



## FOR THE TOURISTIC OPERATORS - SERVICES - TOUR GUIDES – TOURIST ANIMATORS

*how to develop competitive tourism products - usage of promotion / marketing actions to attract more domestic and foreign tourists*

- **boosting awareness for the need of endorsing a regional approach for promotion of the regional tourism opportunities and potentials**
- **empowering rural facilities and services for online marketing and promotional activities**
- **reaching recognition of the potentials of the existing rural facilities and services in the cb area between Republic of North Macedonia and Kosovo**
- **continuous capacity building of existing and potential tourist guides and tourist animators**
- **supporting practices for promotion of up-to-dated information connected to the tourists' stay**

*Within the project  
"Backing Regional  
Tourism Potential"*

