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Bridging the North – South Divide through Sustainable Tourism Development
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Bridging the regional divide through sustainable tourism development – Case study of Serbia

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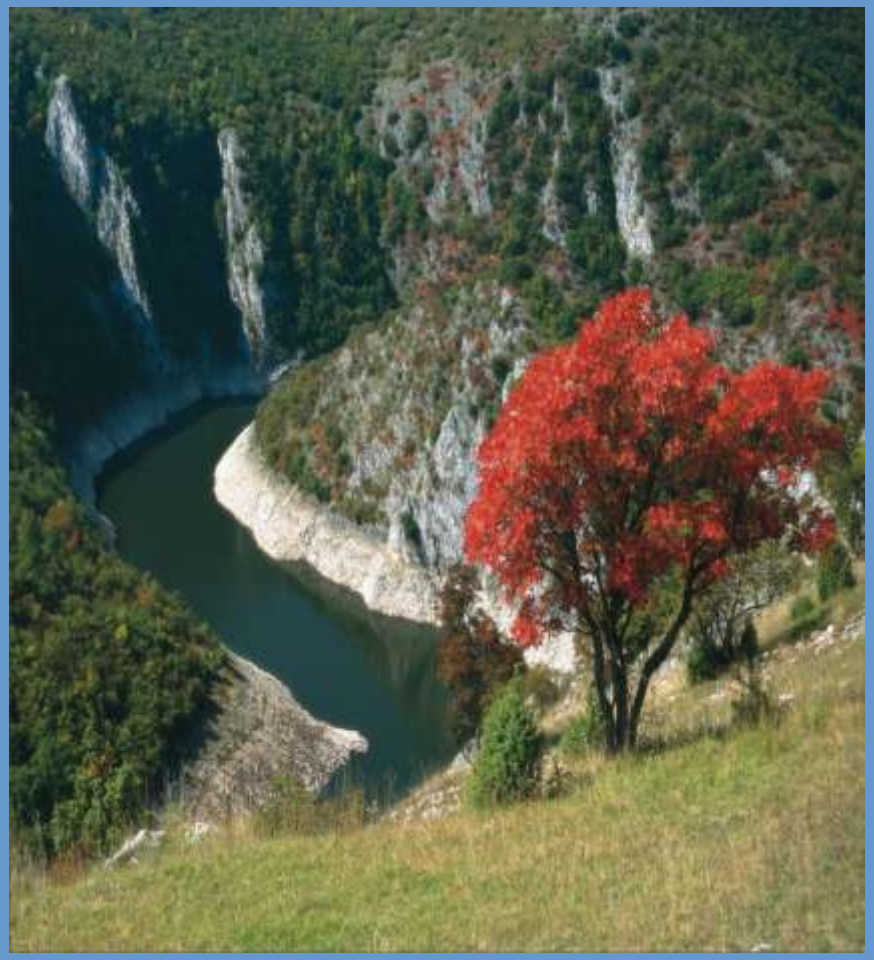
SERBIA

Real chances for Serbian tourism

- Global change in tourism
- Products with great business potential
- Profile of new tourists
- General growth of the market



Strategic advantages of Serbian tourism

- The geographical position of Serbia
- Great unused potential of underground and surface waters
- Untouched vastness of mountains, forests and agrarian regions
- Cultural heritage - monuments of different cultures (monasteries)
- Present spiritual creativity and propensity to feasts and festivals (Exit, Guča)
- Positive attitude of Serbian population towards tourism and guests

