

Supporting Strategy Development for Sustainable Tourism along Sava

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Wageningen International
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Opportunities for tourism & recreation along Sava

- Inventory of the current tourism activities in the focal areas
- Vision and Identification of opportunities for tourism and recreation (rural, cultural, eco-tourism; sport and entertainment; active holiday)
- Assessing the market of tourists (types of tourists and level of tourism development: local, national, international)
- Discussing the possibility for branding Sava as one tourist destination
- Identifying the need for a common Sava tourism strategy
- Framework for enhancing tourism & recreation activities (promotion, tourism infrastructure; socio-economic benefits; stakeholders involvement; trans-boundary cooperation)

Protected focal areas along Sava river



Legend

Slovenia (1 - 8)



- 1, Zelenci and Ledine by Ratecani
- 2, Sava Dolinka from Zelenci till Hrusica
- 3, Julian Alps
- 4, Sava Bohinjka with Mostnica and Ribnica
- 5, Sava Bohinjka and Sava dolinka confluence
- 6, Sava from Radovljice to Kranj
- 7, Sava from Mavcic
- 8, Sava from Radeč till state boundary

Croatia (9 - 26)



- 9, Sava - Podsused
- 10, Savica
- 11, Sava - Hrušćica
- 12, Turopolje
- 13, Lonjsko i Mokro polje
- 14, Sunjsko polje
- 15, Ribnjaci Lipovljani
- 16, Vrbovljani
- 17, Prašnik
- 18, Viakanac-Radinje
- 19, Jelas
- 20, Ilijanska Jelas
- 21, Dvorina, Croatia
- 22, Gajna
- 23, Sava - Štitar, Croatia
- 24, Sava - Bošnjaci, Croatia
- 25, Spačvanske šume, Croatia

Serbia (26 - 35)



- 26, Bosutsko Morovicke sume,
- 27, Usce Drine,
- 28, Zastavica,
- 29, Obedska Bara,
- 30, Bara Trskovaca,
- 31, Orlaca, Serbia
- 32, Bojcinska Suma,
- 33, Crni Lug Zivaca,
- 34, Veliko Ratno Ostrvo,



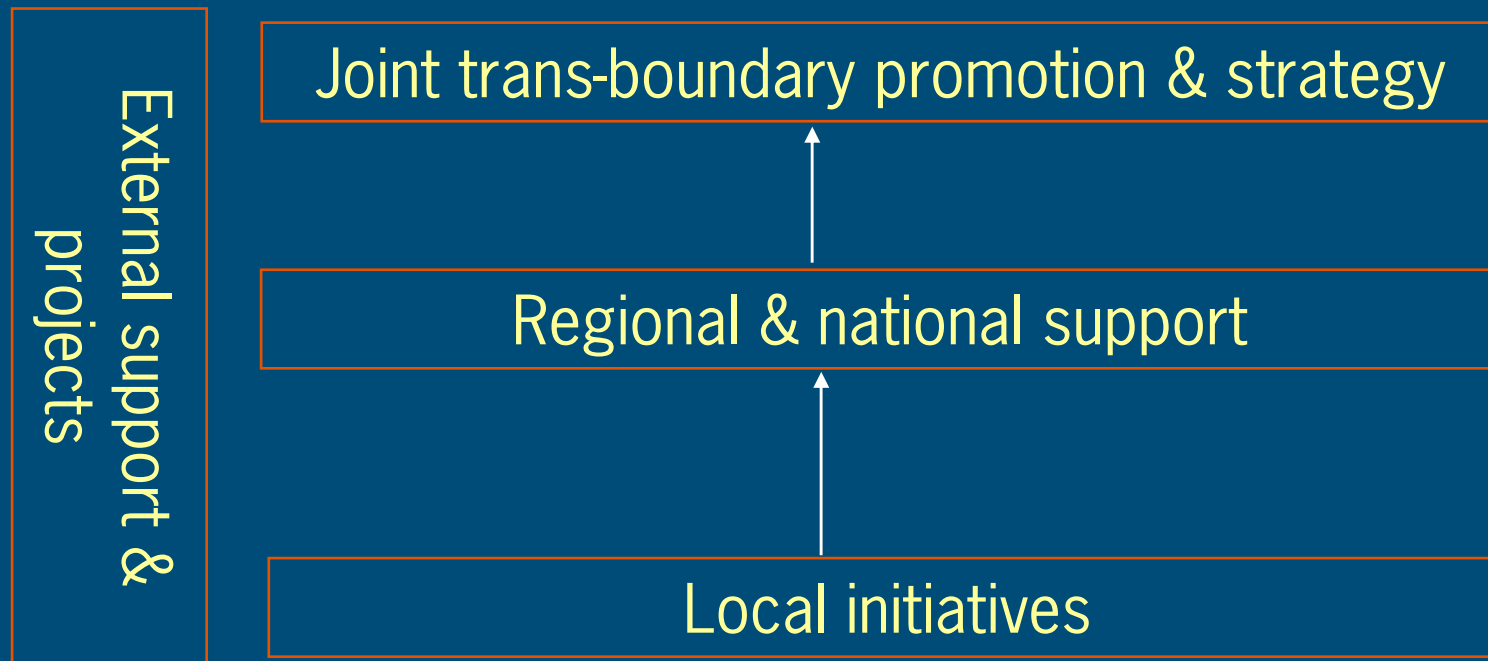
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Assessing the Current Situation

