

This bachelor thesis discusses the effort of preserving cultural patterns and economic growth in North Macedonia implemented through a national strategy for the expansion of rural tourism and a form of appealing to tourists from abroad.

The aim of this bachelor's thesis is to approach the phenomenon of expansion of rural tourism and its socio-cultural and economic impacts on the environment and hosts before the advent of the Covid-19 pandemic and after the outbreak of the pandemic, also dealing with the pandemic situation in North Macedonia.

The work represents comparative study of the results of rural tourism in the period before and during the global pandemic Covid-19. The work focuses on the analysis of attitudes and interests of hosts and their involvement in tourism. Furthermore, this thesis seeks to understand the relationship between hosts and tourists and also the impacts of rural tourism on both groups, especially before the start of the global epidemic to the current state.

The work is based on theoretical and practical part. The theoretical part will be based on a search of literature on the selected topic and the practical part will be based on a mixed research strategy of qualitative and quantitative field research, which will take place in 2021 in a selected area of the Macedonian countryside. The research techniques on which this bachelor thesis is based are semi-structured interviews, non-participating observations and analysis of official statistics and texts. Photo documentation will also be included in this bachelor thesis.