 for the lower classes of the primary school and 47 for the higher classes of the primary school.

2.21. NGO Sector

The non-governmental sector in the Municipality is represented by the ecological societies “Eko Čiflik” –v. Čiflik, “Breza – v. Obleševo, “Dren” – v. Spančevo and “Lipa” – v. Češinovo. Numerous actions for the protection and improvement of the environment have been taken by these societies so far.

Since the Municipality Češinovo-Obleševo is mainly agricultural, there are two very active agricultural associations: “Agro Stimul” and “Boskovci”, whose activities are mainly directed towards the establishment of rice protective prices and the reduction of the prices of raw materials.

2.22. Sport

There are several football clubs (“Zletovka” – v. Ziganci, “Sokol” – v. Sokolarci, “Plačkovica” – v. Teranci, “Mak Mlin” – v. Češinovo, “Revija” – Čiflik, “Sloboda” – v. Obleševo, “Bregalnica” – v. Kučičino, “Pravda” – v. Banja and “Opalit” – v. Spančevo) whose players play in the Municipality league. There is also a wrestling school in v. Terneci, which has been opened for a year.

2.23. Health Care System

There are three out-patient departments of general medicine: two in V. Češinovo – “Ana Med” and IN Medika” and one in v. Obleševo – Dr. Vlatko. One doctor and two nurses are employed in each of them. The ambulances are well-equipped for a complete preventive health protection of the population in the Municipality. There are also two dentist offices – “Stoma Dent” and “Dare Dent”, each of which employs one dentist and two dentist technicians. They are located in Češinovo and Obleševo, respectively. The ambulances are open every work day and they are on stand by during weekends and holidays. In addition, there are two drugstores.

The veterinary station “Zdravje” takes care of the cattle stock in the Municipality.

Finally, the Centar for Social Affairs in Kočani has opened an office in v. Češinovo.

2.24. The Organization of the Local Self-Government Unit

LOCAL SELF-GOVERNMENT UNIT

1. Organizational Profile of the Municipality Češinovo-Obleševo

Mayor

President of the Council

Municipality Council: 11 Council members

Council Commissions

Permanent Commissions

1. Commission for urbanism, communal activities and protection of the environment
2. Committee for finance, budget and local economic development
3. Commission for public affairs
4. Commission for statutory regulations
5. Commission for mandate questions, elections and nominations

Temporary Commissions

1. Commission for agriculture
2. Commission for local self-government
3. Commission for holidays and manifestations
4. Commission for the development of a program for the work of the Council
5. Committee for communal activities

2.Organizational profile of the communal administration

Mayor

I. Department for general and legal affairs

1. Head of the department for general and legal affairs
2. Councilor of the department for general and legal affairs
3. Councilor for normative and legal affairs
4. Councilor for economic and financial affairs
5. Councilor- accountant-in-charge
6. Senior collaborator for the preparation of the council meetings
7. Councilor for determining taxes
8. Independent referent for determining taxes
9. Independent referent-archivist
- 10.Senior referent-cashier
11. Typist
- 12.Courier
- 13.House-porter
- 14.Driver
- 15.Hygienist

II. Department for communal affairs, urbanism and protection of the environment

- 1.Head of the department for communal affairs, urbanism and protection of the environment
- 2.Councilor for local economic development
- 3.Councilor for urbanism, building and protection of the environment
- 4.Senior collaborator for public communal activities
- 5.Independent referent for education, culture and sport

III.Department for supervision - Inspectorate

1. Head of the Department for supervision - Inspectorate
2. Councilor for supervision of communal affairs
3. Councilor for supervision of urbanism, building and protection of the environment

2.25. Budget

The budget of the Municipality Češinovo-Oblešev for 2007 is 19.817.096 denars; of which 2.712.000 den, is tax income, 170.000 denars, is non-tax income, 225.000 denars, is capital income and 13.110.096 denars is transfers and subsidies.

TOURIST TRENDS AND RESOURCES IN ČEŠINOVO-OBLEŠEVO; THE PROFILE OF A TOURIST

> 3.1. Macedonia, Tourist Trends and Analyses

Since 1956, Macedonia has an active development of tourism as an economic activity, based upon its natural and cultural attractions. The Macedonian tourism reached its maximal level in 1987 with more than 1, 6 million overnight stays and a record number of lodging capacities. Today, the Macedonian tourism contributes with 2% of the overall BDP¹, while the income realized from tourism and service activities associated with tourism participate with about 30% of the overall income on a state level.

One of the biggest problems in tourism is a lack of strategy for the development of this sector, which has existed disorderly over the years, with random stimulation and support. From the tourist point of view, Macedonia falls back in comparison with the neighboring countries; it ranks very low in comparison with the tourist sectors in the West European countries.

The poor organization with limited means for the support of the sector by the government is responsible for the minimal promotion of the Macedonian attractions

¹ According to data from the State Agency for Statistics of RM, 2005

and resources. Furthermore, human capacities are very low and limited, with poor quality of services and inadequate skills in regard to the market demands. Although there are numerous attractions, tourist activities are on a very low level of development and inadequately promoted on the market. The trend of gradual decrease in mass tourism offers Macedonia an opportunity for new orientation of the tourist offer, which would comprise micro rural regions with their specific characteristics, which are divergent in offer but which follow the concepts of preservation and enterprise and which are based on personal resources².

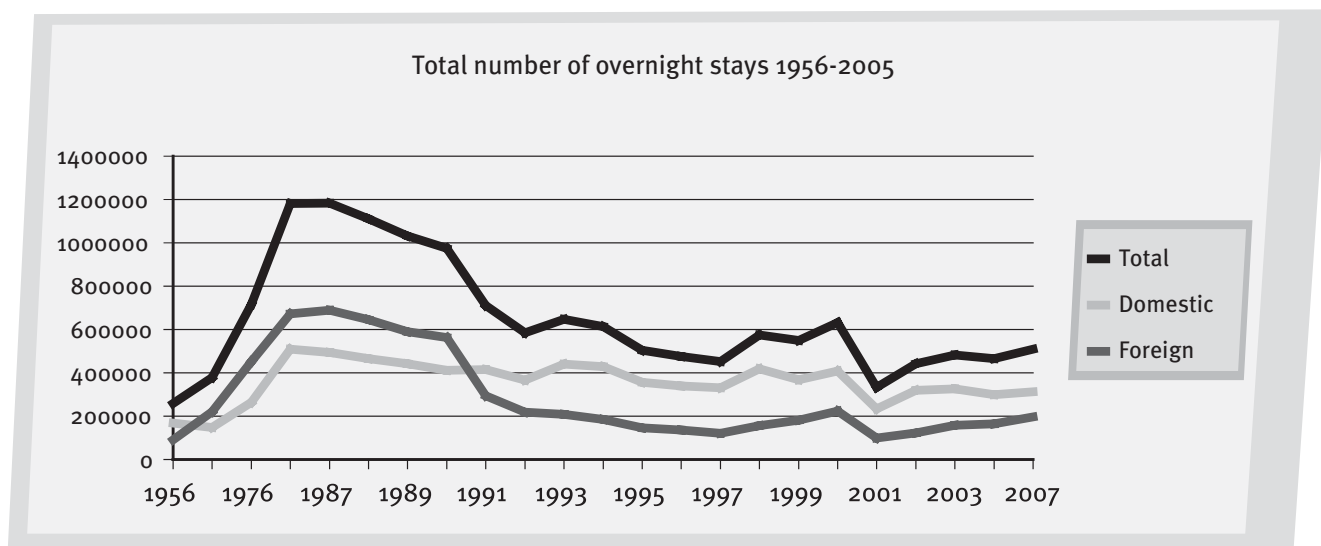
Based on the available data for the development of tourism in Macedonia, statistic data and the questionnaire for foreign tourist in 2005 by the State Agency for Statistics, analyses were made which showed the tourist trends in Macedonia, with special emphasis on the period 2001-2005.

