

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

LED BY



PREPARED BY



IN COLLABORATION WITH



FUNDED BY



PAGE NUMBER

TABLE OF CONTENTS

04

1. Introduction

06

2. Vision, Mission and Strategic Directions

10

3. Core Strategy: Product Segmentation, Targeting and Positioning

20

4. Stakeholders Impact and Value Proposition

24

5. Objectives, Initiatives and Actions

25

6. Projects Identification and Action Prioritization

28

7. Clusters Action Plans

30

8. Roadmap for Implementation

The **objective** is to promote sustainable tourism in nautical, cycling, and eco-tourism, while empowering women-led SMEs in these sectors

MAIN OBJECTIVE



“Design the Master Plan for Sustainable Tourism Development in the Sava River Basin”

KEY TOPICS:

**NAUTICAL
TOURISM**

**CYCLING
TOURISM**

**ECO-
TOURISM**

**WOMEN-LED
SMEs**

SUB-OBJECTIVE



Sustainable Tourism Development

Focus on ecotourism, nautical tourism, and cycling tourism, complemented by robust infrastructure to support these activities.

Environmental and Cultural Stewardship

Prioritize ecosystem conservation, biodiversity, and cultural heritage preservation, ensuring minimal negative impact.

Collaborative Action and Stakeholder Engagement

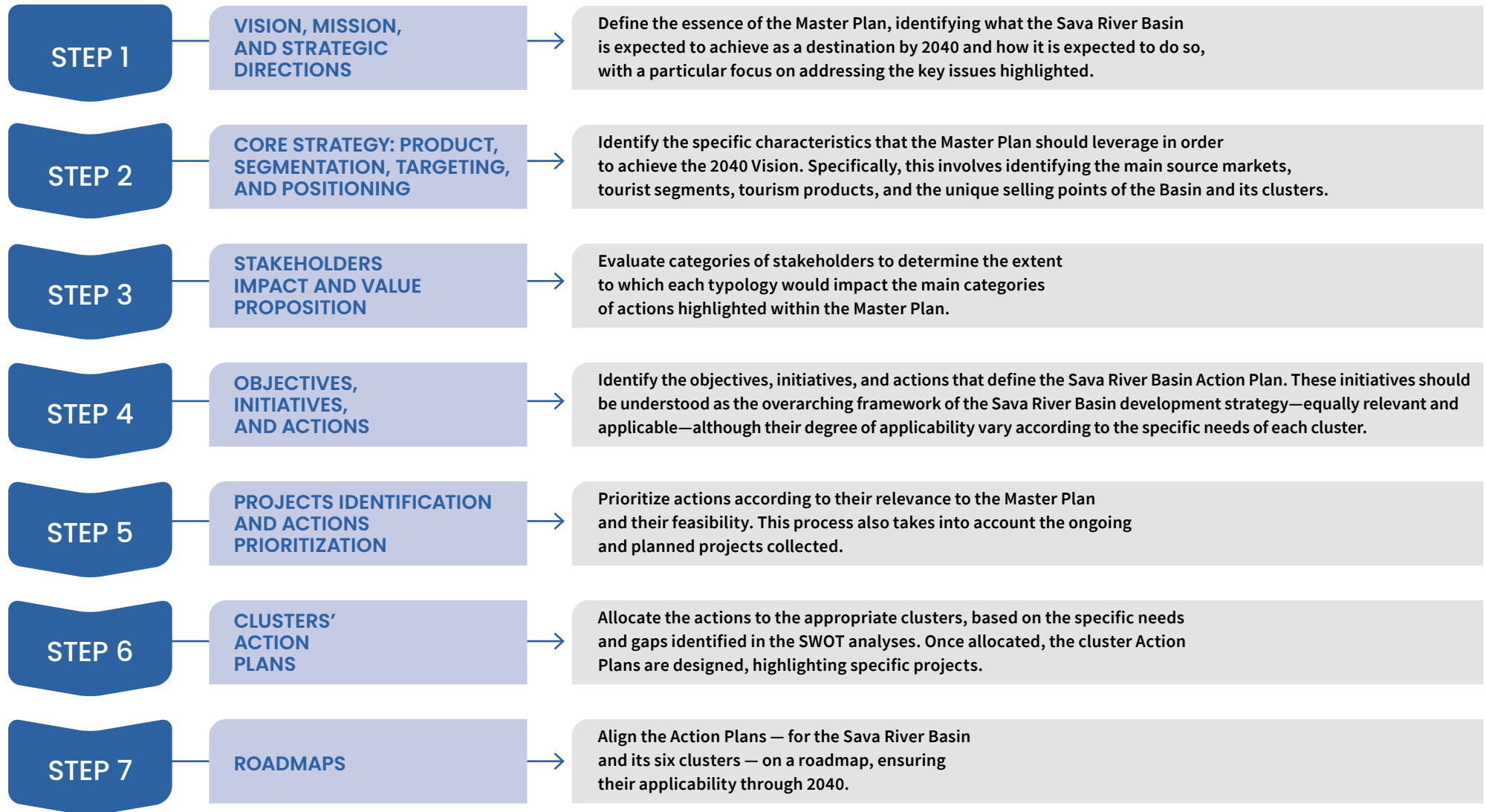
Encourage cooperation across the basin, build stakeholder capacity, and foster community involvement to strengthen tourism offerings.

Innovation and Investment

Leverage digital technologies to enhance visitor experiences and drive investments in sustainable tourism.



To design the Master Plan for the Basin, a 7-step approach has been followed



Sava River Basin Tourism Vision creates a clear picture of what the **destination aims to be** by 2040

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:

The Sava River Basin will be recognized across Europe as a **key multi-country destination**, offering unique products and experiences, adopting natural landscapes and assets variety as its main unique selling point.

2. To be competitive:

At the core of the Master Plan and future management of the Sava River Basin will be the principle of quality and sustainability, including initiatives that promote full inclusivity, ensuring accessibility for all tourists and equal opportunities for local entrepreneurs (e.g., gender equality).

3. To be responsibly managed:

The Sava River Basin will ensure a sustainable management through regulations and actions aimed at protecting the landscape and preventing overtourism and harmful exploitation of the territory, as well as initiatives that comply with climate hazards frameworks.

Vision and Mission are linked through strategic goals and key issues

The key issues are essential. They helped shape the Vision 2040 and its Strategic Goals (each one ended up characterized by specific issues) and grouping them by goal made it possible to define the action categories needed to achieve these goals.

THE VISION

Vision's Strategic Goals

What do we want to achieve?

1. To be recognized

2. To be competitive

3. To be responsibly managed

Key Issues at a Sava River Basin level

Key Issues at a Sava River Basin level

Key Issues at a Sava River Basin level

Issues related strategic questions

Issues related strategic questions

Issues related strategic questions

Mission's Building Elements

Identified Categories of Action

- 1.1 Technology and Digitalization
- 1.2 Marketing and Branding

Identified Categories of Action

- 2.1 Product, Experience & Development
- 2.2 Investment and Financing
- 2.3 Infrastructures, Facilities and Operations
- 2.4 Human Resources and Capacity Building

Identified Categories of Action

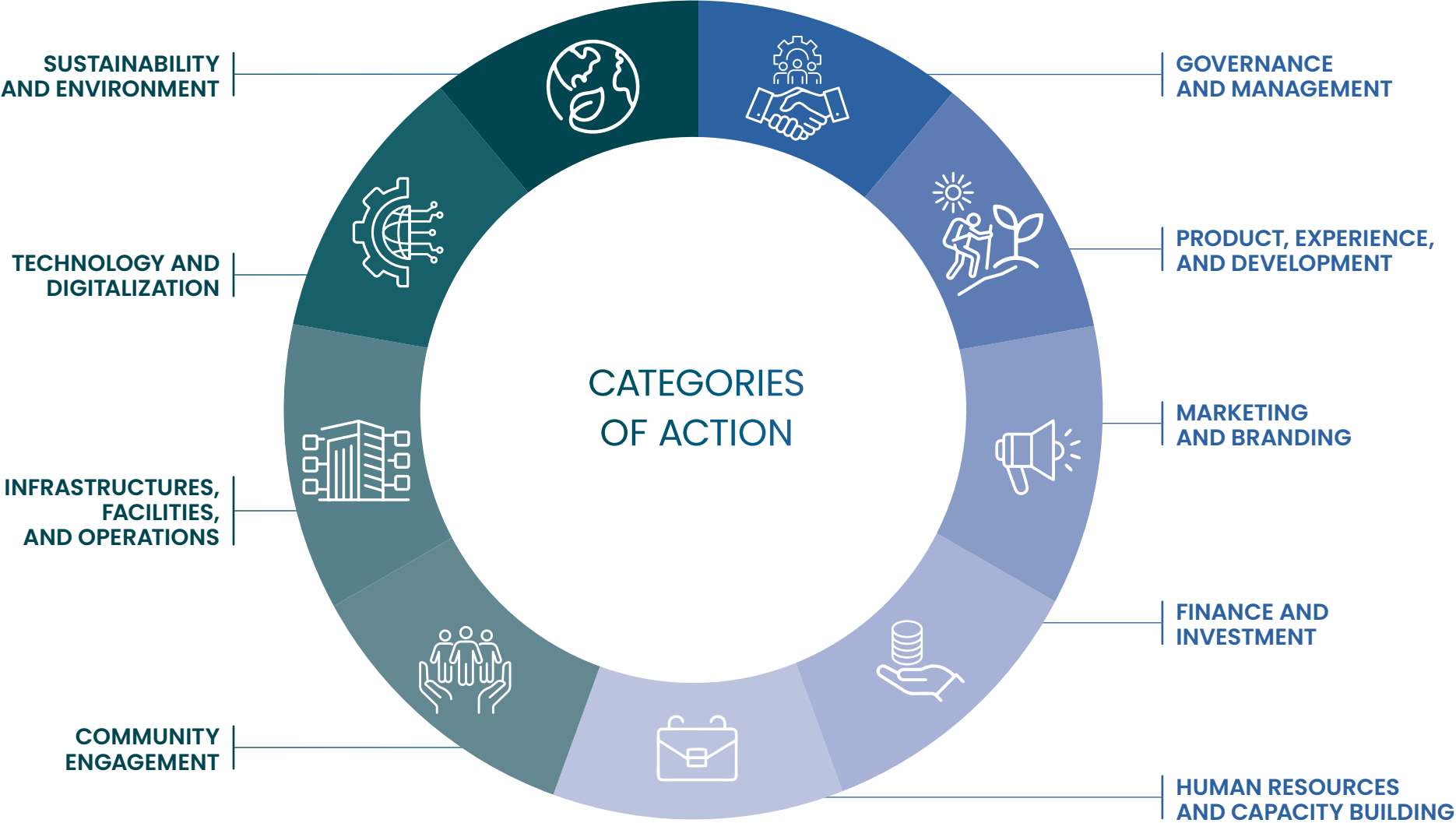
- 3.1 Sustainability and Environment
- 3.2 Governance and Management
- 3.3 Community Engagement

Identification of high- level guidelines per specific category of action

THE MISSION

How do we achieve what we want?

