

# Master Plan for *Sustainable Tourism*

## Development in the Sava River Basin

*Where green travel meets blue water*

Photo: Boško Tintor, Source of the Sava River below Planica

Photo: Miroslav Jeremić, Piva Lake

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# Master Plan for Sustainable Tourism Development in the Sava River Basin

## PROJECT'S TERRITORY – SAVA RIVER BASIN



## COUNTRIES INCLUDED IN THE MASTER PLAN DEVELOPMENT



## PROJECT'S GOALS

- ✓ **Sustainable Tourism Development:** Focus on ecotourism, nautical tourism, and cycling tourism, complemented by robust infrastructure to support these activities.
- ✓ **Collaborative Action and Stakeholder Engagement:** Encourage cooperation across the Sava River Basin, build stakeholder capacity, and foster community involvement to strengthen tourism offerings.
- ✓ **Environmental and Cultural Stewardship:** Prioritize ecosystem conservation, biodiversity, and cultural heritage preservation, ensuring minimal negative impact.
- ✓ **Digital Innovation:** Leverage digital technologies to enhance visitor experiences and drive investments in sustainable tourism.
- ✓ **Tourism Investments:** Identify possible tourism project profiles for investment that align with the territorial strengths and respond to the Sava River Basin's needs.



## PROJECT'S PHASES Timeline: year 2025



### OBJECTIVE:

Establish a **clear understanding** of the project's scope, objectives, activities and deliverables among all stakeholders.

### OBJECTIVE:

**Assess** tourism assets, demand, infrastructure, governance, and environmental conditions.

### OBJECTIVE:

Develop a **comprehensive Tourism Development Strategy** for the entire Sava River Basin.

### OBJECTIVE:

Convert the strategy into an **Action Plan** to effectively implement the Sustainable Tourism Strategy for the Sava River Basin.

## 1. INITIAL PHASE



Introduction

Methodology

Stakeholder Mapping

### MAIN ACTIVITIES

Objectives

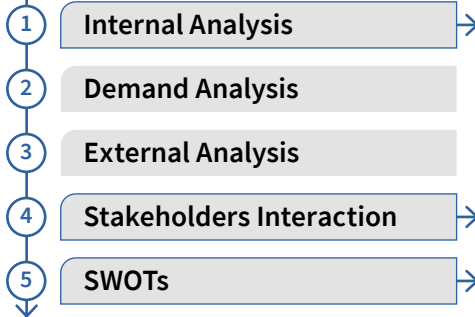
Management

Kick-off and Insights

Clear framework aligning **goals, approach, actors, and initial findings.**

## 2. DEVELOPMENT ASSESSMENT

### MAIN ACTIVITIES



### INTERACTIONS WITH STAKEHOLDERS

#### Site visits:

- 5 countries covered
- 24 interviews and site evaluations
- 3 stakeholders' workshops

#### Online interaction:

- ISRBC Tourism Task Group workshop
- 37 stakeholders directly interviewed

#### Events:

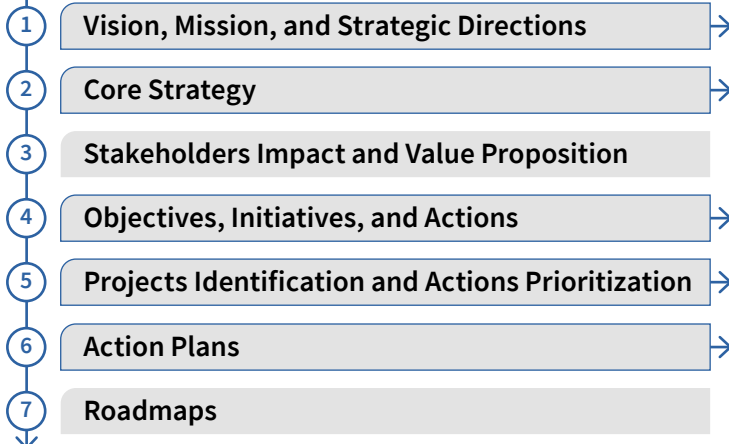
- 1<sup>st</sup> Women Forum
- 1<sup>st</sup> Stakeholder Forum



Rigorous, evidence-based foundation for the Master Plan, identifying the starting point for formulation the strategic Vision 2040.