3.1.1. Arrival of tourists in Macedonia

3.1.1.1. Total number of overnight stays

Since 1956, numerous overnight stays have been realized, the most numerous being those in 1987 when 1.180.806 overnight tourist stays were realized.

During that period, tourists from the former Yugoslav republics as well as some from the West European countries, such as Germany, Holland and France visited the country. The following years, due to the crisis which shook the Balkans and the atrocities during the wars that led to the fall of the Former Social Federal Republic Yugoslavia, note a drastic fall in the intensity of tourist visits in the region. The total number of overnight stays in the period 1995-2001 remained constant – about 600.000 a year. The crisis in 2001 and the reduced level of security drastically decreased the number of visits and had its reflection on the foreign tourist's agencies which



Graph 1: A variable of the tourist overnight stays in the past 50 years, DZS, 2005

² Report for cross-border collaboration in the region Ohrid-Prespa” for the needs of East-West Institute, EPI Centar International-Skopje, MesoPartner-Dortmund; December 2006

influence the stand-point of the global tourist industry. During 2001, there were only 333.308 overnight stays, which is the smallest number since 1966.

From 2002 to 2005, a considerable increase of tourist visits (15, 3%) was noted, reaching the number of 509.706 overnight tourist stays.

The latest data indicate that there is another fall in the number of overnight stays; i.e. the number of tourists was decreased for 12% in the period 2006-2007

3.1.1.2. Participation of foreign tourists

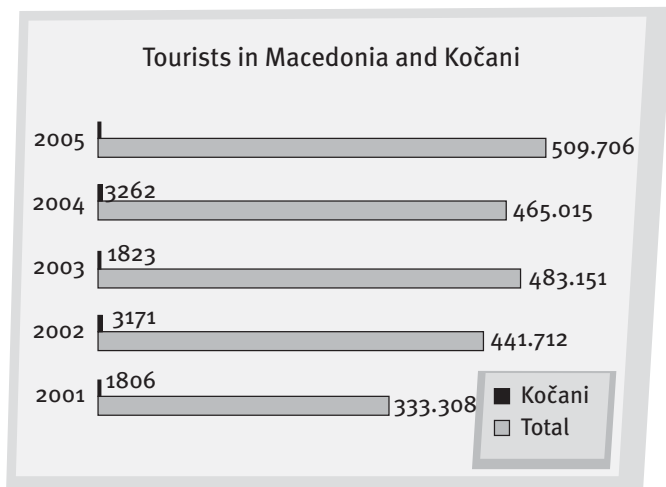
In the total number of tourists, foreign tourists participated from 58,2% in 1987, when the number of foreign tourists was the highest, to 29.9% in 2001, when the number was the lowest (the period 1956-2006). In 2005, the number of foreign tourists increased to 38.6% out of the total number of tourists. The decrease in the number of tourists is due to the crisis that swept through Former Yugoslavia, insufficient security and political instability which formed a very bad picture of Macedonia in the eyes of foreign tourists.

3.1.1.3. Total number of tourists in individual municipalities

When it comes to the question how many tourists visit individual municipalities, the leading position is held by Ohrid with total number of 165,965 tourists in 2005, which is 32, 5% of the total number of tourists in 2005.

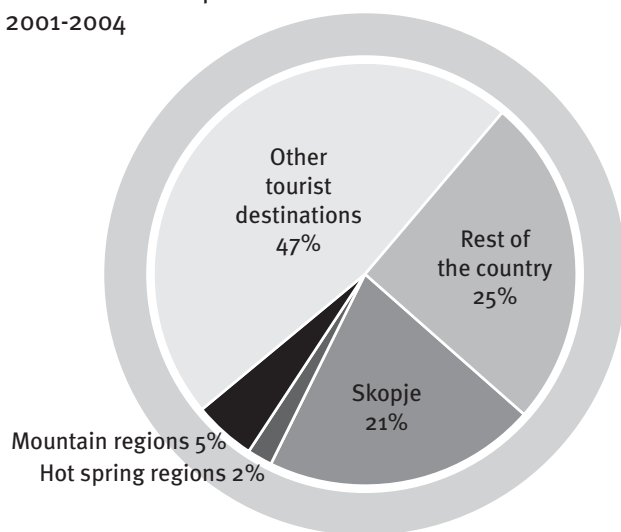
Municipality	2001	2002	2003	2004	2005
Total	333.308	441.712	483.151	465.015	509.706
Ohrid	97.757	163.428	17.5810	152.174	165.965
Skopje	77.622	83.746	100.674	97.010	111.700
Bitola	26.993	31.128	29.975	28.126	28.519
Gevgelija	20.682	20.360	24.064	29.306	36.151
Struga	18.649	45.162	57.660	61.822	61.522
Resen	12.397	14.754	15.029	10.651	9.587
Strumica	11.264	10.316	9.864	13.974	24.518
Tetovo	9.998	6.146	3.610	7.849	7.400
Veles	9.289	7.539	7.982	4.437	3.802
Kruševo	8.421	15.112	16.377	14.672	16.928
Gostivar	6.817	6.281	12.645	14.830	13.155
Berovo	4.977	2.651	1.600	1.344	1.364
Kumanovo	4.528	4.894	2.910	2.007	2.232
Debar	4.107	7.334	6.222	5.964	6.410
Kavadarci	3.766	4.240	3.865	2.814	2.274
Delčevo	2.899	4.798	1.389	973	531
Štip	2.483	3.334	2.715	315	4.449
Kičevo	2.040	1.697	1.218	2.556	2.396
Prilep	1.881	1.514	2.243	3.261	3.519
Kočani	1.806	3.171	1.823	3.262	2.186
Radoviš	1.099	116	269	436	510
Negotino	974	1.809	851	1.083	1.488
Valandovo	766	827	1.116	378	672
Brod	756	403	470	434	141
Sv. Nikole	531	175	54	19	14
Vinica	485	461	1.021	747	827
Kratovo	144	140	126	110	62
Probištip	112	102	0	10	6
D. Hisar	65	74	65	0	0
K. Palanka	0	0	1.504	1.256	1.378

Table7: Number of tourists in individual municipalities 2001-2005, DZS 2005



Graph 2: The ratio of the number of tourists in Macedonia and that in Kočani 2001-2005, DZS 2006

Average number of foreign tourists
according to the type
of tourism in the period
2001-2004



Graph 3: Average number of foreign tourists 2001-2004, DZS2006

Ohrid is followed by Skopje with a high number of business tourists; Bitola and Gevgelija are next due to the regional tourism with R. Greece, which is in continuous rise.