The key issues analysis led to the identification of 9 main categories of action



How do we want achieve the Vision? Through the Mission 2040

MISSION 2040

Implement a comprehensive Master Plan that defines clear priorities and delivers **targeted initiatives and projects**, while **fostering cross-border collaboration**, supporting public-private partnerships, and **creating opportunities for local entrepreneurs** to strengthen the Basin's identity as a **unique and competitive destination** by **enhancing tourism products and services** in line with **the brand and sustainable image** of the Basin and **digitally promoting tourism experiences** that differentiate the region and **create lasting value for stakeholders** and visitors alike.

Marketing and Branding:

Position the Sava River Basin as a holistic and compelling tourism destination in the European market, supported by modern, data-driven marketing strategies that highlight the overall brand as well as unique identity and strengths of each cluster.

Product, Experience, and Development:

Identify and foster the implementation of tourism products and experiences tailored to the specific needs of the Basin and the identified clusters, ensuring diversity, coherence, and consistency at the Basin-wide level.

Human Resources and Capacity Building:

Strengthen skills, training, and workforce development to ensure that local communities and stakeholders can sustain long-term tourism growth.

Finance and Investment:

Develop of appropriate dedicated programs – e.g., support programs, state aids, etc., as a basis for investment. – prioritize bankable projects, and support entrepreneurship, with particular emphasis on SMEs, women, and younger generations.

Community Engagement:

Foster inclusive participation of local stakeholders, ensuring that communities benefit directly from tourism growth while maintaining cultural authenticity.

Governance and Management:

Recommend improvements to institutional frameworks, enhance cross-border cooperation, and recommend responsibilities among key actors to achieve unified strategies.

Infrastructures, Facilities, and Operations:

Identify pivotal investments in soft and hard infrastructure that supports seamless tourist mobility, service quality, and operational excellence across the Basin.

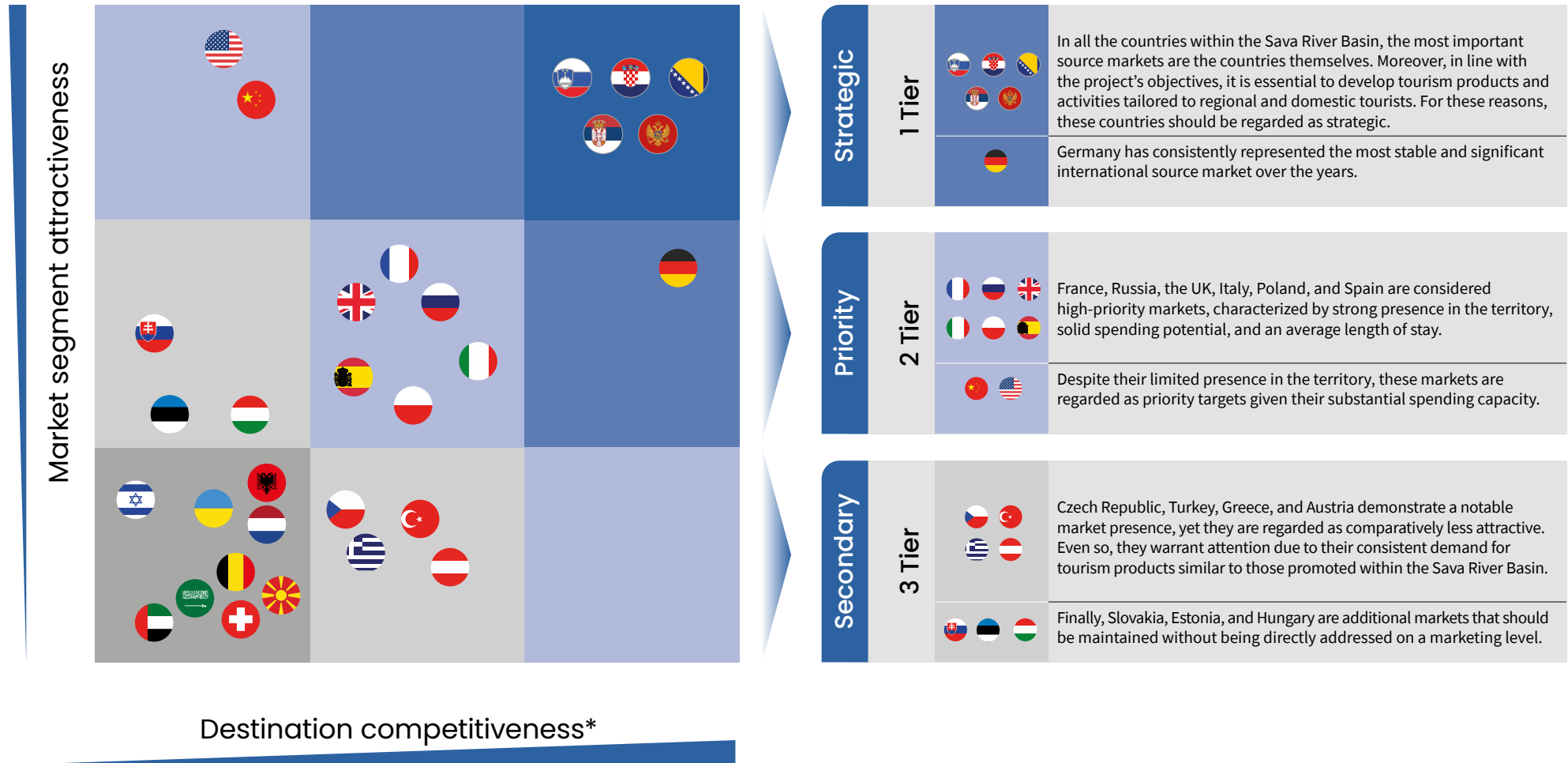
Sustainability and Environment:

Promote tourism development that safeguards natural resources and ensures alignment with sustainability standards.

Technology and Digitalization:

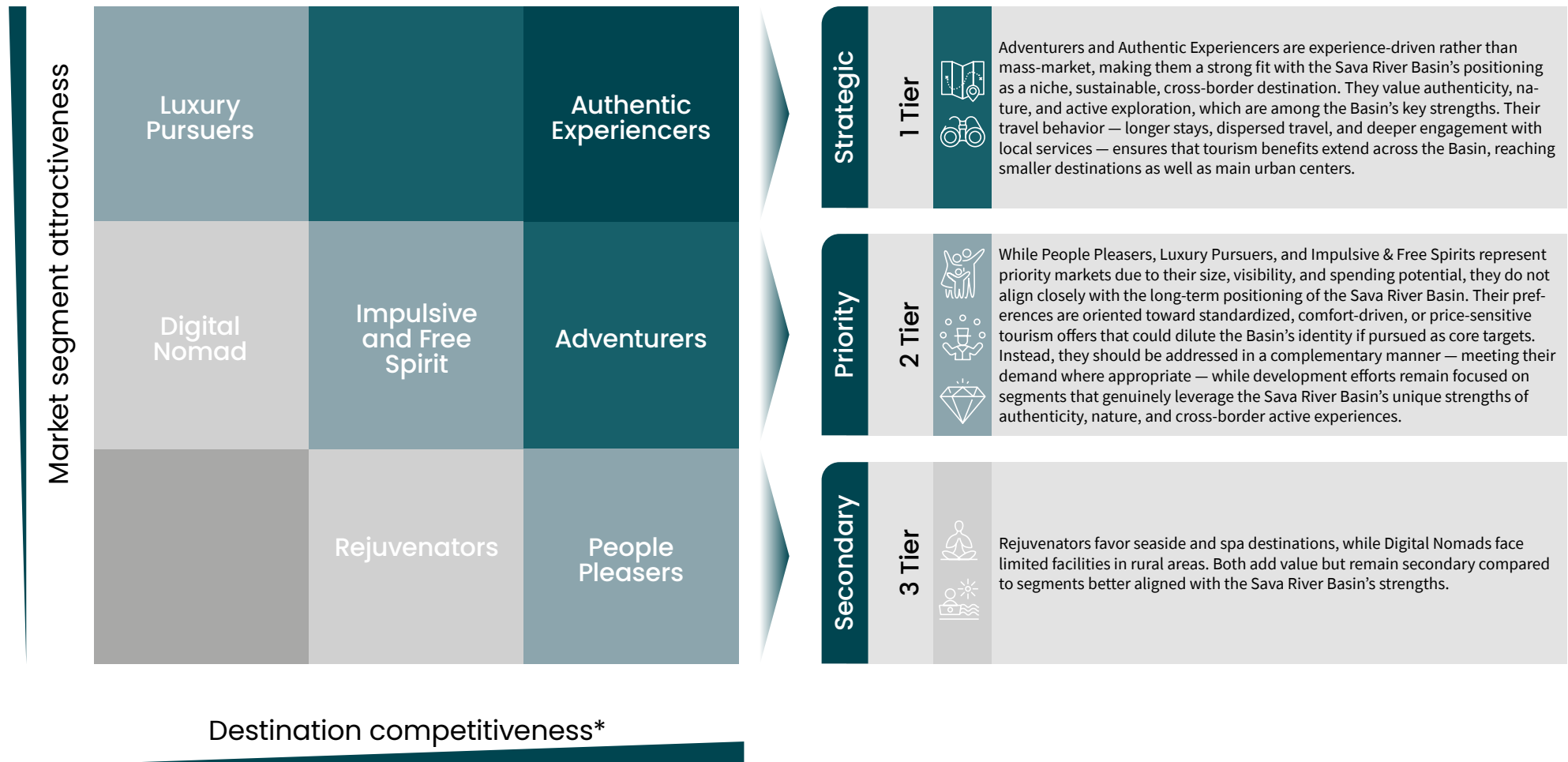
Leverage digital tools and innovation to promote visitor experiences, enhance visibility, and ensure the awareness of key tourism markets.