## 3. MASTER PLAN AND ACTION PLAN

### MAIN ACTIVITIES



### INTERACTIONS WITH STAKEHOLDERS

#### Online interaction:

- ISRBC Tourism Task Group workshop
- Montenegro Workshop
- Stakeholders meeting for projects information gathering
- 2<sup>nd</sup> Women Forum
- 5 online cluster workshops

#### Final events:

- 2<sup>nd</sup> Stakeholder Forum



Design the **Master Plan for Sustainable Tourism Development** in the Sava River Basin together with its **Action Plan.**

# Strategy & Tourism Master Plan's Key Points

What?

## VISION 2040

By 2040 Sava River Basin is positioned as a renowned nature-based multi-country tourism destination, providing sustainable, inclusive, and memorable quality experiences, while ensuring responsible tourism management.

## STRATEGIC GOALS

1. To be recognized 2. To be competitive 3. To be responsibly managed

How?

## MISSION 2040

Implement a clear and actionable tourism Master Plan and following the roadmap that sets priorities, drives targeted initiatives, and strengthens the Sava River Basin's identity as a distinctive and competitive destination through collaboration, sustainability, and digitally enhanced visitor experiences.

The colour indicates whether the element is a strategic pillar or a supportive component.

Pillar

Supportive

### MAIN TOURISM PRODUCTS

River & Scenic



Cycling Tourism



Ecotourism



Nautical Tourism



Cultural Heritage



### SECONDARY TOURISM PRODUCTS

Family tourism

Events

Winter Sports

Arts & Creative

Wellness Tourism

Gastronomy

Adventure

Agrotourism

### SOURCE MARKETS



### TOURIST SEGMENTS

The Authentic Experiencers



The Adventurers



The Impulsive & Free Spirits



The People Pleasers



The Luxury Pursuers



### CLUSTER'S APPROACH

Tourism can be equally represented but expressed differently across the various clusters identified within the Sava River Basin's territory.



