

Area based development approach in Drina-Tara area

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TOURISM

- Tourism is recognized as one of the priorities of all targeted municipalities and a great potential for new employment and income generating
- Tourism now represents one of the world's largest industries - in economic terms, it creates jobs and contributes to GDP by more than 10%, it also brings in capital investment and exports

WORKING TEAM OF TOURISM GROUP

- Ivanovic Miroslav, Uzice
- Danica Radojicic, Uzice
- Svetlana Slovic, Prijepolje
- Sabira Beslija, Gorazde
- Nikola Femic, Bijelo Polje
- Branka Dragicevic, Visegrad
- Djole Kljajevic, Pljevlja
- Milina Jecmenica, Priboj
- Zeljana Pjevalica, Bratunac
- Milisav Vicentic, Ljubovija

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Stages within development of tourism action plan

- 1- Opportunities were defined by using SWOT analyses
- 2 - Four opportunities that might lead to priority development were defined
- 3 - Based on the four opportunities, activities for its implementation were defined
- 4 - Possible threats were defined, based on the activities

TOURISM – Development opportunities of Drina-Tara area defined by SWOT analyses

- Development of ethno, eco tourism, tourism based on special interests, mountain and spa tourism
- Reconstruction of road infrastructure, regional airports and development of tourism infrastructure and superstructure
- Recreative and tourism offer of Drina and Tara rivers
- Potential of SMEs growth in tourism and hospitality services
- Trends in tourism market (more vacations per year ...)
- Increasing interest of rural householders for practicing tourism
- Synergy of tourism and agriculture
- Donors' interest to support activities focused on tourism development
- Introduction of public- private partnership model in tourism sector

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Priority directions for development

- 1 - Environment pre-conditions for development of tourism of special ineterests, spa and mountain tourism
- 2 - Existence of tourist infrastructure and superstructure
- 3 - Experience in tourism
- 4 - Recognisable destinations in Drina-Tara area

1. Environment pre-conditions for development of tourism of special interests, spa and mountain tourism

- Identification of natural resources and creating of tourism products – special interests, spa and mountain tourism
- Construction of public infrastructure (paragliding polygons, cycling, panoramic, horse riding activities, activities on water, tracking, camping sites of alpine sports...)
- Setting up adequate tourist signalization
- Setting up tourism info and visitor centers

2. Existence of tourist infrastructure and superstructure

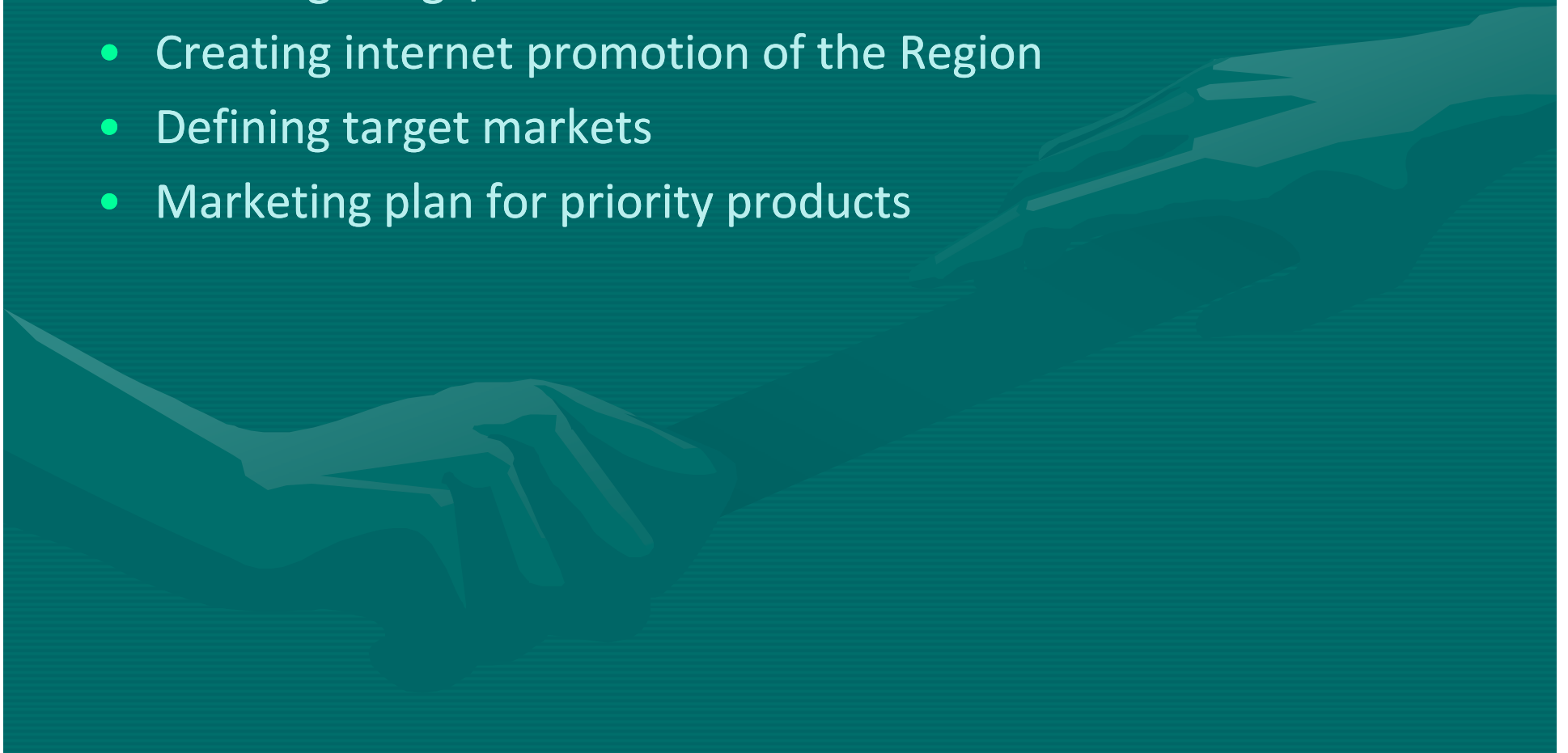
- Development of study on existing capacities of spa, mountain and tourism of special activities
- Building accommodation capacities in eco zones for development needs of tourism of special interests
- Renewing of existing capacities of spa and mountain tourism
- Establishing standards for quality control

3. Experience in tourism

- Identification of missing qualifications in tourism
- Forming network for education among private and public sector and service providers for professional development
- Development of education programmes for employees on executive level and for policy makers
- Increasing capacities of tourist organizations of Western Serbia, Bjelasica and Komovi and TIDA

4. Recognisable destinations in Drina-Tara Region

- Creating image/brand of Drina-Tara area
- Creating internet promotion of the Region
- Defining target markets
- Marketing plan for priority products



RISKS

- Inadequate structure of project teams
- Inadequate communication within team
- Inadequate source of candidates for education
- Unresolved property relations
- Unfavorable finance funds
- Complicated administrative procedures
- Bad infrastructure and access to locations
- Refusing mechanisms for monitoring and evaluation

***THANK YOU FOR YOUR
ATTENTION!***