The source markets analysis resulted in the identification of 3 ranges, considering strategic, priority, and secondary sources



Note*: Attractiveness refers to the extent to which a given segment exhibits characteristics and behaviors that are desirable for a destination, while competitiveness reflects the extent to which this segment can be effectively attracted to that destination.

The **tourist segments** analysis highlighted 2 strategic and 3 priority types of tourists to be targeted with the Master Plan




Note*: Attractiveness refers to the extent to which a given segment exhibits characteristics and behaviors that are desirable for a destination, while competitiveness reflects the extent to which this segment can be effectively attracted to that destination.

The tourism demand space analysis identified 5 pillar and 8 supporting demand spaces to be enforced


PILLAR DEMAND SPACES

- River & Scenic
- Cycling Tourism
- Cultural Heritage
- Ecotourism
- Nautical Tourism



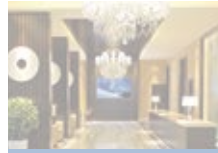
Gastronomy

Promotes food tourism with tastings, culinary workshops, and local markets.




Adventure

Offers activities like trekking, rafting, climbing, and outdoor adventure sports.



Luxury & Lifestyle

Caters travelers seeking exclusive hotels and premium shopping.




Family Tourism

Offers activities including theme parks, playgrounds, and museums.




Cycling Tourism

Targets cycling enthusiasts through routes, bike tours, and cycling events.



Events

Focuses on medium-to-big events organizations.




Ecotourism

For travelers seeking nature experiences, wildlife watching, and eco-adventures.


SUPPORTING DEMAND SPACES

- Family Tourism
- Wellness Tourism
- Gastronomy
- Events
- Adventure
- Winter Sports
- Arts & Creative
- Rural & Agrotourism




River & Scenic

For visitors enjoying riverside landscapes, viewpoints, and slow outdoor activities.




Nightlife Entertainment

Includes nightlife, live shows, festivals, and venues for events.




Rail & Sighting

Offers scenic train rides and guided tours with panoramic views.




Health & Medical

Targets visitors seeking medical treatments and wellness therapies.




Arts & Creative

Highlights museums, galleries, festivals, and traditional crafts.




Nautical Tourism

Includes boating, excursion, and cruise experiences on rivers and lakes.




Shopping & Retail

Focuses on shopping malls, boutique stores, and retail-driven trips.



Touring

Guided tours covering cities, cultural landmarks, and natural sites.



Wellness Tourism

Focuses on spas, retreats, yoga, and fitness for relaxation and wellbeing.




Rural & Agritourism

Connects visitors with rural life, farms, local traditions, and agrifood experiences.



Winter Sports

Covers skiing, snowboarding, and snow-based activities.




MICE Tourism

Attending meetings, incentives, conferences, and exhibitions.



Cultural Heritage

For travelers interested in historical sites and cultural experiences.



Religious Tourism

Attracts travelers motivated by faith or spirituality.

The Basin blends nature, culture, and outdoor adventure across six diverse cross-border clusters – USPs

Sava River Basin

SAVA RIVER BASIN USPs (Unique Selling Points)

CROSS-BORDER ROUTE:
Connects 5 countries
with a rich cultural mix.

AUTHENTIC & UNTOUCHED:
A less-explored and
genuine alternative to
crowded rivers.

DIVERSE ASSETS:
UNESCO sites
and protected natural
areas in one journey.

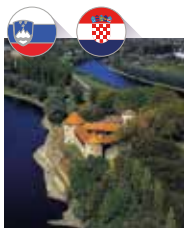
MULTI-ACTIVITY:
Perfect for boating,
biking, hiking, and
nature watching.

STRATEGIC LINK:
A natural corridor
between the Alps
and the Balkans.



1 Sava's Outdoor and Nature Gateway

Alpine Views: From Ljubljana to Triglav.
Triglav Park: Pure nature.
Active & Green: Hike, bike, stay.
Local Charm: Small towns.
Easy Reach: Compact and varied.



2 Sava Heritage and Wellness Corridor

Zagreb: Urban culture by the river.
Thermal Springs: Relax in Spa resorts.
Wine Hills: Vineyards, scenarios, villages.
Heritage Trail: Castles, traditions, calm.



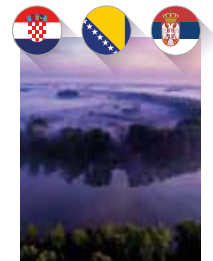
3 Green Waters and Heritage Highlands

Plitvice & Una: Iconic parks.
Blue-Green Rivers: Falls, canyons, forests.
Active Escape: Hike, raft, relax.
Rural Culture: Local traditional villages.



4 Sava Navigation and Birdwatching Corridor

River Border: Shared landscapes.
Birdlife: Wetlands, migrations.
Slow Boating: Calm, scenic.
Navigability: Navigable section of the Sava
and connection with the Danube in Belgrade.



5 Urban Heritage and Discovery Corridor

Historic Mix: East and West roots.
Ethnic Villages: Living culture.
Local Flavor: Crafts, coffee.
Urban Hubs: Sarajevo, Tuzla, Zenica.

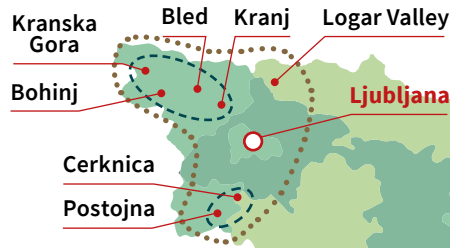


6 Drina Wilderness Adventure Corridor

Wild: Mountains, canyons, old forests.
Active: Hiking, rafting, fresh air.
Local: Traditions, crafts, food.
Authentic: Quiet, few tourists.



1. Sava's Outdoor and Nature Gateway



VALUE PROPOSITION

Slovenia's **alpine hub** combines lakes, mountains, and cycling routes into a year-round outdoor destination, standing out for its product diversification, accessibility (Ljubljana), and strong international appeal.

MAIN TOURISM ACTIVITIES AND ASSETS



Winter Sports



Mountain Landscape



MICE and Events



Hiking



Soft Water Activities



Protected Areas



Adventure Tourism



Cycling

CORE DEMAND SPACES

Nautical



LOW MEDIUM HIGH

Cycling



LOW MEDIUM HIGH

Ecotourism



LOW MEDIUM HIGH

TARGET SEGMENTS

- Adventurers
- Luxury Pursuers
- Authentic Experiencers
- Rejuvenators
- People Pleasers
- Impulsive and Free Spirits
- Digital Nomads

OTHER TOURISM PRODUCTS

- Nature
- Cultural
- Adventure
- Gastro
- Wellness
- Religious

TRAVEL SEASONALITY

- Winter
- Spring
- Autumn
- Summer

TOURISM DEVELOPMENT

- Consolidated
- Emerging

SOURCE MARKETS



MAIN ACTIVITIES & EXPERIENCES



Hiking in Triglav National Park, **lake experiences** in Bled and Bohinj, **winter sports** in Kranjska Gora, **cycling routes**, **caving** in Postojna, **cultural visits** in Ljubljana and alpine villages, and **wellness escapes** in nature.

Strategy validated through Cluster Workshop with local stakeholders

2. Sava Heritage and Wellness Corridor



VALUE PROPOSITION

A cross-border heritage and wellness route built on **spa culture, castles, vineyards, and rivers**, with Zagreb, Samobor, and Celje anchoring multi-day itineraries and slow, experiential tourism.

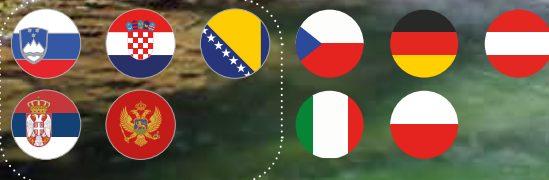
MAIN TOURISM ACTIVITIES AND ASSETS



CORE DEMAND SPACES



SOURCE MARKETS



TARGET SEGMENTS

- Adventurers
- Luxury Pursuers
- Authentic Experiencers
- Rejuvenators
- People Pleasers
- Impulsive and Free Spirits
- Digital Nomads

OTHER TOURISM PRODUCTS

- Nature
- Cultural
- Adventure
- Gastro
- Wellness
- Religious

TRAVEL SEASONALITY

- Winter
- Spring
- Autumn
- Summer

TOURISM DEVELOPMENT

- Consolidated
- Emerging

MAIN ACTIVITIES & EXPERIENCES

Visitors can **explore monasteries and historic towns** along the Sava, discover Zagreb's vibrant cultural and urban life, **cycle river** routes linking heritage landmarks, **relax in spa resorts** such as Stubičke Toplice, **taste regional wines and local cuisine**, and join **summer festivals**. **Kupa River** also represents high potential for nautical tourism projects.