In 2005, the region of Kočani was visited by 2.186 tourists, which is only 0, 42% of the total number of tourists. Compared to the other municipalities, the number of tourists in the region of Kočani is very low and does not show considerable changes in the last four years.

3.1.2. Number of tourists according to type of tourism

3.1.2.1. Total number of tourists according to types of tourist places

In the period 2001-2005, the most attractive tourist location was Skopje, which in fact shows the real picture, taking into consideration the fact that most of the business visits were realized in the capital.

Out of the total number of foreign tourists in the period 2001-2004, 21% stayed in Skopje, 5% in mountainous places, 2% in places with thermal baths, and 47% in other tourist destinations, including the natural and artificial lakes in R. Macedonia. 25% of the tourists decided to visit the other municipalities of R. Macedonia, in which there are no thermal baths, lakes or accessible mountainous localities.

In the last four years, as far as domestic tourists are concerned, 20% of the realized visits are in Skopje, 11% in mountainous places, 5% in thermal baths, 55% in other tourist places (the lakes, mostly) and 9% in other places of the country.

3.1.3. Tourist Infrastructure

3.1.3.1. Number of tourist facilities; lodging facilities

The considerable number of tourists in the past was the reason for the development of a widely spread infrastructure of hotels, various lodging capacities and restaurants. In 2005, the country had 336 lodging facilities, including 107 hotels, 35 motels, 122 workers' resorts and 1.285 restaurants and catering facilities.

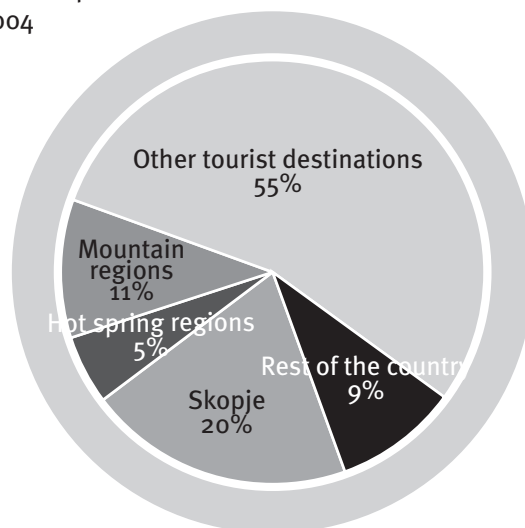
At the present, the infrastructure is not fully exploited due to a fall in tourist activities: the degree of bed exploitation in hotels is only 18.1% at present. It is also getting old and wearing out despite some of the efforts for reconstruction and extension. On the other hand, having in mind the size and population of the country, there is a good transport infrastructure despite the inappropriate local accessory roads to most of the monuments and local attractions.

3.1.4. Characteristics of tourists according to the organization of the stay

3.1.4.1. Number of previous visits in Macedonia

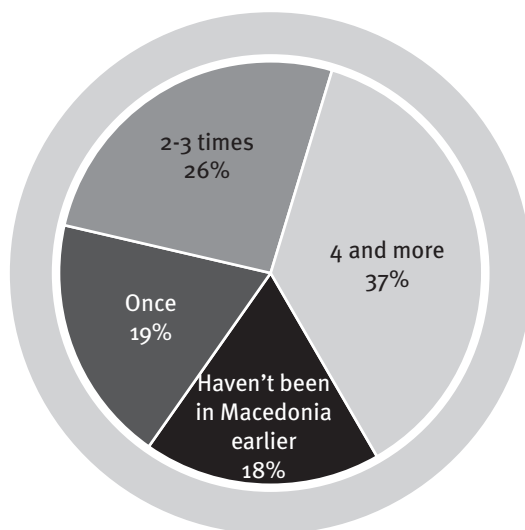
Most of the foreign tourists in 2004, had already visited Macedonia more than four times previously; while for 18% of the visitors, it was the first visit in the country in that year. Considering the fact that the number of visitors increases with the number of visits, it is evident that most of the visitors return to Macedonia again.

Average number of domestic tourists according to the type of tourism in the period 2001-2004



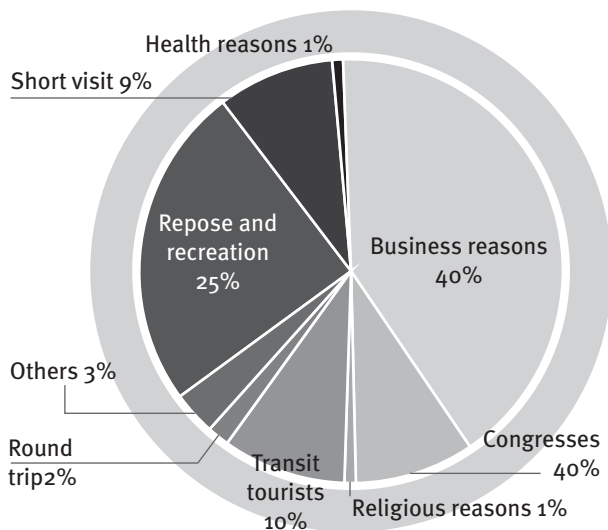
Graph 4: Average number of domestic tourists according to the place of visit, DZS 2006

Number of previous visits in Macedonia



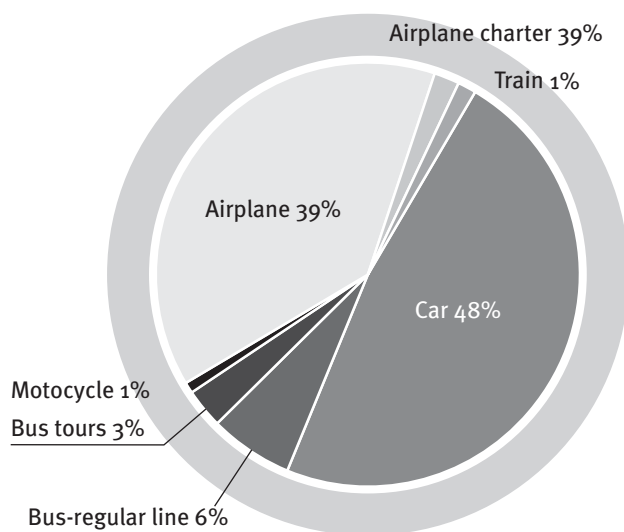
Graph 5: Number of previous stays in Macedonia, DZS 2006

The purpose of the stay in Macedonia



Graph 6: The purpose of tourist stay in Macedonia, DZS 2005

Means of Transportation to Macedonia



Graph 7: Structure of foreign tourists according to the means of transportation on arrival, DZS2006

3.1.4.2 Number of previous visits in the same lodging facility

Though the above mentioned data show that most of the visitors return to Macedonia again, the fact that most of them (50%) do not stay in the same facility, should be taken into consideration. The percentage of those that do is considerably smaller. These percentages indicate the need for improvement of the services offered and the conditions in the lodging facilities.

