Project Fiche

MASTER PLAN FOR DEVELOPMENT OF THE NAUTICAL TOURISM IN THE SAVA RIVER BASIN

1. Basic information

1.1 Title: Master plan

1.2 Location: Sava River Basin which covers Bosnia and Herzegovina, Croatia, Montenegro, Serbia and Slovenia

1.3 Beneficiary: The main beneficiaries of the program will be the national transport and tourist administrations and local and regional tourist organizations from the beneficiary countries, parties to the “Framework agreement on the Sava river basin” (FASRB).

1.4 Estimated cost:

1.5 Project duration: 12 (10) months

2. Overall Objective and Project Purpose

2.1 Overall Objective:
Overall objective of this project is appropriate valorisation of the natural, social and economic potential for the development of the nautical tourism in the Sava River Basin, in the long term period, on the principals of the sustainable development and particularly such as:

• Systematic valorisation of the nautical potential in the Sava River Basin, including increased employment of the local population, enhancement of the new investment, creation of the new business opportunities;
• Enhancement of the economic standard of the population on the areas near the river
• Sustainable development of the nautical tourism.

2.2 Project purpose:
Purpose of this project is to investigate development possibilities for the nautical tourism in the Sava River Basin and to recommend the strategy and programs and to provide an appropriate economic and organizational framework for the development of the nautical tourism in the Sava River Basin with aim to:

• Enhance public and private investments into nautical tourism on the Sava River Basin, in accordance with adequate economic and financial analysis;
• Obtain an integrated approach considering water management and environmental aspects in the Sava River basin; and
• Propose construction and improvement of the infrastructure.
2.3 Link with trans-national and international programs:

The transnational approach is secured all along project activities, from needs assessment and studies carried out on the whole Sava River Basin, to the generally speaking, outputs and deliverables with transnational impact and outlook.

The proposal builds on and complements other international programs and initiatives:
- SARIB (Sava River Basin: Sustainable Use, Management and Protection of Resources), EU-FP6;
- Pilot River Basin Plan for the Sava River, EC Regional CARDS;
- Development of the Sava River Basin Management Plan, Sava Commission;
- South-East Europe Core Regional Transport Network Development Plan, SEETO Joint Venture;
- Rehabilitation and development of the transport and navigation on the Sava River Waterway, Sava Commission

3. Description of project

3.1 Background and justification

Recreational water use is becoming more and more important in Europe. More than 1 million motorised pleasure craft sail the inland waterways of the Member States of the EU. The growth in just the water sport sector is estimated at 2-3 percent per year and recreation and living along the shores of rivers and lakes represents an increasing asset and opportunity to give a boost to the economic performance of regions and towns bordering these inland waterways.

At the same time the Sava River, as the part of the European Waterway Network, presents outstanding potentials in terms of cultural and social heritage, protected areas, including natural parks and cities of significant relevance. To date the full accessibility of the Sava River waterways, in the framework of the nautical tourism, is limited by the lack of infrastructures (such as full navigability, embarkation ports) and the absence of an integrated management of the nautical tourism.

Taking into account that the development of the nautical tourism will enable additional employment of the local population and further development of the supporting activities (such as eco-food production, catering industry) it is obvious that the nautical tourism can significantly contribute to the overall economic development of the Sava River Basin and the above mentioned project will serve as the basis for the full utilization of the tourist potential of the Sava River Basin.

3.2 Results

- Common methodology for the sustainable developed of nautical tourism (management, marketing);
- Legal framework for the development of the nautical tourism on the regional and national level;
- Feasibility study;
• Action Plan for development in order to provide the guidelines for authorities of the Sava riparian states to define the short-term, mid-term and long-term policy on development of the nautical tourism, to set the priorities concerning investments, and facilitate access to international financial institutions as this will speed up the process of development.

3.3 Activities
Project shall be developed on the two territorial levels: general, which will comprise whole Sava River Basin and specific which will comprise slightly more detailed work-out by the countries and regions. Both these levels are interconnected—one determines another. Work on the project will be based on the following connected activities:
• Project ToR development;
• Development of the detailed work plan
• Definition of the methodology for data collecting
• Analysis of the existing studies, projects and researches in the field of the nautical tourism in the Sava River Basin
• Collecting and analysis of data
• SWOT analysis of the nautical tourism,
• SWOT matrix for the nautical tourism,
• Definition and analysis of the different development scenarios, selection of the suitable development scenario
• Work-out of the selected scenario for the Sava River Basin in whole and for the every Sava country
• Environmental Impact Analysis
• Feasibility Study with cost-benefit analysis
• Result evaluation
• Development of the Action Plan

Approach and methodology for project development shall be based on the data analysis from the primary and secondary sources.

Data from the primary sources shall be collected during the field investigation on the whole project area.
Field investigation shall comprise:
- Visit to the waterway and ports;
- Interviews/consultations/workshops with state and local authorities and stakeholders;
- Interviews/consultations with the European and national nautical associations and tourist authorities (Danube and Rhine Basins primarily).

Main purpose of the field investigation is introduction with the tourist resources and attractions as well as main obstacles and problems for the development of the nautical tourism.

Data from the secondary sources shall be collected from the other researches, development documents, legislation, statistic etc., on the Basin and European level.

4. Implementation Arrangements

The entire project will be carried out under the supervision of the following institutions:

*The Contracting Authority / Implementation Agency:*
  International Sava River Basin Commission  
  Kneza Branimira 29  
  10000 Zagreb  
  Croatia

The beneficiary institutions which will be included into the project and they will use the results as well are:

*The Beneficiary institutions:*

  **Bosnia & Herzegovina:**
  - TBD (relevant national and local authorities)

  **Croatia:**
  - TBD (relevant national and local authorities)

  **Serbia:**
  - TBD (relevant national and local authorities)

  **Slovenia:**
  - TBD (relevant national and local authorities)

5. Detailed Budget

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<thead>
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<th>Activity</th>
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<td>1. ToR and preparation activities</td>
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<tr>
<td>2. Project implementation activities</td>
<td>400.000.00</td>
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6. **Implementation Schedule**

   Start of project activity: TBD  
   Project completion: TBD

7. **Sustainability**

   The project will serve as basis towards development and implementation of the detailed national and local plans and projects in the area of the nautical tourism. The results of the project will be complemented by following future activities:

   - development of the designs for the infrastructure;
   - access to the international financial institutions;
   - implementation of the legislative and organisational framework for the development of the nautical tourism