Strategy validated through Cluster Workshop with local stakeholders

3. Green Waters and Heritage Highlands



VALUE PROPOSITION

Brings together **UNESCO parks, rivers, and traditional villages, merging nature and living heritage** into a flagship eco-cultural route linking Croatia and Bosnia and Herzegovina.

MAIN TOURISM ACTIVITIES AND ASSETS



CORE DEMAND SPACES



TARGET SEGMENTS

- Adventurers
- Luxury Pursuers
- Authentic Experiencers
- Rejuvenators
- People Pleasers
- Impulsive and Free Spirits
- Digital Nomads

OTHER TOURISM PRODUCTS

- Nature
- Cultural
- Adventure
- Gastro
- Wellness
- Religious

TOURISM DEVELOPMENT

- Consolidated
- Emerging

TRAVEL SEASONALITY

- Winter
- Spring
- Autumn
- Summer

SOURCE MARKETS



MAIN ACTIVITIES & EXPERIENCES

Visitors can hike through Risnjak and Una NP, discover the **world-famous Plitvice Lakes and boat tours, cycle across rural highlands** and valleys, explore **traditional villages and heritage sites**, and enjoy **local food** rooted in the region's culture.



Strategy validated through Cluster Workshop with local stakeholders

4. Sava Navigation and Birdwatching Corridor



•	Main tourism centers
○	Capitals
⊖	Main tourism areas
⊕	Proposed tourism cluster

VALUE PROPOSITION

Transforms the river into a stage for navigation, **birdwatching**, and **eco-travel**, connecting **wetlands**, **villages**, and Belgrade as an urban gateway for sustainable river-based tourism.

MAIN TOURISM ACTIVITIES AND ASSETS



Cruising and others



RAMSAR and protected areas



Cycling



Wildlife and birdwatching



Rural Villages



Sustainability



Wellness



Fishing and hunting

CORE DEMAND SPACES

Nautical



LOW MEDIUM HIGH

Cycling



LOW MEDIUM HIGH

Ecotourism



LOW MEDIUM HIGH

TARGET SEGMENTS

- Adventurers
- Luxury Pursuers
- Authentic Experiencers
- Rejuvenators
- People Pleasers
- Impulsive and Free Spirits
- Digital Nomads

OTHER TOURISM PRODUCTS

- Nature
- Cultural
- Adventure
- Gastro
- Wellness
- Religious

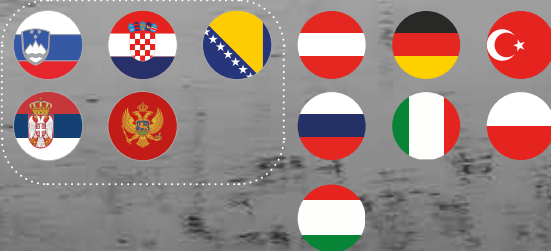
TRAVEL SEASONALITY

- Winter
- Spring
- Autumn
- Summer

TOURISM DEVELOPMENT

- Consolidated
- Emerging

SOURCE MARKETS



MAIN ACTIVITIES & EXPERIENCES



Visitors can enjoy **river cruising or boat** excursions from Sisak to Belgrade, **observe birdlife** in Obedska Bara, Lonjsko Polje Nature Park, and Zasavica Nature Reserve, **cycle along riverside trails**, explore traditional villages and wetlands, and complement their journey with **vibrant urban experiences in Belgrade** as the main gateway city.

Strategy validated through Cluster Workshop with local stakeholders

5. Urban Heritage and Discovery Corridor



•	Main tourism centers
○	Capitals
⊖	Main tourism areas
⊕	Proposed tourism cluster

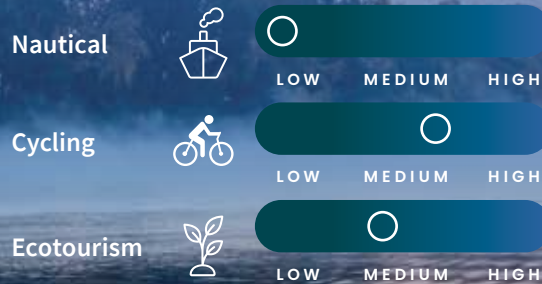
VALUE PROPOSITION

Anchored by Sarajevo, it unites **fortresses, ethno-villages, gastronomy, and winter sports**, offering immersive cultural and historical experiences rooted in living traditions.

MAIN TOURISM ACTIVITIES AND ASSETS

Culture and Heritage	Ethno Villages	Mountain Landscape	Winter Sports	MICE and Events	Gastronomy	Religious Tourism	Wellness Tourism

CORE DEMAND SPACES



TARGET SEGMENTS

- Adventurers
- Luxury Pursuers
- Authentic Experiencers
- Rejuvenators
- People Pleasers
- Impulsive and Free Spirits
- Digital Nomads

OTHER TOURISM PRODUCTS

- | | |
|--|---|
| <input type="checkbox"/> Nature | <input checked="" type="checkbox"/> Gastro |
| <input checked="" type="checkbox"/> Cultural | <input type="checkbox"/> Wellness |
| <input type="checkbox"/> Adventure | <input checked="" type="checkbox"/> Religious |

TOURISM DEVELOPMENT

- Consolidated
- Emerging

TRAVEL SEASONALITY

- | | |
|--|--|
| <input type="checkbox"/> Winter | <input checked="" type="checkbox"/> Autumn |
| <input checked="" type="checkbox"/> Spring | <input checked="" type="checkbox"/> Summer |

No Cluster Workshop was held due to low stakeholder attendance

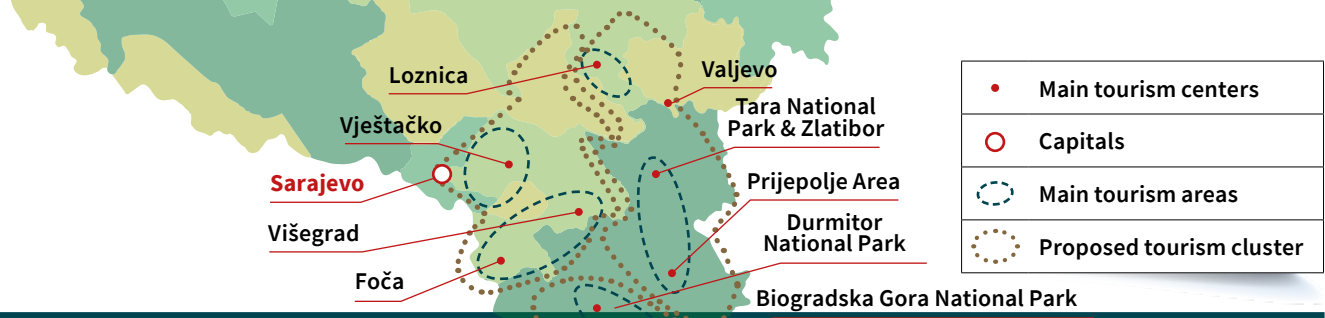
SOURCE MARKETS



MAIN ACTIVITIES & EXPERIENCES

Visitors can explore **Sarajevo's old town** and multicultural heritage, ski in the **Olympic mountains** of Bjelašnica and Jahorina, **visit towns** like Travnik and Visoko, **enjoy gastronomy** rooted in Ottoman and Austro-Hungarian traditions, and discover **religious landmarks**.

6. Drina Wilderness Adventure Corridor



•	Main tourism centers
○	Capitals
⊖	Main tourism areas
⊕	Proposed tourism cluster

VALUE PROPOSITION

Defined by dramatic mountains and wild rivers, it serves as the **adventure core of the Basin**, with **rafting, hiking, and cycling** around Durmitor and Tara, and rural authenticity in Foča and Višegrad.

MAIN TOURISM ACTIVITIES AND ASSETS



Mountain Landscape



Soft Water Activities



National Parks



Winter Sports



Cycling



Hiking

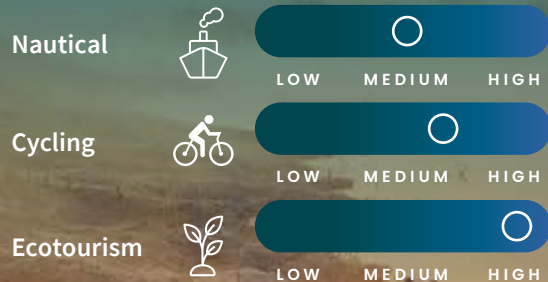


Rural Villages



Gastronomy

CORE DEMAND SPACES



TARGET SEGMENTS

- Adventurers
- Luxury Pursuers
- Authentic Experiencers
- Rejuvenators
- People Pleasers
- Impulsive and Free Spirits
- Digital Nomads