3.1.4.3 The purpose of stay in Macedonia

Most of the visitors came to the country because of business reasons (40%), while 25% for rest and recreation, 10% were transit passengers and 9% came to Macedonia to attend various congresses and conferences. This indicates that most of the visitors came due to business reasons and not because of the natural and cultural attractions of the country.

3.1.4.4 Means of transportation on arrival in Macedonia

Most of the visitors arrived in the country by their own cars or by the regular airlines. Insignificant number of visitors used bus tours or charter airlines. The data given in Graph 7 indicate an easy access to Macedonia, which although there is a lack of cheap flight, is easily accessible for a large number of tourists.

3.1.4.5 Way of organizing the travel

From the total number of visitors, 47% organized their travels on individual basis with previous reservations and 44% without previous reservation. The remaining 9% include all other types of organized tourism, such as travel arrangements organized by tourist agencies and the like. This indicates the fact that foreign tourists vis-

iting Macedonia use tourist agencies for traveling in organized groups rarely, which indicates a possible lack of organization of the domestic tourist agencies and/or their poor promotion abroad as well as lack of promotion and organization of the whole sector.

3.1.5. Characteristics of tourists according to stay and expenses

3.1.5.1. Average length of stay of foreigners according to the type of facility

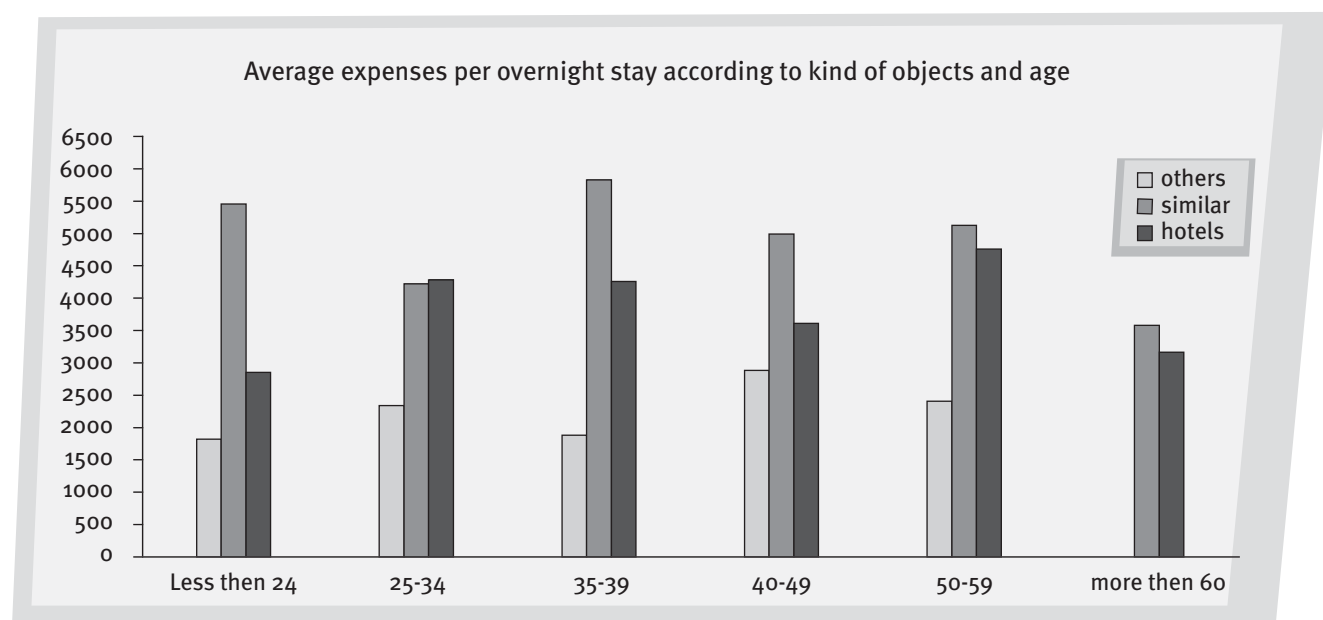
Most of the foreign tourists (46%) stay in Macedonia up to three days, the majority of these tourists stay in the same facility. 34% visitors stay in the same lodging facility from four to seven days. Insignificant number of tourists stays for more than fifteen days.

3.1.5.2. Average expenses by overnight stay according to the type of facility and age

The highest average expenses are noted in hotels and they are made by the age group 50 to 59, in similar lodging facilities – age group 35-39 and in other lodging capacities - age group 40-49.

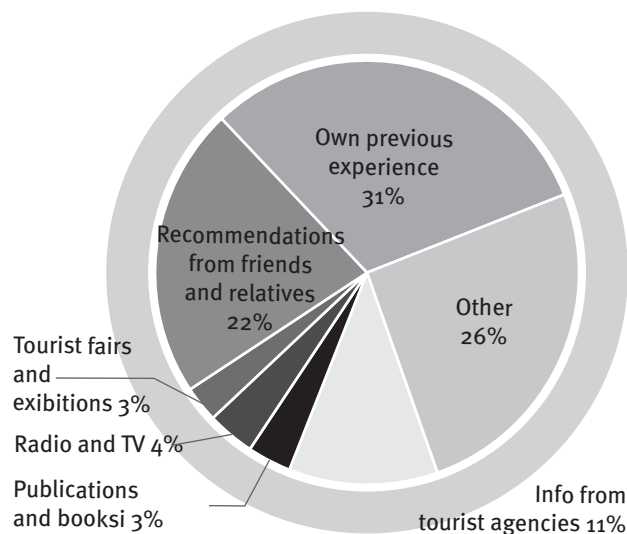
3.1.6. Marketing and Sale

There are numerous means of propaganda which tourists use in order to increase their knowledge about the location they intend to visit. In the case of R. Macedonia, the largest number of foreign tourists depends on their previous experience. 31% of the total number of visitors in Macedonia relies on the experience they had during their previous stay in the country. A large majority (22%) of the visitors come as a result of recommenda-



Graph 8: Average expenses by overnight stay according to the type of facility and age

Marketing and sale



Graph9: Means of propaganda for foreign tourists in 2004, DZS 2005

tions given by relatives and friends. The tourist's agencies are responsible only for 11% of foreign visitors. The information advertised in the written and electronic media is presumably insufficient or unattractive since only 3-4% of the foreign tourists come to Macedonia attracted by these advertisements. The same counts for the fairs and exhibitions which attracted only 3% of the foreign tourists. 26% of the total number of foreign tourists who visited Macedonia in 2004 came through other channels of information.