Strategic disadvantages of Serbian tourism

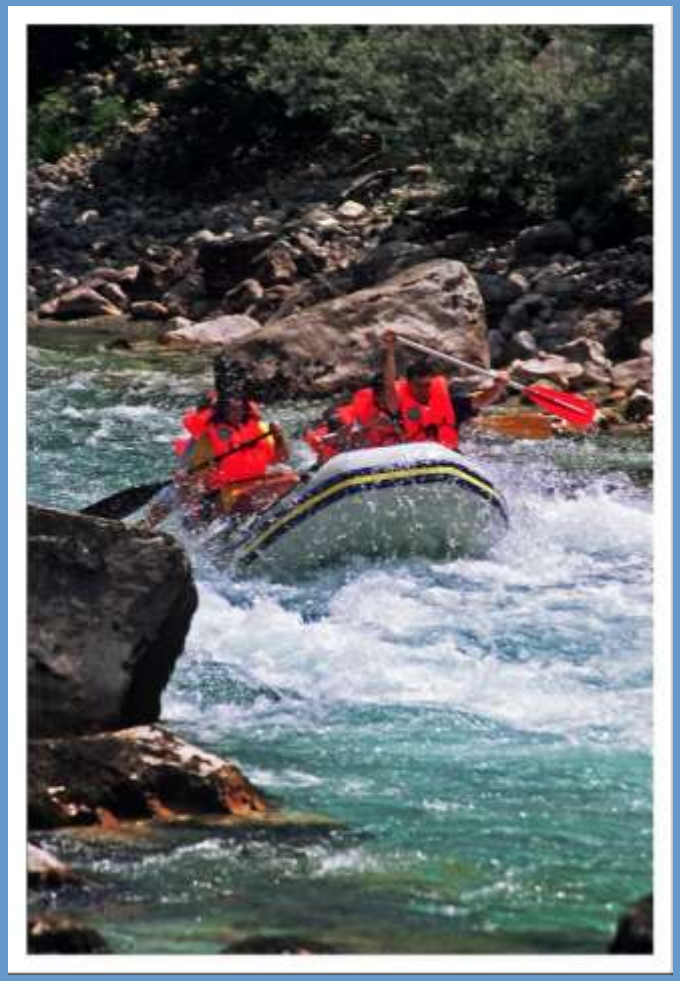
- The international market is still not aware of Serbia as a tourist destination (image problem)
- The lack of generally accepted national vision of tourism in Serbia
- Still inadequately articulated and established spatial regulations in the majority of tourist destinations/centres

Strategic disadvantages of Serbian tourism

- Inadequate awareness and/or understanding of the importance of the system of tourism experiences and value chain
- Limited access to Serbia or to some of interesting parts
- The lack of internationally qualified hotel and tourist managers and of personnel in new tourist professions

Product-group development

- Serbia is non-traditional tourist destination:
- Special interest (ecotourism, rural tourism, natural and cultural heritage tourism- monasteries, adventurous tourism - mountain biking, diving, etc.)
- City tours (Belgrade, Novi Sad, etc.)
- Recreational Tourism (lakes, mountains, spas)
- Pre- and Post- Commercial Tourism (business people – short or longer stay)