OTHER TOURISM PRODUCTS

- Nature
- Cultural
- Adventure
- Gastro
- Wellness
- Religious

TRAVEL SEASONALITY

- Winter
- Spring
- Autumn
- Summer

TOURISM DEVELOPMENT

- Consolidated
- Emerging

SOURCE MARKETS

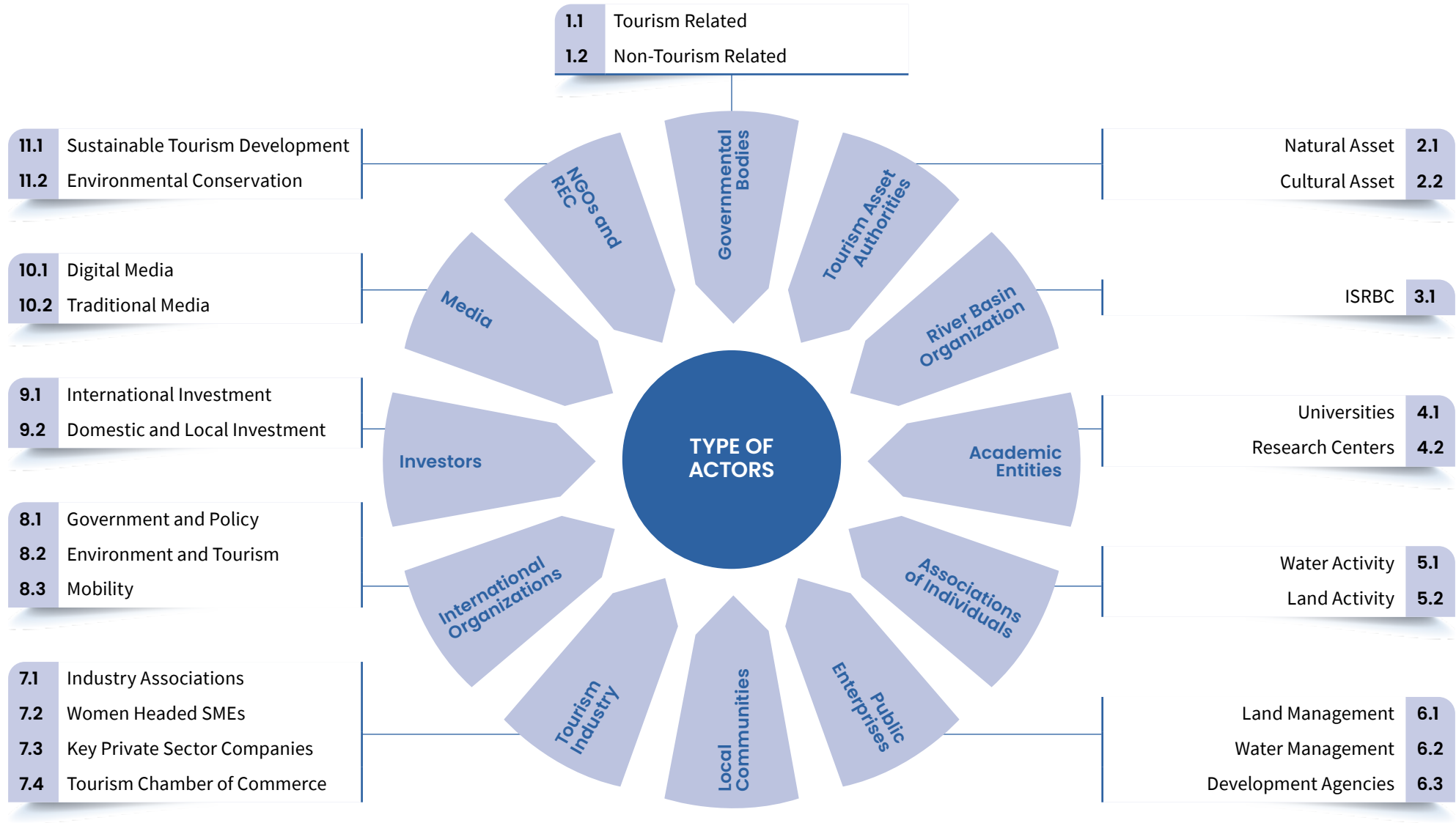


MAIN ACTIVITIES & EXPERIENCES




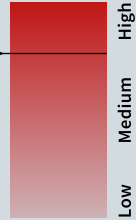

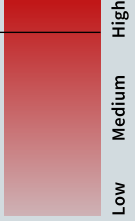

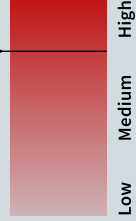

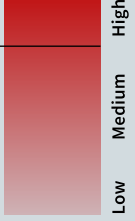

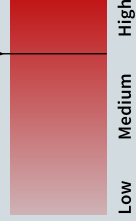
Visitors can **raft on the Drina and Tara Rivers**, **hike** the diverse National Parks, **ski** in the mountains around Žabljak, **cycle through wilderness landscapes**, **explore rural villages** like Foča and Višegrad, and enjoy **authentic mountain cuisine**.

Strategy validated through Cluster Workshop with local stakeholders


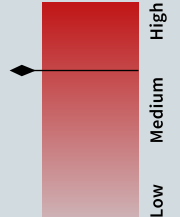

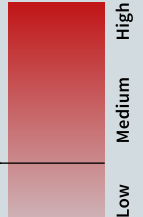

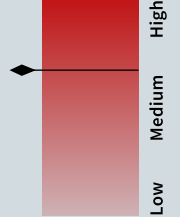
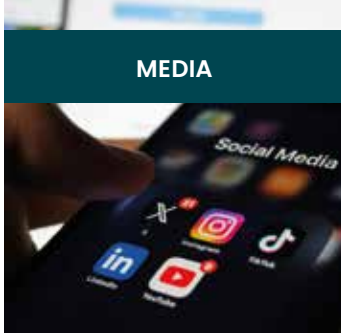
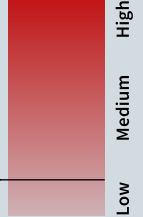

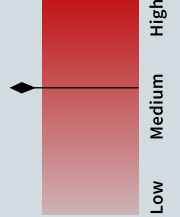

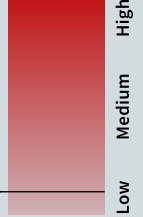
Stakeholders were mapped, identified, and grouped into categories and subcategories



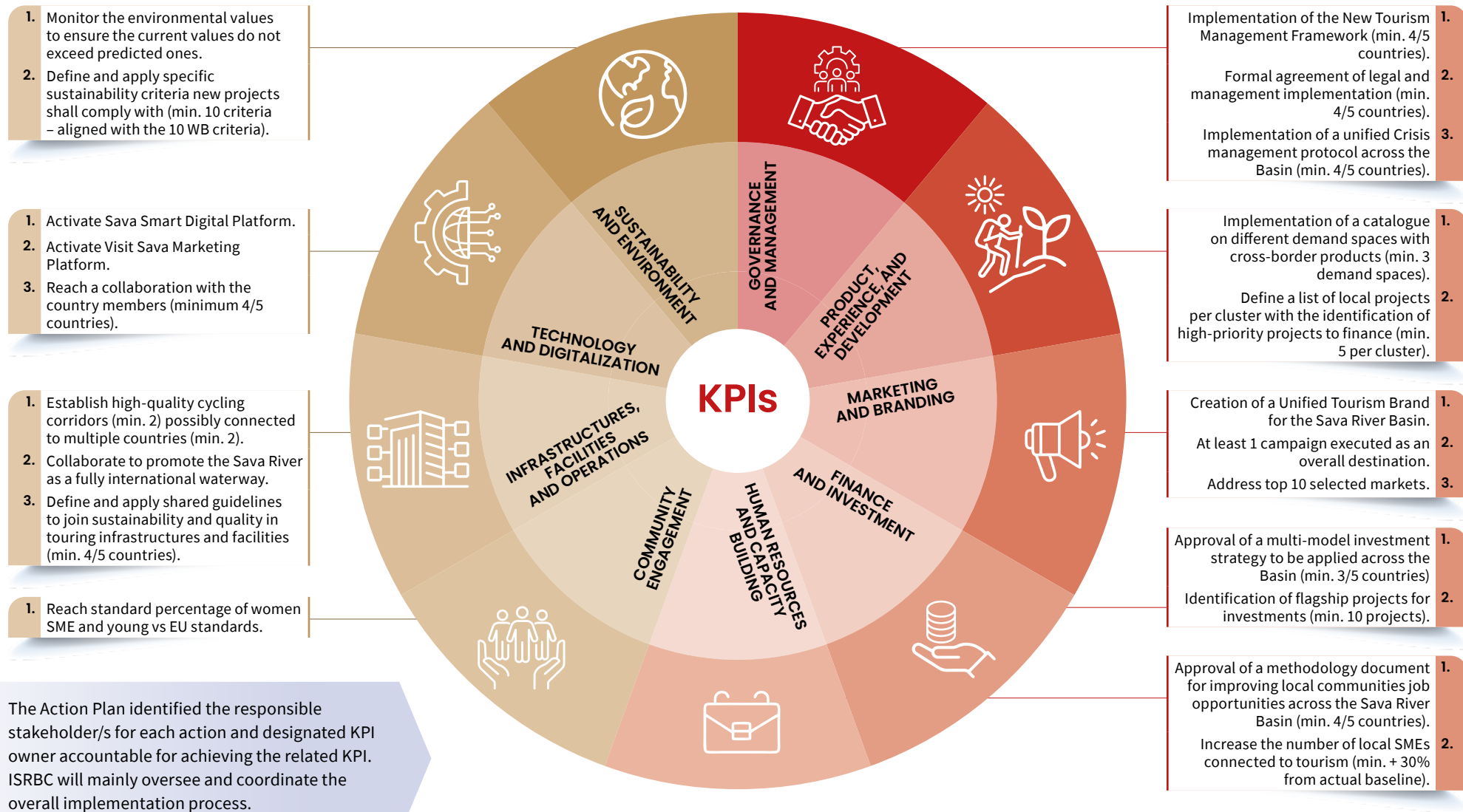
Stakeholders were then **evaluated based on the impact** they would exercise on the Master Plan (1/2)