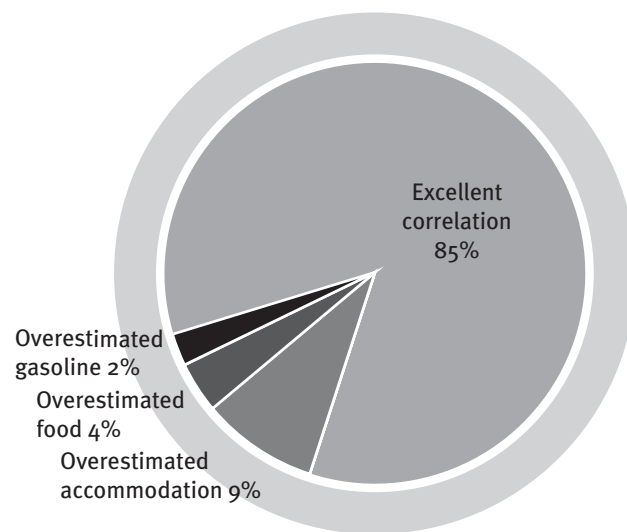
3.1.6.1. Concordance of prices and services

Considering the question of the concordance of prices to the quality of services, 85% of the foreign visitors were completely satisfied because they spent as much as they had planned. According to them, there is a sign of equality between the price they paid and the services they received. Only 9% of the foreign tourists think that they paid higher lodging prices compared to the lodging conditions and only 4% think that the quality of the food they consumed does not correspond to the price they paid and 2% said that they paid a higher price for petrol.

3.2. Tourist resources in Češinovo-Obleševo

In the first part of the Strategy, the profile of the Municipality, which comprises all available information for the infrastructure, economy, civil society and the social and economic aspects of the life in Češinovo-Obleševo, was presented. When presenting the tourist resources, the information will be limited to the most significant attractions, services, products, human resources and events which can be used for the development of tourism.

Correlation between services and prices



Graph10: Accordance of prices and services according to foreign tourists in 2004, DZS 2005

The resources come from the information obtained from the LED office and the focus group for tourism. They emphasize the key values without any further divisions to primary and secondary activities in the sub sector.

3.2.1. Natural attractions

The Municipality Češinovo-Obleševo covers a part of the Kočani Valley as well as a part of the slopes of the mountain Plačkovica on the east and a part of the slopes of the mountain Osogovo on the west. The most significant attraction is the thermal bath Banja in v. Banja.

THERMAL SPRINGS

In the past, the spring in v. Banja represented catchments of water in the form of an ordinary well built up of

stone with a depth of 2.30m and covered with a concrete plate that had an opening in the center for water vapors. The water level of the catchments was one meter under the surface of the terrain. The old bath, which was built up in a primitive way, was next to the catchments. Part of the water from the catchments was carried to the bath itself and the other part to the village fountain which was located in front of the bath.

Today, there is a modern bath center in this place. The bath has a sufficient quantity of thermo-mineral water with a temperature of 63°C.

The medicinal properties of the water are identical to those of Negorska Banja. So, it is evident that the water has a beneficial effect in the treatment of the following diseases: disorders of the gall bladder pathways and the gall bladder, gynecological disorders, inflammation of the nerves, rheu-



The interior of the spa in village of Banja

matic disorders and other diseases. Its best effect is in the treatment of stomach and duodenal ulcers. Moreover, this water can be used for inhalations, i.e. it can have a strong effect on catarrhal inflammations of the airways.

Currently, the bath complex is not in an active state due to unsolved proprietary and managing rights and relations, which leaves the facility to decay and its potentials futile. The Municipality intends to take over the management of the thermal bath from the Government of RM and thus modernize the development of the bath.

HUNTING

The hunting association “Gorica” from v. Češinovo is the occupant of the hunting ground No4 Sokolarci (government decision No 23-2157/3 from 16.05.2000). The total area of the ground is 8350 ha with 8110 ha hunting ground (hunting productive – 7270 ha and hunting non-productive – 840 ha) and non-hunting ground of 240 ha. Small game is raised, protected and hunted on the premises of the hunting ground. It also includes the following unprotected species: fox, weasel, skunk, hawk, chicken thief, magpie etc. Overpopulation of the unprotected game has not been noticed, with the exception of the fox. The protected game includes wild rabbit, field partridge and slapper partridge.

There is a pheasantry near the river Bregalnica, one kilometer from v. Čiflik. It is founded in the 1980-ies and it covers an area of 2000m² (enclosed with wire). The annual production of pheasants (by means of incubators) is about 1000. Part of the production is used for hunting and the other part for commercial purposes.

FISHING

Fishing is well-developed as a pastime on the territory of the Municipality, especially sports fishing on Zletovska Reka and Bregalnica. The former includes the following

species: barbell, chub, crucian carp and others while in the latter dace, chub, barbell and others can be found.

3.2.2. Cultural and historic attractions

Numerous archeological findings and monuments indicate that this region was densely populated in antique times. Large vestiges of the Roman civilization, roof and building ceramics, and fragments of other ceramic utensils, fragments and whole grave monuments and necropolises are excavations most frequently found in this region.

Large vestiges of the Roman civilization, excavated and in the process of excavation, can be found in many places, such as “Turski Grobišta – Turkish Graveyard” near v. Banja, in which complete antique constructions have been found, and “Gradište” near v. Spančevo. Antique sculptures and grave monuments have also been found near v. Teranci, the most valuable of which is a racing horseman captured in action with a dog at his feet that follows the direction of his movement. This monument is in the rockery of the Museum in Štip. Remnants of a fortification and of several dwelling-places have also been discovered 7 km from v. Teranci. The place called “Pilavo”, which is a building area, is of special archeological interest due to its location and shape. Traces of a fortification with a lot of building material and ceramics were found on this location.

From the older preserved churches we will mention the one dedicated to St. Michael in v. Spančevo. Only the saints from the frescos “The Great Entrance” and “St. Mary of the Heaven” have been preserved from the old frescos of the main altar. The analysis of the style of these frescos indicates that there were painted in the 16th and 17th centuries. The church was renovated in the 19th century, when most of the frescos were destroyed.



The Church of Arhangel Mihail in village of Spancevo

Also, worth mentioning is the old church “Manastiršteto” situated above v. Sokolarci.

the center of Obleševo while in the whole Municipality, there are about 52 shops.

3.2.3. Restaurants, coffee bars

There are four restaurants and several coffee bars in 14 inhabited places of the Municipality Češinovo-Obleševo, the best-known of which are the restaurant Orka Stl in Obleševo and the coffee bar/restaurant Mak Mlin in Češinovo. There are also several internet clubs in the Municipality.

3.2.4. Shops

The Municipality, due to its long tradition and the presence of well-developed small and light industries, has always had a solid network of stores and shops in almost all inhabited places. There are several shops in

3.2.5. Products

Češinovo-Obleševo, being mainly an agricultural region, offers an opportunity which is especially interesting for foreign tourists and visitors – national and traditional home-made food prepared with products picked up from the fields of the local farmers. The fruits and vegetables are of high quality, especially the rice and the specialties made from it, since the Municipality is the biggest producer of rice in the Republic. The farmers have begun cultivating peppers and tomatoes recently. Several pilot farms for the production of high quality strawberries have been developed in the past few years.



Tradition construction with stone

The numerous rice fields and aqueous areas, the rivers Zletovska and Bregalnica, make the presence of a large number of frogs possible. The frogs as well as the Bregalnica trout are the specialties of the Municipality.

3.2.6. Young population, emigrants

The young population represents half of the population of the Municipality. They are market-oriented, most of them know the English language well and they are acquainted with the natural and historical values of the Municipality.