1 Sava's Outdoor & Nature Gateway



2 Sava Heritage & Wellness Corridor



3 Green Waters & Heritage Highlands



4 Sava Navigation & Birdwatching Corridor

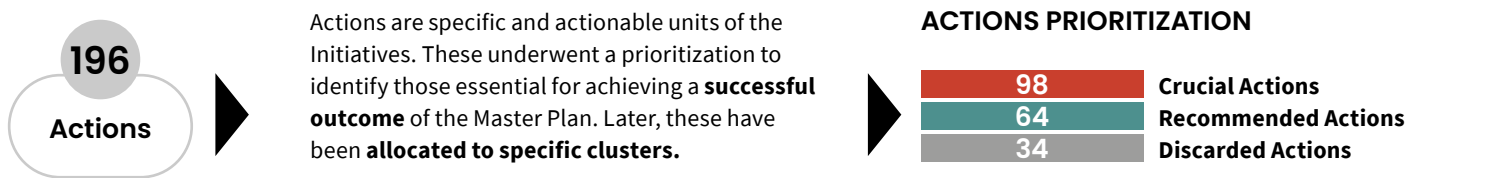


5 Urban Heritage & Discovery Corridor

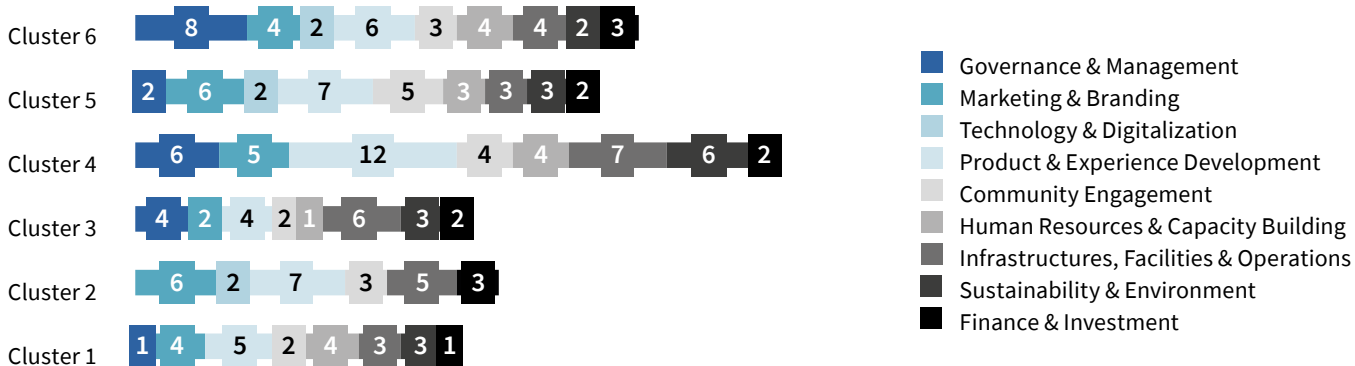


6 Drina Wilderness Adventure Corridor





**NUMBER OF SPECIFIC ACTIONS ALLOCATED PER CLUSTER**



Ongoing and planned tourism projects in the Sava River Basin were identified to avoid overlapping.



# Tourism Master Plan's Actions & Main Outcomes

## 1 GOVERNMENT AND MANAGEMENT



Establish a shared tourism management framework that helps coordination **and communication of tourism actions among the various stakeholders** across the Sava River Basin.

### MAIN OUTCOMES

- Implemented efficient and comprehensive Tourism Management Framework.
- Increased communication and relationships among private and public stakeholders.
- Provided suggestions for legal modernization and alignment among the countries.
- Improved Crisis Management Protocol.

## 2 MARKETING AND BRANDING



**Develop coordinated branding and promotion strategies** to establish a unified identity across the Sava River Basin destination.

### MAIN OUTCOMES

- Unified brand image of the Sava River Basin touching upon the key pillars of the strategy and distribute guidelines while remaining in line with national branding strategies.
- Increased visibility and attractiveness to markets abroad through an efficient marketing and promotion campaign aimed at facilitating joint promotional efforts.

## 3 TECHNOLOGY AND DIGITALIZATION



**Connect data, platforms, and information services** through digital tools to allow destinations to plan better, promote more effectively, and improve visitor experiences.

### MAIN OUTCOMES

- Operating Sava Smart Digital Platform and foster stakeholders' collaboration.
- Operating Visit Sava Marketing Platform.
- User-friendly (tourists and/or stakeholders) approach to the Sava River Basin.

## 4 PRODUCT DEVELOPMENT



**Expand nautical, cycling, and ecotourism products across the Sava River Basin**, while leveraging other assets to create multi-product offerings for authentic and immersive experiences.

### MAIN OUTCOMES

- Harmonized management system for product development.
- Integrated cross-border tourism products and experiences under the Sava River Basin brand.
- Opportunities for innovative tourism experiences.

## 5 COMMUNITY ENGAGEMENT



Improve **participation, awareness, and cooperation between municipalities and communities** to help ensure tourism reflects local identity and priorities.

### MAIN OUTCOMES

- Strengthened local participatory structures.
- Promoted gender and youth-inclusive participation frameworks through trainings and partnerships.

## 6 INFRASTRUCTURE, FACILITIES, AND OPERATIONS



**Coordinate investment in transport, utilities, and visitor services across the Sava River Basin**, guided by shared sustainability principles.

### MAIN OUTCOMES

- Supported upgrade of infrastructure, facilities, and operations development.
- Set a basin-wide coordinated system that enables planning, financing, and delivery of sustainable tourism infrastructure.

## 7 HUMAN RESOURCES AND CAPACITY BUILDING



**Enhance cohesive training and improved working conditions** to strengthen the sector while **supporting local SMEs, women, and young people**.

### MAIN OUTCOMES

- Increased presence of skilled and inclusive tourism workforce across the Sava River Basin.
- Supported national institutions and SMEs.
- Established partnerships with educational and financial institutions.

## 8 SUSTAINABILITY AND ENVIRONMENT



**Support responsible planning, water management, biodiversity protection, and climate resilience** to ensure tourism growth remains within environmental limits.

### MAIN OUTCOMES

- Strengthen Environmental Protection and Monitoring Capacity.
- Advanced Sustainability Measurement and Knowledge Sharing.
- Ensured tourism growth in the Sava River Basin while aligned with environmental protection.

## 9 FINANCE AND INVESTMENT



Focus on **coordination between ministries, donors, and financial institutions to support** both flagship cross-border projects and local initiatives.

### MAIN OUTCOMES

- Promotion of joint investment in flagship cross-border projects.
- Identified financing facilitation mechanisms.
- Increase of financial opportunities for both public and private sector.



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Photo: Boško Tintor, Source of the Sava River below Planica

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