 <p>GOVERNMENTAL BODIES</p>	<p>Added Value and Opportunities</p> <p>Provide a clear framework to coordinate policies, funding mechanisms, and infrastructure development in a way that maximizes synergies between tourism and broader regional priorities. It also creates opportunities to strengthen cross-border collaboration, enhance institutional capacity, and reinforce their role in ensuring sustainability and regulatory alignment across the Sava River Basin.</p>	<p>Overall impact on The Master Plan</p> 	 <p>TOURISM ASSET AUTHORITIES</p>	<p>Added Value and Opportunities</p> <p>The Master Plan would provide them with a structured framework to enhance the management of natural and cultural sites, while supporting the delivery of high-quality visitor experiences. It would strengthen promotion, facilitate the use of digital tools, and help mobilize resources for infrastructure and sustainability, reinforcing the long-term value, visibility, and resilience of the tourism assets.</p>	<p>Overall impact on The Master Plan</p> 
 <p>RIVER BASIN ORGANIZATION</p>	<p>Added Value and Opportunities</p> <p>Align tourism with transboundary governance, navigation, and ecosystem protection, while enhancing the visibility and coordination power of ISRBC in the tourism domain. It would also create opportunities to deepen regional cooperation, foster innovative solutions, and establish environmental sustainability as a defining pillar of the Sava River Basin's tourism development.</p>	<p>Overall impact on The Master Plan</p> 	 <p>NGOs & REC</p>	<p>Added Value and Opportunities</p> <p>Give a stronger platform to channel community voices, advocate for inclusivity, and scale up conservation initiatives across the Basin. It would also open opportunities for them to expand their role in awareness-raising, capacity building, and grassroots partnerships, ensuring that sustainable tourism development remains both people-centered and environmentally responsible.</p>	<p>Overall impact on The Master Plan</p> 
 <p>INTERNATIONAL ORGANIZATIONS</p>	<p>Added Value and Opportunities</p> <p>The Master Plan would allow international organizations to channel their frameworks, expertise, and resources into strengthening cross-border governance, financing, and innovation in the Sava River Basin.</p>	<p>Overall impact on The Master Plan</p> 	 <p>TOURISM INDUSTRY</p>	<p>Added Value and Opportunities</p> <p>Align product development, marketing, and digital innovation with a Basin-wide strategy, amplifying reachability and competitiveness. It would also create new opportunities for industry associations, women-headed SMEs, and private companies to strengthen collaboration, access investment, and drive inclusive and sustainable growth across the Sava River Basin.</p>	<p>Overall impact on The Master Plan</p> 

Stakeholders were then **evaluated** based on the impact they would exercise on the Master Plan (2/2)

 <p>LOCAL COMMUNITY</p>	<p>Added Value and Opportunities</p> <p>An effective Master Plan would enhance local awareness and expand business opportunities within the community, fostering greater interest and participation in the tourism sector. Moreover, it would create opportunities to strengthen collaboration and communication among different communities.</p> <p>Overall impact on The Master Plan</p> 	 <p>ASSOCIATIONS OF INDIVIDUALS</p>	<p>Added Value and Opportunities</p> <p>Empower associations of individuals by giving them an emphasized role in shaping decisions that reflect community needs and values. It would create opportunities to strengthen their presence and visibility, expand grassroots participation, and contribute more effectively to sustainable tourism initiatives in the Sava River Basin.</p> <p>Overall impact on The Master Plan</p> 
 <p>INVESTORS</p>	<p>Added Value and Opportunities</p> <p>Provide a structured framework to align investments with long-term priorities, ensuring resources are directed toward impactful, sustainable projects. It would also enhance opportunities to strengthen accountability, improve transparency, and reinforce their role as key enablers of financial stability and environmental compliance in the Sava River Basin's tourism development.</p> <p>Overall impact on The Master Plan</p> 	 <p>MEDIA</p>	<p>Added Value and Opportunities</p> <p>Provide a stronger narrative framework to promote the Sava Basin as a sustainable and attractive destination, amplifying local voices, expanding digital reach, and connecting the Basin's tourism identity with both domestic and international audiences in a coherent and impactful way.</p> <p>Overall impact on The Master Plan</p> 
 <p>PUBLIC ENTERPRISES</p>	<p>Added Value and Opportunities</p> <p>Help align infrastructure, land, and water management with long-term tourism needs, ensuring reliable services that underpin visitor experiences. It would also create opportunities to channel investments into resilient, sustainable projects while reinforcing their enabling role in maintaining the backbone systems essential for tourism growth in the Sava River Basin.</p> <p>Overall impact on The Master Plan</p> 	 <p>ACADEMIC ENTITIES</p>	<p>Added Value and Opportunities</p> <p>Enable to translate research, innovation, and training into actionable strategies that strengthen workforce capacity and sustainability in the Basin, allowing universities and research centers to position themselves as knowledge leaders, advancing digital solutions, monitoring frameworks, and long-term innovations for sustainable tourism development.</p> <p>Overall impact on The Master Plan</p> 

Key Performance Indicators (KPIs) per Category of Action – Vision 2040



Fourteen initiatives have been identified per category of action

Vision's Strategic Goals

1. TO BE RECOGNIZED

MARKETING AND BRANDING

Develop Sava River Basin Destination Brand & Content Strategy

Build a unified regional identity and content guidelines, showcasing the Basin's cross-border value.

Launch Integrated Marketing Campaigns in the Sava River Basin

Coordinate cross-border promotion through digital, traditional, and international channels.

HUMAN RESOURCES AND CAPACITY BUILDING

Optimize the regional workforce ecosystem

Design trainings, workshops, and programs aimed at educating and empowering women, young people, and create opportunities for SMEs.

PRODUCT, EXPERIENCE, AND DEVELOPMENT

Coordinate Cross-Border Product Development

Facilitate the design and testing of innovative cross-border tourism products and flagship routes.

Empower the ISRBC Expert Group and Establish the Product Development Unit

Establish an institutional framework to guide and monitor product development across the Sava River Basin, guaranteeing the inclusive involvement of all riparian countries.

SUSTAINABILITY AND ENVIRONMENT

Promote Sustainable Development Across The Sava River Basin

Advance a balanced approach to tourism growth by integrating spatial planning, biodiversity protection, and sustainability monitoring tools that safeguard natural and cultural assets while fostering long-term economic viability.

2. TO BE COMPETITIVE

TECHNOLOGY AND DIGITALIZATION

Implement the Sava River Basin Digitalization program

Drive digital transformation across the Basin by creating integrated platforms for workforce development, tourism management, and visitor services to enhance the Basin's visibility from the perspective of the workforce, entrepreneurs, or investors.

Activate Visit Sava Marketing Platform

Design a marketing platform that aims to communicate the unified image of the Basin.

INFRASTRUCTURES, FACILITIES AND OPERATIONS

Promote and support infrastructure and facilities development on a Sava River Basin level

Strengthen the overall infrastructure framework of the Sava River Basin by enhancing connectivity, developing sustainable tourism facilities, and supporting eco-friendly utility networks to foster regional integration and long-term competitiveness.

3. TO BE RESPONSIBLY MANAGED

FINANCE AND INVESTMENT

Facilitate and Unify Financing Support on a Sava River Basin Level

Promote coordinated access to international funding, encourage cross-border flagship product development, and enable SME and start-up participation through supportive financial instruments and partnerships.

COMMUNITY ENGAGEMENT

Promote Gender-Inclusive Engagement

Ensure women's participation in consultations and decision-making processes at community level. This relates to the results coming from the 2nd Women Forum.

Support community engagement activities across the Sava River Basin

Strengthen local participation in tourism development by fostering awareness, inclusive governance, and equitable benefit-sharing mechanisms that empower communities and enhance sustainability.

GOVERNANCE AND MANAGEMENT

Empower ISRBC's Coordinating Role

Position ISRBC as the permanent cooperation platform for Sava River Basin tourism, ensuring representation of all countries and facilitating aligned action across borders.

Provide General Legal Directions

Facilitate the modernization and harmonization of tourism-related laws and regulations across the Sava River Basin, fostering transparency, sustainability, and safer cross-border tourism development.