There is a tradition, which can be traced to the past, of economic migration from the Municipality. It is not as intensive as it used to be in the past. A lot of the emi-

grants, who work abroad, have not forgotten their birth place and have built up houses here. They are fashionably built houses with beautiful courtyards.

One of the major characteristics of the population in Češinovo-Obleševo is the motivation and readiness for participation in the activities that lead to prosperity and better quality of the life of the inhabitants. Numerous activities, projects and programs, which were carried out in the past and supported by various organizations and donors, indicate that the local population is always ready to take active part in any activity that leads to prosperity in the Municipality.

3.2.7. Events, traditions, manifestations

The main events and manifestations in the Municipality are associated with the Municipality Day – Mala Bogorodica (the birth day of St. Mary) on September 21st. Each of the other 13 inhabited places has its own holiday, dedicated to one of the orthodox saints. Ilinden, which is a state holiday, plays an important role in the lives of the inhabitants because traditional Ilinden meetings (sports, cultural and entertaining manifestations) are organized on that day.

From the sports manifestations, The Ilinden Sports Games – Češinovo tournament in football is worth mentioning. The tournament lasts for a month each year, this year it was its 35th anniversary. Football teams from the local municipalities in the eastern region of R. Macedonia participate in this tournament. The sponsor of the games is the Municipality Češinovo-Obleševo. This manifestation is very important for the Municipality because it promotes football as a game and develops the sports spirit in the young population.



Modern coffee bar in Češinovo

3.3. The profile of a tourist

The market research conducted by EPI Centar International on the basis of statistical data for the tourist trends, the questionnaire for foreign tourists carried out by the State Agency for Statistics in 2005 and the existing supplementary documentation made defining the profile of a desired tourist in Češinovo-Obleševo possible.

When defining the tourist profile for Češinovo-Obleševo, the values of the Municipality as well as the market demands were taken into consideration. The following profile of domestic and foreign tourists has been determined in accordance with the emphasized tourist resources, trends in the development of tourism and the vision of the strategy:

POTENTIAL DOMESTIC TOURISTS

	Description	Activities proposed	Priority needs	Time
1	Persons (age group – 45-60) who require thermal bath treatment, due to medicinal or recreation reasons	Thermal bath treatment, promenades in the nature, visits to archeological excavations and local farms	Organized offer for the thermal bath in Banja; organization of lodging capacities in Banja and in the neighboring places	5-14 days
2	Sports hunters/fishermen	Fishing in the rivers Zletovska and Bregalnica; hunting on the hunting grounds of the mountains Plachkovica and Osogovo.	Organized offer for hunting and fishing in the months allowed for those activities; organized lodging capacities	2-3 days
4	Visitors from the region (visitors from the region over passing the region of Češinovo-Obleševo)	Organized offer of traditional food and specific products (frogs, rice specialties)	Organized, continuous offer of traditional food and local products	1 day

POTENTIAL FOREIGN TOURISTS

	Description	Activities proposed	Priority needs	Time
1	International Municipality, including embassies, NGOs from Skopje	Walking, fishing, hunting, local food, hand-made clothes, souvenirs and agricultural products	Rooms with bed and breakfast and special attention to hygiene, guides available	2-3 days
3	Hunting and fishing association from the larger region (Bulgaria, Serbia)	Fishing in the rivers Zletovska and Bregalnica and hunting on the hunting grounds of the mountains Plachkovica and Osogovo	Organize offer for hunting and fishing in the months allowed for those activities, organized lodging capacities and guides available	2-3 days
4	Young people, couples (21-40), adventurers and anti-globalists concerned about the preservation of the development of the region and Europe	Walking, picking up forests fruits, visits to natural and historical attractions, mountaineering	Organized activities through nature, collecting souvenirs from nature, guides available	2 days

Table8: Profile of potential domestic and foreign tourists



4

DEVELOPMENT OF TOURISM IN ČEŠINOVO-OBLEŠEVO

> 4.1. Vision

Česinovo - Obleševo will become region,
which in a contemporary manner presents
its traditional values and natural potentials,
combining them in diverse tourist offers.

4.2. The Vision Is Based On Market Demands and Values

The vision is developed through the ideas expressed by the members of the focus group for tourism on the second planning workshop and supplemented by the real potentials and trends in the development of tourism.

When defining the vision, the needs imposed by the market and the values which characterize Češinovo-Obleševo as a tourist destination were taken into consideration. Thus, both approaches, value-driven

and market-driven, have been coupled in a unique approach which should shape the tourism in the Municipality.

4.3. Strategic Orientations

After having defined the vision, the Češinovo-Obleševo Focus Group defined a system of goals. This system is composed of four key strategic orientations which lead to four developmental domains divided into measurable short-term and long-term goals.



Drying the rice on the village streets

VISION	STRATEGIC ORIENTATION 1 Tourist offer development	Short-term
		Long-term
	STRATEGIC ORIENTATION 2 Presentation and image development of the Municipality	Short-term
		Long-term
	STRATEGIC ORIENTATION 3 Building infrastructure in the service of tourism	Short-term
		Long-term

The Češinovo-Obleševo Focus Group divided the goals in accordance with the Municipality needs and conditions into:

- ▶ Short-term, which will be realized in a period of one year; and
- ▶ Long-term, which will be realized in a period from one to five years

When defining the strategic goals (tourist developmental domains), the Focus Group took into consideration the SWOT analysis of the tourist resources and their coordination with the market demands.

1. Development of the Tourist Offer

The Municipality Češinovo-Obleševo, although mainly an agricultural Municipality, known for its production of rice, comprising a central position in the Kočani Valley and parts of the Plačovica and Osogovo massif, has an enormous potential for the development of active tourism. The ancient main road which connected Europe with Old Greece, Via Ignatia, used to run along the borders of the Municipality. Furthermore, one of the seven thermal baths of national importance, called Banja, is situated 2 km from the center of v. Banja. On the slopes of the Osogovo massif, in the Vlach village Lepopelci, there is a typical rural architecture, characteristic of the ancient, rich, Vlach trade villages, with the Zletovska

Reka at its feet surrounded by old poplars. Only 3 km from v. Lepopelci, there is another village, called Sokolarci, which is a well-known cattle region, recognized by its specific cheese and kashkaval (yellow cheese). It is necessary to unite and organize all these tourist values in a unique tourist offer which can be promoted and sold to interested tour-operators and tourist agencies.

- *Adaptation of the thermal bath in v. Banja for the arrival of tourists*
- *Actions to be undertaken in the vicinity of Zletovska Reka and building a trim pathway to the archeological attraction "Pilavo".*
- *Building mountainous pathways, leading to Plačovica and Osogovo*
- *Development of a strategy for the hunting reserves*
- *Cleaning and renovation of bunkers and their adaptation into tourist attractions*



Harvesting the rice

2. Image Development and Presentation

Češinovo-Obleševo, as a newly-formed Municipality with the coupling of two municipalities, has not developed its own individual image (recognition), which, in fact, would make it unique when compared with the other municipalities. Traditions linked with the historic way of life of the people in this region, reflected in many events and realized through diverse activities and projects should contribute to the image development of Češinovo-Obleševo.