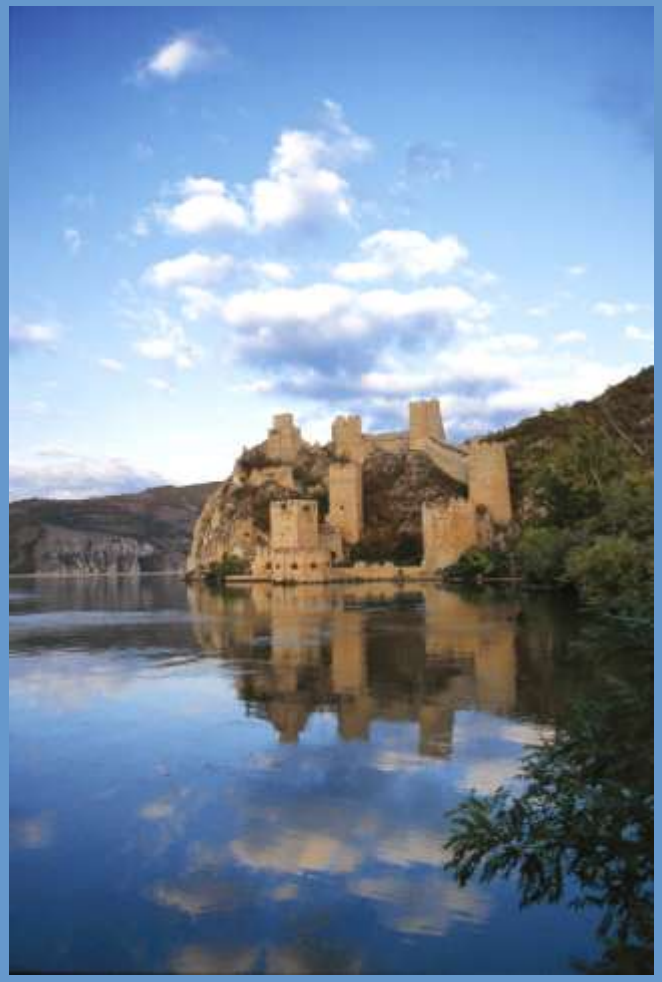


Serbian tourism planning

- New Tourism Law (2004)
- Adoption of Tourism Development Strategy (2005)
- National investment plan (2006)
- Initiation of Tourism Development Fund
- Foundation of tourism development companies in destinations
- Special support for investments in tourism
- Master plans of eleven priority tourism destinations

Serbian tourism investment

- Serbian Government has announced that it will be investing up to €4 billion in tourism projects up to 2015 including the development of 22 regional, sub-regional and destination management plans.



Serbian tourism investment

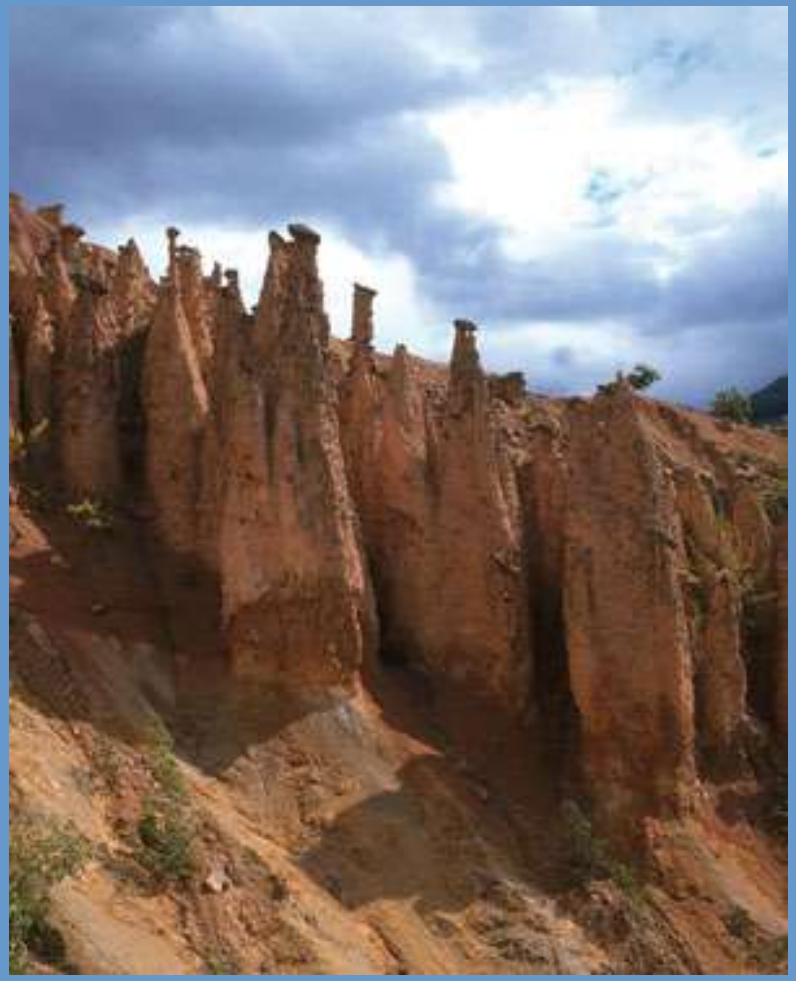
- 11 master plans already finished by local and international companies and in process of search for international investors