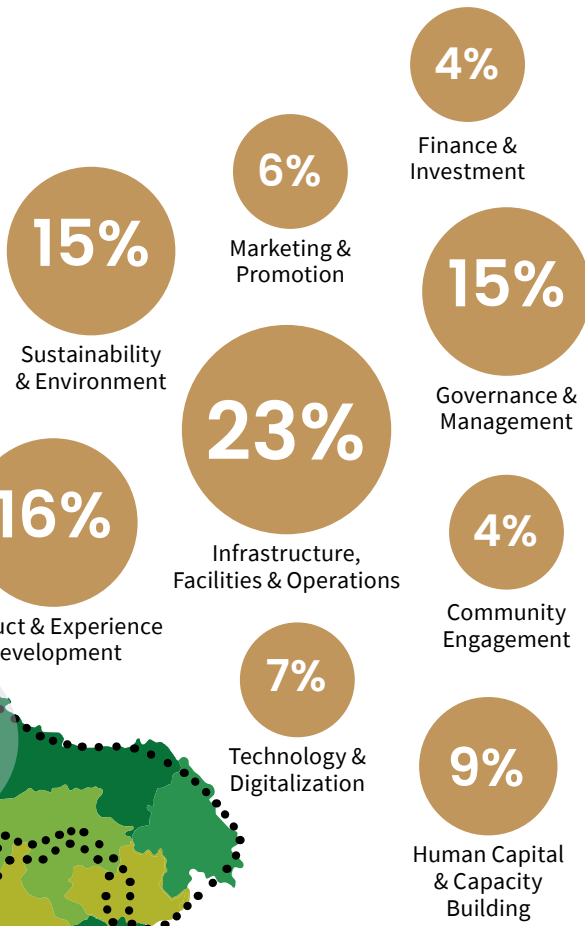
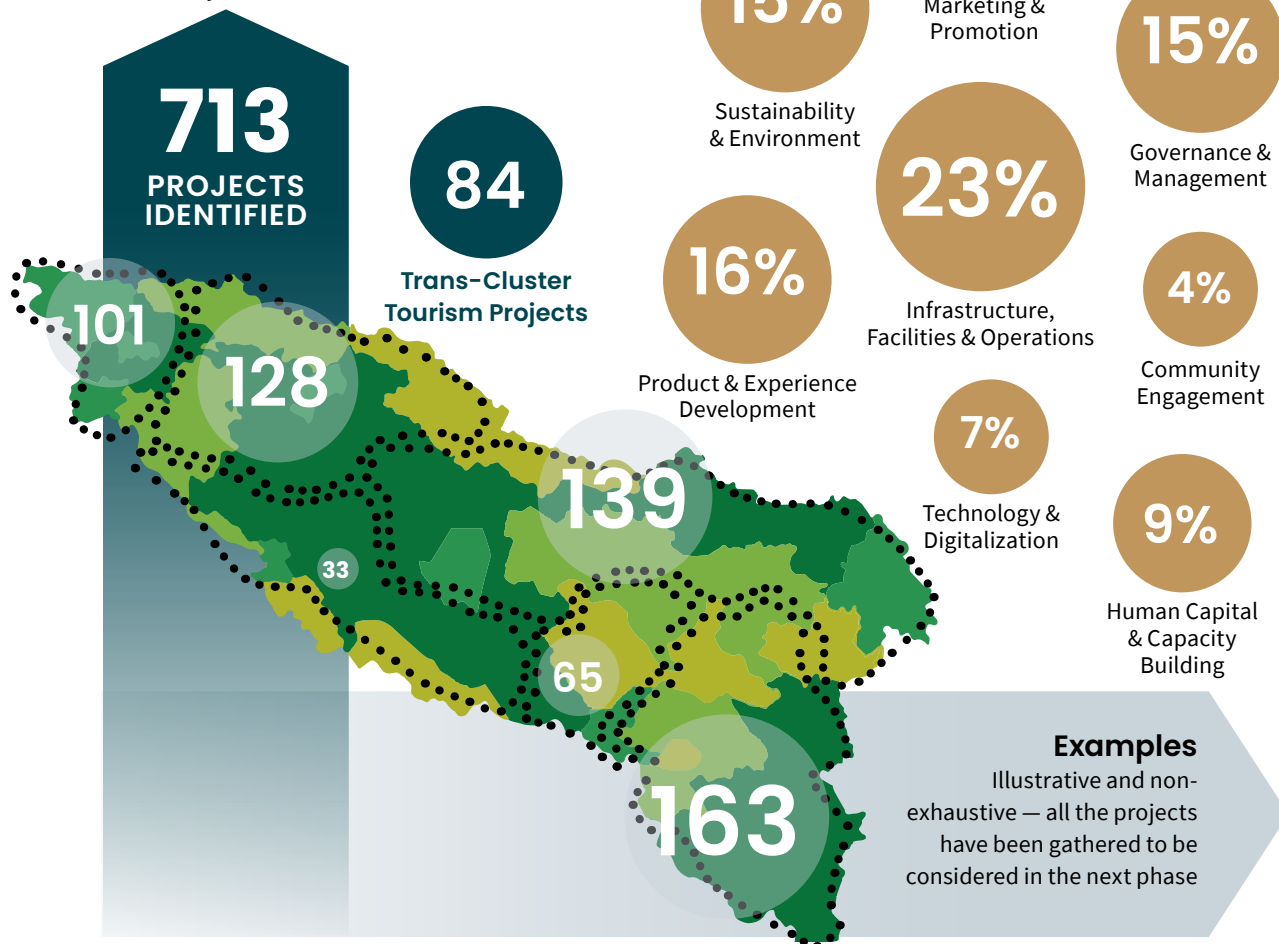
Codify Floods & Accidental Pollution Emergency Management Procedures

Promote regional protocols for emergency response in tourism. Ensure that touristic zones, touristic facilities developed emergency rescue plans in case of natural disasters in accordance with local or regional emergency plans.

Overview of Identified Projects in the Sava River Basin

Number of identified Projects, Specific Location and Categories of Action

based on the projects gathered from national, regional, and local tourism strategies, and the projects directly received by stakeholders.



01. Sava **Cycle Route** (Future EuroVelo 18)
02. Integration of **eco touristic development** and **nature preservation** (REVERS)
03. Development of **Cycling and Hiking Trails into a Tourism Product** in Green Karst region
04. Comprehensive **Sustainable Model for the Development of Micro-Destinations** in Kranj
05. Garić **Castle Restoration** and Renovation
06. Bjelovar–Garešnica **Cycling Route**
07. Integrated protection of **cultural-historical/natural heritage**
08. **Construction of a River Piers** in Orašje and Višegrad
09. Construction of **river marinas and piers for excursion** and recreational navigation
10. Construction works on critical **Sava River section (ViCTour)**
11. Construction of **IT HUB** (tourism innovation) in Žabljak
12. **Thematic hiking trails** (Between Sutjeska and Durmitor National Parks)

The prioritization led to the identification of **101 crucial actions** and **66 recommended actions** implemented in the Action Plan

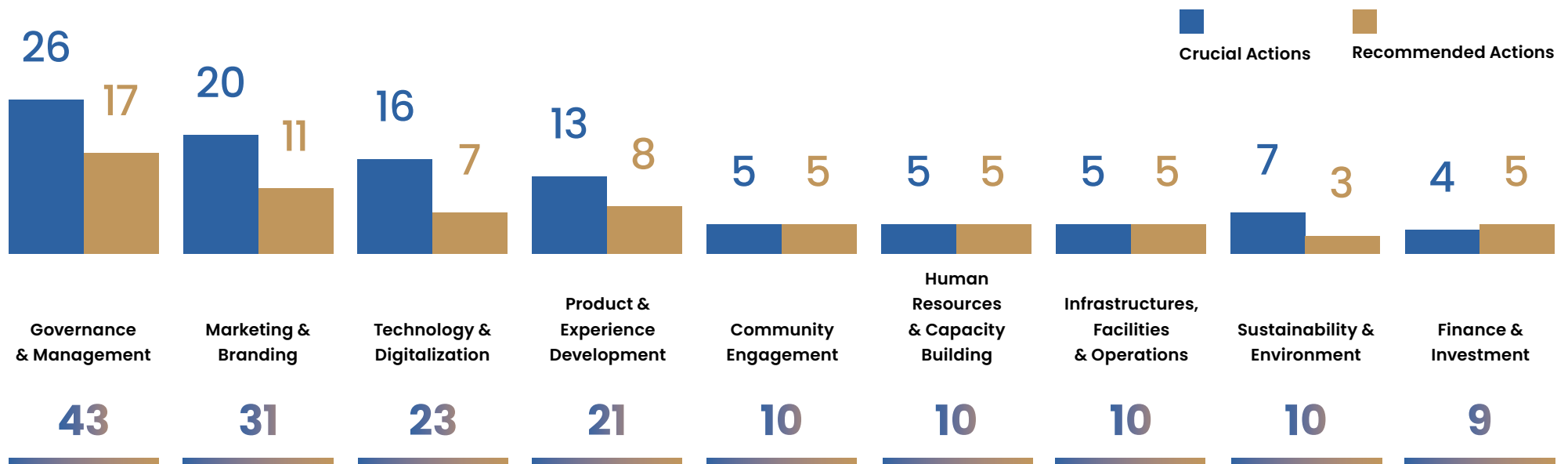
SO WHAT?

The categories of actions that this Master Plan can most strongly support are Governance & Management, Marketing & Branding, Technology & Digitalization, and Product & Experience Development.

Nevertheless, all other categories play a meaningful role in the Master Plan as well, with some already supported by an extensive list of ongoing or planned projects. This particularly applies to Infrastructure, Facilities & Operations,

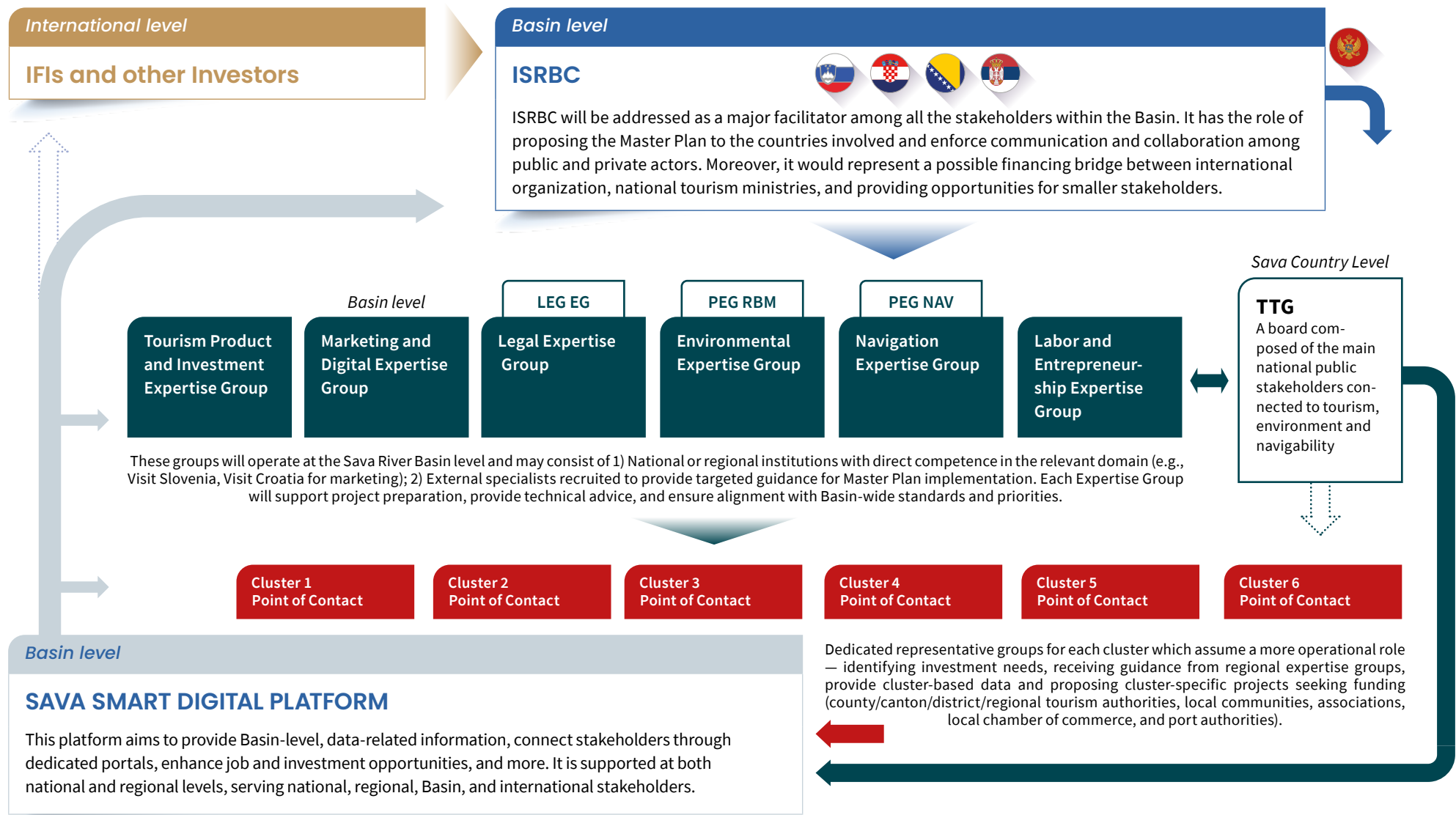
as well as Sustainability & Environment. Although the ISRBC has less direct influence over these two areas, directing investments toward existing projects could still effectively contribute to the overall objectives.

