

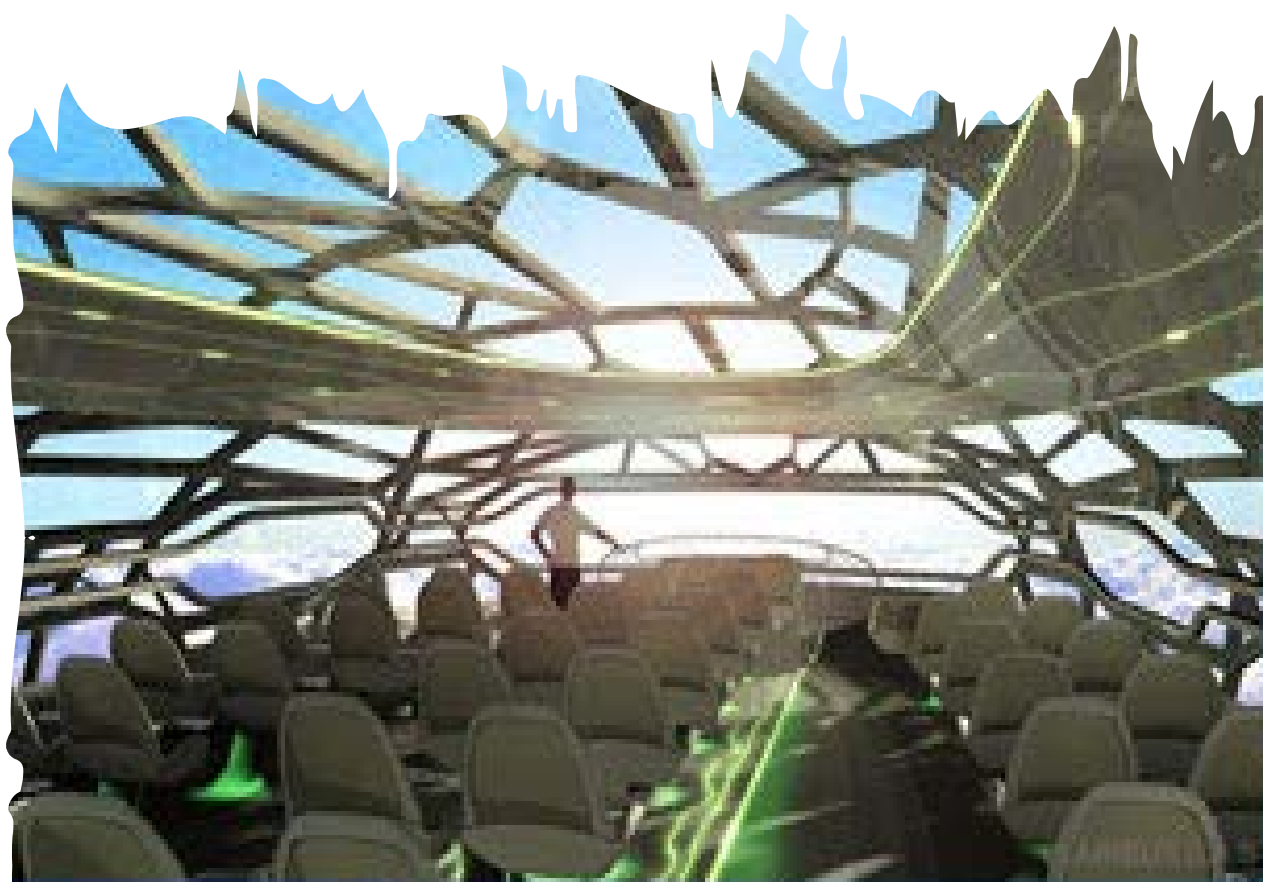
# Backing Regional Tourism Potential

1<sup>st</sup> Training for tour guides and animators – Hotel Lirak, Tetovo



# Opportunities and innovation









New Zealand







China





India



Japan











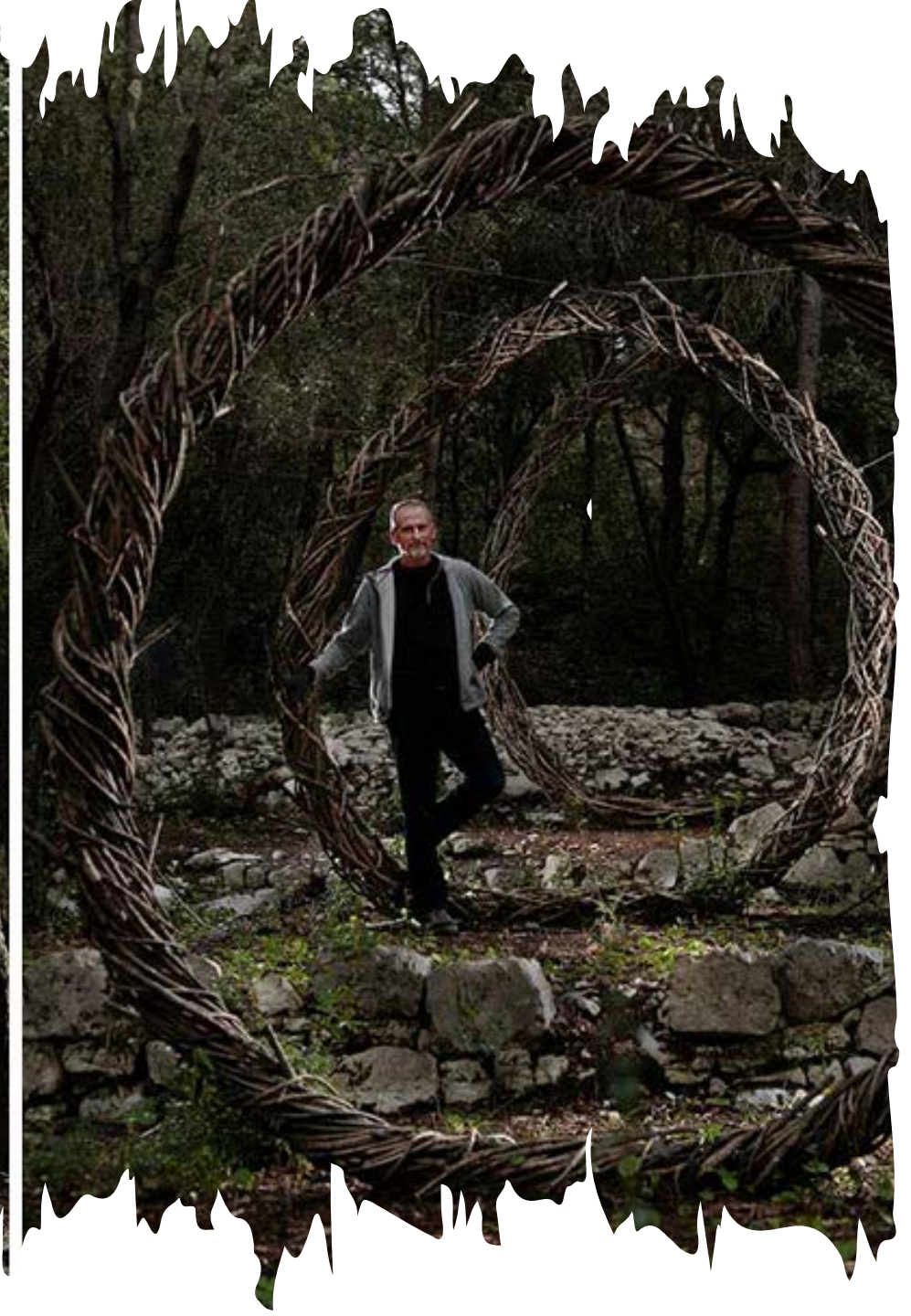


Australia





France





# What now?



Is there

***ANYTHING***

You can use?

Is there anything in your environment you can use for innovation?

- Rugova canyon
- Via Ferrata
- Matka lake
- The guy with the wooden sculptures

How can you get support for innovation?

- Write a suggestion
- Reach out to your municipality and culture institutions
- Reach out to local artists, adventurers and innovators
- Reach out to NGO sector
- Reach out to embassies

A silhouette of a hiker with a large backpack stands on a grassy hill, looking out over a landscape at sunset. The sky is filled with orange and pink clouds. The entire scene is framed within a large, light gray triangle that points upwards. The text "It's your turn now" is overlaid in white, sans-serif font across the lower half of the image.

It's your turn now