Stara Planina Resort

- First year-round mountain resort in south-east Europe
- One of the most valuable tourist areas of Serbia
- Highest and the most beautiful mountain in the eastern Serbia, a natural border to Bulgaria
- Park of Nature
- Sustainable tourism development?

Djavolja varoš/Devil's town

- Natural attraction (nature's monument) and specific tourism resource of Serbia
- Nominated for the New Seven Wonders of Nature in 2008, organized by Bernard Weber's Foundation
- Unique example of stone eroded by water
- Complex of 202 stone pyramid towers protruding finger like structures resting on an area of 4,300 metres
- The towers range in various heights from 2-15 metres.

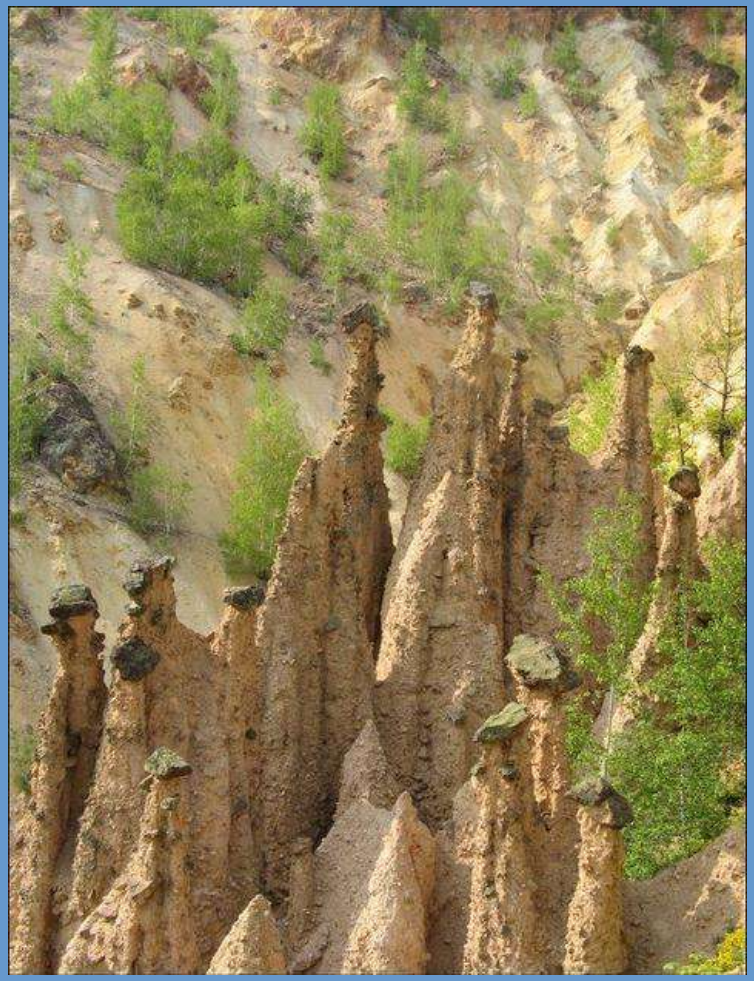


Public-private partnership

- Serbian Government
- National Tourism Organisation of Serbia
- Municipality of Kursumlija
- “Planinka“ – Devil’s Town management company

Devil’s Town – 2008 results

- 23.000 visitors (May – August)
- In programs of more than ten tour operators
- New road to the site
- New and improved tourism infrastructure
- Six tourist guides (comparing to 1 in 2007)
- Better image of this natural monument, region and Serbia
- Currently ranked 27th



THANK YOU!

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