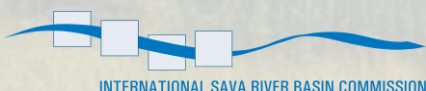


# Design of a Master Plan for Sustainable Tourism Development in the Sava River basin

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

*Project lead by*



*In collaboration with*



*And funded by*



THE WORLD BANK



# 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

START  
YEAR 2025

## PROJECT'S PHASES

END YEAR  
2025

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Phase 0 – Inception Report

Phase I – Development Assessment

Phase II – Tourism Development Strategy

Phase III – Implementation Plan

Duration: 8 weeks

Duration: 21 weeks

Duration: 14 weeks

Duration: 14 weeks

Phase 0 – Inception Report

Phase I – Development Assessment

Phase II – Tourism Development Strategy

Phase III – Implementation Plan

Introduction

Objectives

Methodology

Stakeholder Mapping

Kick-off & Insights

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

Phase 0 – Inception Report

Phase I – Development Assessment

Phase II – Tourism Development Strategy

Phase III – Implementation Plan

INTERNAL ANALYSIS

1

DEMAND ANALYSIS

2

EXTERNAL ANALYSIS

3

STAKEHOLDER INTERACTION

4

SWOT

5

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

## What do we want to achieve by 2040?

### VISION 2040

By 2040 Sava River basin will be 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

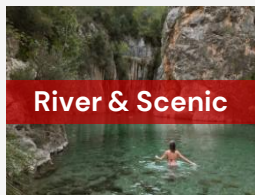
## What is the strategic baseline for product, segmentation, targeting, positioning, and cluster strategy?

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



### CLUSTERS



- 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

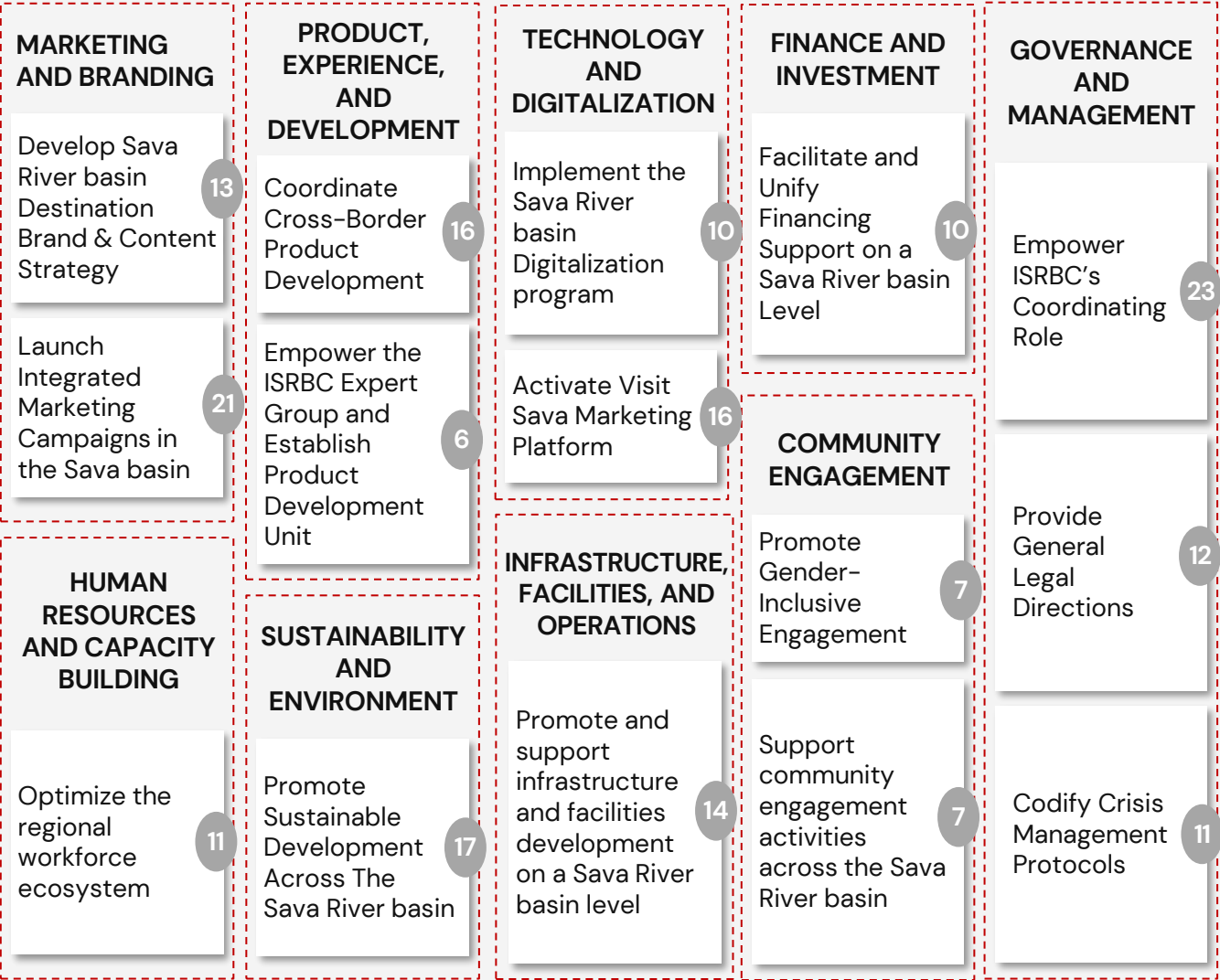
Which stakeholders will be impacted by this strategy or intervention?

Governmental Bodies	NGO & REC	Tourism Industry
Tourism Asset Authorities	Local Communities	Public Enterprises
River Basin Organizations	International 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



Stakeholder Engagement During Strategy and Implementation

6

Cluster Workshops

Task Group Presentation

#2 Women Forum

Final Stakeholder Forum

# Toward a better, smarter and more sustainable tourism future!

*Project lead by*



*In collaboration with*



*And funded by*



THE WORLD BANK