- *Promotion and presentation of the traditional Ilinden meetings on a state level.*
- *Preparation of a promotional material for the cultural-historic heritage and the traditional and quality products of the region (rice, Osogovo yellow cheese, honey etc.).*



Ostrich farm in village of Sokolarca

3. Building Infrastructure in the Service of Tourism

Although there are some tourist experiences, especially in v. Banja in which, ten years ago, the families used to rent rooms and prepare tasty meals, it is necessary to renew these experiences, to plan and build a new tourist infrastructure that would comprise all types of tourism. Furthermore, the communal infrastructure, which has a direct influence on tourism should also be renewed and adapted.

- *Connecting all villages in the Municipality with a sewerage network.*
- *Training the households for tourist reception and lodging.*
- *Finishing the building of the motel in v. Češinovo.*
- *Adaptation of four restaurants in the Municipality for offering traditional food.*
- *Installing proper signs for the tourist localities.*

4.4. System of Goals

SG 1	Strategic Orientation 1	Development of Tourist Offer in Češinovo-Obleševu
SG.1-SO 1	Goal 1	Adaptation of the thermal spa in the village of Banja
SG.1-SO 2	Goal 2	Promotion of the capacities in the village of Banja
SG.1-SO 3	Goal 3	Intervention in the vicinity of Zletovska Reka and building a trail to the archeological attraction "Pilavo".
SG.1-SO 4	Goal 4	Cleaning and renovation of the bunkers as a tourist attraction
SG.1-SO 5	Goal 5	Development of a strategy for the hunting reserves

SG 2	Strategic Orientation 2	Image Development and Presentation
S.G.2-SO 1	Goal 1	Improving the promotion of Češinovo-Obleševu
S.G.2-SO 2	Goal 2	Continuous coverage by the media
S.G.2-SO 3	Goal 3	Creation of a tourist offer and organization of the sale of tourist arrangements

SG 3	Strategic Orientation 3	Building Infrastructure in the Service of Tourism
SG.3-LO 1	Goal 1	Increased ecological awareness in the population and legal authorities
SG.3-LO 2	Goal 2	Cleaned dump sites, developed system for collecting waste
SG.3-LO 3	Goal 3	Motivating the population to maintain hygiene and public green areas.

4.5. Action Plan for Goals and Projects/Actions

STRATEGIC ORIENTATION 1		DEVELOPMENT OF TOURIST OFFER IN ČEŠINOVO-OBLEŠEVO		
Code	Goals	Pr.#	Code	Projects/Actions
S.G.1-SO 1	Adaptation of the thermal spa in the village of Banja	001	S.G.1-SO1-PO1	Transferring the management from the Government of RM to the Municipality
		002	S.G.1-SO1-PO2	Organizing an appeal/tender for an investor and a selection of a private investor
		003	S.G.1-SO1-PO3	Defining new locations for tourist capacities; change of the urban plan
		004	S.G.1-SO1-PO4	Training of households for providing lodging and food services
S.G.1-SO 2	Promotion of the capacities in the village of Banja	005	S.G.1-SO2-PO1	Development of a web site for the thermal spa and its presentation on domain
		006	S.G.1-SO2-PO2	Development of audio-visual contents and their presentation and persistence
S.G.1-SO 3	Intervention in the vicinity of Zletovska Reka and construction of a trail to the archeological site "Pilavo".	007	S.G.1-SO3-PO1	Development of a detailed project proposal
		008	S.G.1-SO3-PO2	Project for cleaning the terrain around the location
		009	S.G.1-SO3-PO4	Building a trail
		010	S.G.1-SO3-PO5	Including accompanying sheds, benches and resting places
		011	S.G.1-SO3-PO6	Building a dam on Zletovska Reka
		012	S.G.1-SO3-PO7	Marking pedestrian pathways in the vicinity of the dam on Zletovska Reka
		013	S.G.1-SO3-PO8	Interpretation of pedestrian pathways around the dam on Zletovska Reka
S.G.1-SO 4	Cleaning and renovation of bunkers	014	S.G.1-SO4-PO1	Identification of the number of bunkers; their proprietorship and number
		015	S.G.1-SO4-PO2	Getting a permit for the use of bunkers
		016	S.G.1-SO4-PO3	Developing a plan for the management with the bunkers
		017	S.G.1-SO4-PO4	Interpretation of the bunkers as tourist attraction
		018	S.G.1-SO4-PO5	Training of guides for the bunkers

DEVELOPMENT OF TOURIST OFFER IN ČEŠINOVO-OBLEŠEVO

Success Indicators	Time Required	Responsible	Budget MKD
Government decision	3 months	LED	/
A contract between the Municipality and the investor	1 year	LED, Municipality Council	/
New locations in the vicinity of the thermal spa; part of the urban plan	4 months	Municipality, project manager	/
Households ready to accept tourists for lodging/meals	10 months	LED, local municipalities, consultants	1.200.000
A new web side for the tourist offer in the Municipality	4 months	LED, tourist households, private firm	25.000
Number of visits and comments about the existing contents and their quality	2 months	LED, Focus Group	12.000
Project developed	3 months	Municipality, project manager	90.000
Improved access to the locality	4 months	Local NGOs, JKP, archeologists	600.000
A trail built up infrastructure	10 months	Municipality, project manager, private firm	1.000.000
Functional accompanying elements	6 months	Municipality, project manager, firm	500.000
Functional dam	1 year	Municipality, investor	3.000.000
Pedestrian pathways marked	10 months	Municipality, project manager, mountaineers	300.000
Pedestrian pathways interpreted	1 year	Consultant, Municipality	500.000
Propriety certificates for the locations with bunkers	2 months	LED, Real-Estate Register	100.000
A permit from the authorized ministry	4 months	LED	/
Action plan	2 months	Municipality and authorized ministries	/
Organized offer for guiding tourist through the bunkers	3 months	Focus Group	200.000
A group of guides	6 months	LED, consultant	150.000

STRATEGIC ORIENTATION 1		DEVELOPMENT OF TOURIST OFFER IN ČEŠINOVO-OBLEŠEVO		
Code	Goals	Pr.#	Code	Projects/Actions
S.G.1-SO5	Strategy development for the hunting reserves	019	S.G.1-SO5-PO1	Marking the boundaries of the hunting reserve
		020	S.G.1-SO5-PO2	Fencing the hunting reserve
		021	S.G.1-SO5-PO3	Development of a plan for reserve preservation and management
		022	S.G.1-SO5-PO4	Organizing trained people for guidance through the reserve
		023	S.G.1-SO5-PO5	Continuously providing a new generation of game
		024	S.G.1-SO5-PO6	Promotion of services of the hunting association for tourists



Large pastures on the Osogovo Mountain

DEVELOPMENT OF TOURIST OFFER IN ČEŠINOVO-OBLEŠEVO

Success Indicators	Time Required	Responsible	Budget MKD
Map of the hunting reserve	10 months	LED, technical person, MZSPP	12.000
Hunting area protected from any external activities	10 months	LED, the hunting association "Gorica"	300.000
Plan developed and accepted	15 months	LED, a group of experts, NGOs	300.000
Trained people	10 months	LED, Focus Group, consultant, hunting association	90.000
Number of animals	12 months	Expert team of the hunting association LED	600.000
Number of tourists	12 months	LED, hunting association	200.000