For organizational and practical purposes, the order that is proposed in the Action Plan follows the one showed in the graph.

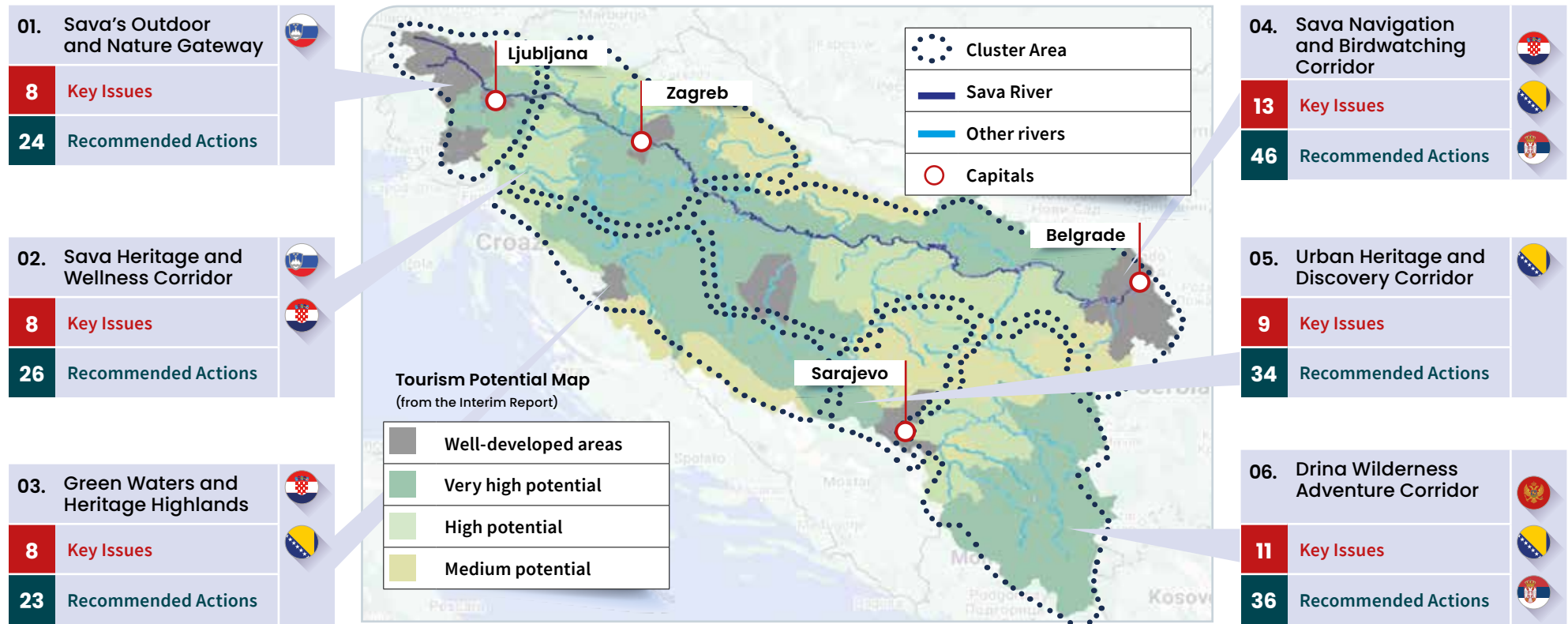


Basin-level Tourism Management Framework

→ Direct impact ⇨ Indirect impact

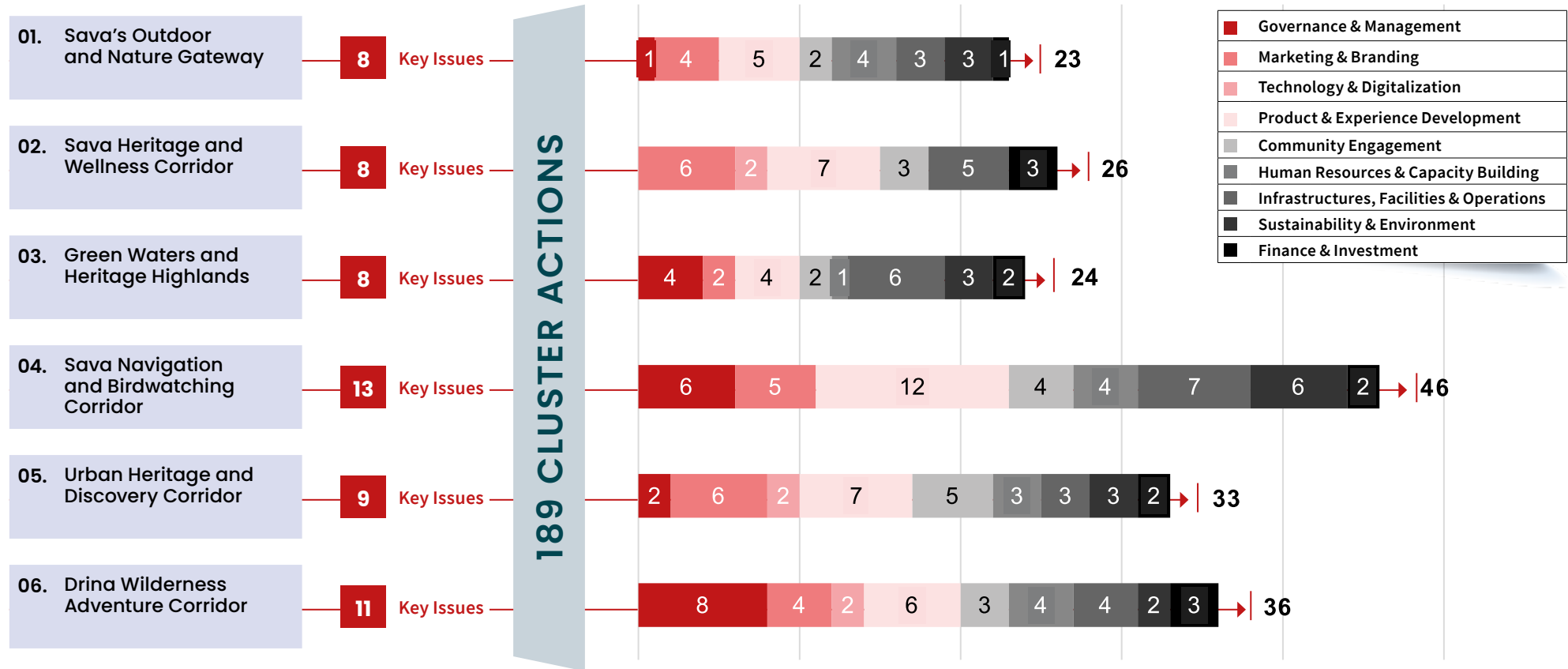


According to their key main issues, specific actions have been allocated to each individual cluster



Each cluster is characterized by distinct features and challenges, although several issues emerge across the entire Basin. For this reason, the actions included in the Action Plan have been directly linked to the specific issues identified for each cluster. However, given the complexity and constantly evolving nature of these territories, all actions should be considered “recommended”. They are intended as guidelines and potential solutions, which each cluster may choose to adopt based on its priorities and circumstances.

The key issues across the Sava River Basin clusters are addressed through a structured set of cluster Action Plans, requiring **coordinated implementation**



The initiatives are phased over time, ensuring a **coordinated rollout from planning to implementation** across all categories of action

Categories of Action	Initiatives	Year:	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y13	Y14	Y15
Governance and Management	Empower ISRBC's Coordination Role						X					X					X
	Provide General Legal Directions						X					X					X
	Codify Floods & Accidental Pollution Emergency Management Procedures											X					X
Marketing and Branding	Develop Destination Brand & Content Strategy											X					X
	Launch Integrated Marketing Campaign											X					X
Technology and Digitalization	Digitalize the Sava River Basin						X					X					X
	Activate Visit Sava Marketing Platform											X					X
Product and Experience Development	Empower the ISRBC Experts Group and Establish the TPIEG											X					X
	Coordinate Cross-border Product Development											X					X
Community Engagement	Promote Gender-Inclusive Engagement											X					X
	Support community engagement activities across the Sava River Basin											X					X
Infrastructures, Facilities and Operations	Promote and support infrastructure and facilities development on a Basin level											X					X
Human Resources and Capacity Building	Regional Workforce Ecosystem											X					X
Sustainability and Environment	Promote Sustainable Development across the Basin											X					X
Finance and Investment	Facilitate and Unify Financing Support on a Basin Level											X					X

Planning
 Implementation
 X Task Review

PHOTO CREDITS

Boško Tintor, Miroslav Jeremić, Samir Zahirović, Zoran Milutinović, Ivica Brlić, Jadranko Markoč, Borislav Blagojević, Zvonimir Veber, Jovica Panić, Zvonko Radičanin, Jasmina Bajković, Matej Iljazović, Mirjana Porupski, Željko Krčadinac, Franc Lamovšek, Janez Zalaznik, Katarina Kovačić



Photo: Samir Zahirović, Martin Brod



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

