## Design of a Master Plan for Sustainable Tourism Development in the Sava River basin

Reference Number: HR-ISRBC-343723-CS-QCBS



## Master Plan for Sustainable Tourism Development in the 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.
- ✓ Environmental and Cultural Stewardship: Prioritize ecosystem conservation, biodiversity, and cultural heritage preservation, ensuring minimal impact.
- ✓ Collaborative Action and Stakeholder Engagement: Encourage cooperation across the basin, build stakeholder capacity, and foster community involvement.
- ✓ Innovation and Investment: Leverage digital technologies to enhance visitor experiences and drive investments in sustainable tourism



Introduction **Objectives** Stakeholder Mapping Kick-off & Insights Methodology

A clear framework aligning goals, approach, actors, and initial findings.

Phase O - Inception Report

Phase I -Development Assessment

Phase II - Tourism Development Strategy

Phase III -Implementation Plan

INTERNAL **ANALYSIS** 



**DEMAND ANALYSIS** 



**EXTERNAL ANALYSIS** 



STAKEHOLDER **INTERACTION** 





This phase provided a solid evidence base for the Strategy, with the identified issues serving as the bridge between Phase I — Development Assessment and Phase II — Tourism Development Strategy

Phase I – Development Assessment Phase II – Tourism Development Strategy **Phase III –** Implementation Plan

What do we want to achieve by 2040?

### **VISION 2040**

By 2040 Sava River basin will be positioned as a <u>renowned nature-based multi-country</u> tourism destination, providing sustainable, inclusive, and memorable quality experiences, while <u>ensuring responsible tourism management</u>.

STRATEGIC GOALS

1. To be recognized

2. To be competitive

3. To be responsibly managed

### What is the strategic baseline for product, segmentation, targeting, positioning, and cluster strategy?

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

Pillar

**Supportive** 

### **TOURISM PRODUCTS**











Family & Kids

**Events** 

**Winter Sports** 

**Arts & Creative** 

Wellness Tourism

Gastronomy

Adventure

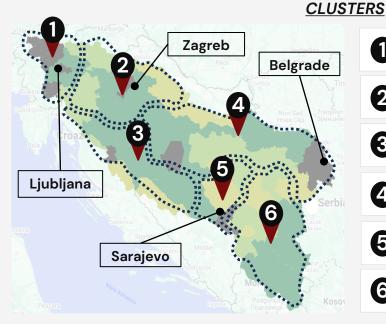
Rural & Agrotourism

SOURCE MARKETS





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- Sava's Outdoor & Nature Gateway
- 2 Sava Heritage & Wellness Corridor
- Green Waters & Heritage Highlands
- Sava Navigation & Birdwatching Corridor
- Urban Heritage & Discovery Corridor
- 6 Drina Wilderness Adventure Corridor



### Which stakeholders will be impacted by this strategy or intervention? Governmental Bodies NGO & REC Tourism Industry **Tourism Asset Authorities Local Communities Public Enterprises** International Organizations **River Basin Organizations** Investors Associations of Individuals **Academic Entities** Media Local communities are central as they are the most directly affected and their engagement is essential Which are the categories of action, initiatives and actions? 15 Initiatives (196 Actions PRODUCT. **TECHNOLOGY FINANCE AND** MARKETING **GOVERNANCE** EXPERIENCE, AND **INVESTMENT** AND BRANDING AND AND DIGITALIZATION **MANAGEMENT DEVELOPMENT** Develop Sava Facilitate and Implement the River basin Coordinate Unify Sava River Destination Cross-Border Financing 16 basin Brand & Content **Empower** Product Support on a Digitalization Strategy Sava River basin ISRBC's Development program Coordinating Level Role Launch Empower the Integrated **ISRBC** Expert **Activate Visit** Marketing Group and Sava Marketing Campaigns in Establish **COMMUNITY** Platform the Sava basin Product **ENGAGEMENT** Development Provide Unit Promote General **INFRASTRUCTURE** Gender-Legal HUMAN **FACILITIES, AND** Inclusive Directions **RESOURCES OPERATIONS** SUSTAINABILITY Engagement AND CAPACITY AND BUILDING **ENVIRONMENT** Promote and Support support community infrastructure Promote Optimize the Codify Crisis engagement and facilities Sustainable regional Management activities development Development workforce **Protocols** across the Sava on a Sava River Across The ecosystem River basin basin level Sava River basin

Stakeholder Engagement During Strategy and Implementation

6 Cluster Workshops

Task Group Presentation #2 Women Forum Final Stakeholder Forum

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