STRATEGIC ORIENTATION 2		IMAGE BUILDING AND PRESENTATION		
Code	Goals	Pr.#	Code	Projects/Actions
S.G.2-SO 1	Improvement of the promotion of Češinovo-Oblešovo	025	S.G.2-SO1-PO1	Identification of promotional points and distribution of promotional materials
		026	S.G.2-SO1-PO2	Defining the type of promotional means/materials based on market analyses and research
		027	S.G.2-SO1-PO3	Development, graphic design and printing of promotional materials
S.G.2-SO 2	Continuous media coverage	028	S.G.2-SO2-PO1	Identification of distributive canals (agencies, internet portals etc.) and distribution
		029	S.G.2-SO2-PO2	Organization of continuous communication with local and national media
S.G.2-SO3	Developing tourist offer and organizing the sale of tourist arrangements	030	S.G.2-SO3-PO1	Continuous distribution of information for the activities in the village of Zrnovci
		031	S.G.2-SO3-PO2	Organization of a pilot tourist visit by the media
		032	S.G.2-SO3-PO3	Designing a video clip and its distribution in the media
		033	S.G.2-SO3-PO4	Identifying tourist agencies and establishing collaboration
		034	S.G.2-SO3-PO5	Organizing a pilot tour for the representatives of regional tourist agencies

IMAGE BUILDING AND PRESENTATION

Success indicators	Time Required	Responsible	Budget MKD
Intensifying interest	2 months	LED, Focus Group	10.000
At least 5 contemporary promotional research materials	6 months	LED, private agency	25.000
5 contemporary promotional materials produced	2 months	LED	200.000
Distribution increases interest, which is reflected through comments, number of visits	2 months	Focus Group	10.000
Media identified and collaboration established	3 months	LED, media	20.000
Functional system for continuous transmission of information, number of articles in the media	6 months	LED	12.000
A group of journalists acquainted with the Češinovo-Obleševo offer; photos and quality articles, reports	3 months	LED	25.000
Frequency of presentation in the media	2 months	LED, Focus Group	40.000
Tourist agencies eager to collaborate	3 months	LED, Focus Group	30.000
Including the village of Zrnovci in the existing tourist arrangements of the regional tourist agency	3 months	LED, Focus Group	35.000

STRATEGIC ORIENTATION 3		BUILDING INFRASTRUCTURE IN THE SERVICE OF TOURISM		
Code	Goals	Pr.#	Code	Projects/Actions
S.G.3-S01	Increased environmental awareness of the population and legal authorities	035	S.G.3-S01-P01	Establishing environmental sections in populated places
		036	S.G.3-S01-P02	Preparing an educational material and video spot
S.G.3-S02	Cleaned dump sites; developed waste collection system	037	S.G.3-S01-P03	Cleaning wild dumping grounds
		038	S.G.3-S01-P04	Placing new containers/litter bins
		039	S.G.3-S01-P05	Enacting a rulebook and decisions for communal arrangement and their implementation
S.G.3-S03	Motivating the population for preserving the hygiene and public green areas	040	S.G.3-S03-P01	Organizing a public competition for the best arranged courtyard, green areas
		041	S.G.3-S03-P02	Organizing training courses and presentation for the arrangement of public and private areas

BUILDING INFRASTRUCTURE IN THE SERVICE OF TOURISM

Success indicators	Time required	Responsible	Budget MKD
New in populated places sections for environment protection	4 months	LED, schools	10.000
Number of spot broadcasting	12 months	LED, schools	75.000
Decreasing the number of dump sites	6 months	Public utility	100.000
Increased number of litter bins	3 months	Public utility	90.000
Regulation of hygiene with legal regulations	3 months	Legal and communal offices of the Municipality	-
Number of participants	4 months	LED	80.000
Number of participants/new areas	6 months	LED	30.000

4.6. Operational plan for the Intervention on Zletovska Reka and the archeological locality PILAVO

	Activities	Success indicators	Time required for realization
1.	Analysis of the current situation (propriety, terrain, existing infrastructure, condition of the archeological locality, ecological evaluation of the influence)	Data base for the existing situation and ecological evaluation of the influence	1 – 2 months
2.	Project Elaboration	Elaborated project for the building of a trail	5 months
3.	Preparation for the implementation (Cleaning the terrain, preparing educational tables)	Adapted terrain for work in accordance with the elaborated project	3 months
4.	Preparations with the local population <ul style="list-style-type: none"> • selection of local products (hand-made articles, honey and other interesting products) • support in packing and presentation 	List of interested producers of local products for exhibiting and selling their products in the info points of the trail; properly packed products	6 months
5.	Purchasing materials for building of the trail	Materials purchased in accordance with Project	1 month
6.	Implementation of the Project - building a trail with the accompanying elements (info points)	Functional trail and accompanying elements finished and functioning	10 months
7.	Promotion of the product	Info signs placed on the motorway; brochures	1 month

Responsible	Necessary resources	Orientation budget
Municipality Department for Urbanism	Fees for the technical professional persons (archeologist, environmental engineer, architect, construction engineer). Representatives of the local self management (LSM)	Within item No 2 (Project Elaboration))
Planning Office	Fees for designers. Expenses for organizing meetings for representatives of LSM and the local population	90.000 MKD
Local population, public enterprise, ecological association, archeologists	Fees; Material for the tables; Expenses for the mechanization required	120.000 MKD
Local population; municipal and agricultural organizations	Repromaterials; fees	Depends on the interest and type of product
Commission for public purchase	Material expenses	Depends on the Project (about 120.000 MKD
Constructor Municipality supervision	Fees for the constructor	1.000.000 MKD
Municipality	Material expenses for the signs and printing	60.000 MKD

4.7. Partnerships and Sources of Financing

The Municipality Češinovo-Oblešev has a limited but developing budget and available sources of financing. The Municipality income by budget rates has been strictly allocated (donations by the Government of RM) for a considerable time but in the last years, this income has increased as a result of payments by the local tax payers. By surmounting the lagging debts of the past years, the Municipality has a considerable potential to create public-private partnerships and to attract domestic and foreign investments for the development of tourism.

In the realization of the Strategy for the development of rural tourism (and the Action Plan, which is integral part of the Strategy), the Municipality will reinforce the role of the LED coordinator and will try to introduce stimulating measures for encouraging investments as well as creative methods for finding sources of financing.

Potential sources of financing are:

- ▶ Business sector (new investments)
- ▶ Establishing public-private partnerships in the realization of joint projects
- ▶ Emission of concessions
- ▶ Philanthropists (people and enterprises with a high social responsibility that are willing to help)
- ▶ IPA fund
- ▶ Government programs for support and funds for development
- ▶ EU funds for over border collaboration
- ▶ Funds for the development of human resources
- ▶ Funds for the promotion of sustainable development
- ▶ Donors

At the same time, the Municipality Češinovo-Oblešev will reinforce the partnership with the remaining members of the civil society, especially with the business Municipality, taking care for gradual transformation of the Focus Group into a Municipality Economic council responsible for the sub sector “Rural Tourism”.