



EXPLORINGMACEDONIA.COM

## Quality Mark in Macedonia

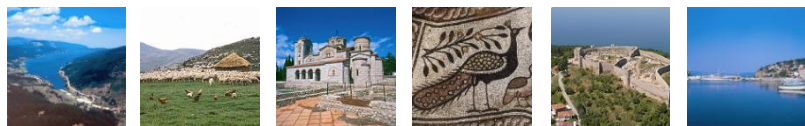


Sasha Gavrilovic, CEO  
[sasha@exploringmacedonia.com](mailto:sasha@exploringmacedonia.com)



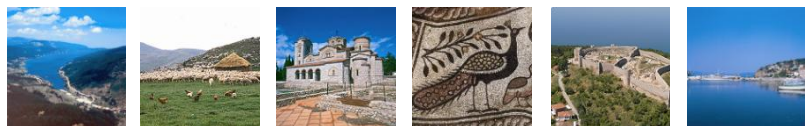
# QM in Macedonia

- Initial meeting held with representatives of tourism sector (2009)
  - ExploringMacedonia.com – coordinator
  - Ministry of economy / tourism sector
  - Donors
  - Associations



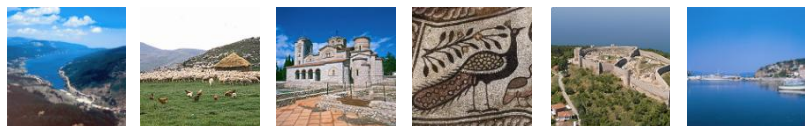
# QM in Macedonia

- Action plan defined
  - Who covers what (for donors)
  - Delegating responsibility to different entities/  
stakeholders of project
    - Design & Marketing materials
    - Database collection
    - Training & Assessment
    - Booking portal



# QM in Macedonia

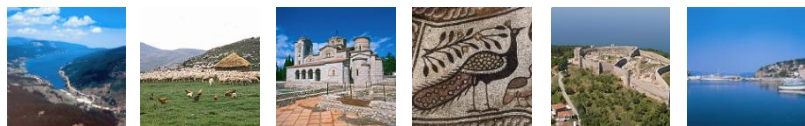
- Fulfillment of database for accommodations
  - Used donors resources (GTZ regional offices) for regional development to explore potential capacity
  - Reports to the coordinator of project ([ExploringMacedonia.com](http://ExploringMacedonia.com))



# QM in Macedonia

## - Next Steps-

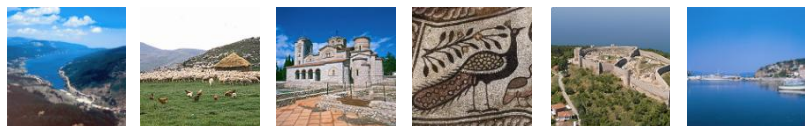
- Launching event
  - Krushevo , June 2010
  - Head trainer Susan Warren
  - Licensing committee
  - Training 20 assessors
  - Initial 20 small hotels and private accommodation to be assessed as part of training
  - Defining timeframe and deadlines



# QM in Macedonia

## - Next Steps-

- Prepare draft strategy for the Quality Mark project itself
- Training assessors
- Start of the evaluation process
- Publishing and promoting on [ExploringMacedonia.com](http://ExploringMacedonia.com)





EXPLORINGMACEDONIA.COM

## NATIONAL TOURISM PORTAL



Thank you!

Sasha Gavrilovic, CEO  
sasha@exploringmacedonia.com