- Are there any strategic & management plans developed for the focal areas and is tourism an integrated part in these plans?
- What are the tourism strategies for the area/region/country?
- Are there any tourism activities in and around the focal areas?
- Are the current land use plans providing a zoning for recreation (biking, walking, horse riding, bird watching; sightseeing, culture)?
- Are there any assessments made on the feasibility of the tourism development and the expected socio-economic benefits ?
- Has been any assessment made on the potential impact of the tourism & recreation on the sensitive for biodiversity areas?

Current process of tourism activities support



Using SWOT situation analysis tool

- SWOT is used to analyse the **internal Strengths (JACANJE)** and **Weaknesses (SLABOSTI)** of an organization / programme / project and the **external Opportunities (MOGUCNOSTI)** and **Threats (PRIJETNJE)** that it faces.

SWOT analysys

- Developing a strategic plan, after you have analysed the external environment
- Assessing certain sites for activities
- Evaluating current program or activity for its relevance
- Identifying opportunities

The goal of the SWOT in group work

- To **increases your awareness** of the unique situation of the tourism development along Sava river at trans-boundary level in terms of pointing out **what needs to be done** and in putting **problems into perspective**
- To provide a roadmap to maintain and **build up the strengths, eliminate weaknesses so as to exploit and capitalize on the opportunities, while avoiding and countering potential threats.**



Group Work: Supporting joint tourism development

- Use a SWOT analysis to analyse the current situation with the tourism development issues along Sava countries and protected areas:

Strong points that support and the Weak points that limit reaching your vision on developing a trans-boundary tourism activities for the Sava river!!!

SWOT analysis – Key Questions to ask!

■ Strengths for developing a Sava tourism strategy

- What advantages do you have for tourism?
- What do you do well now? Successful Tourism Activities.
- What relevant resources do you have access to?
- What do other people see as your strengths?

■ Weaknesses currently in place

- What could you improve to enhance tourism activities ?
- What do you do not sufficient, bad?
- What should you avoid?

SWOT analysis – Key Questions

■ Opportunities for tourism development

- Where are the good opportunities facing you?
- What are the interesting trends you are aware of?

■ Threats that currently impede tourism activities

- What obstacles do you face?
- Are the required specifications for your job, products or services changing?
- Is changing technology threatening your university's position?
- Do you have financial problems?

SWOT analysis matrix

| | Positivni | Negativni |
|-----------------|------------------|------------------|
| Internal | JACANJE | SLABOSTI |
| External | MOGUCNOSTI | PRIJETNJE |

Lonsko Polje, Zasavitz, Sava as a whole area



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SWOT ANALYSIS



SWOT analysis – Analysing the results

- Analyse the results. Questions to discuss:
 - How can **strengths** be employed to take advantage of development opportunities or counteract threats
 - How can **weaknesses** be overcome?
 - How can **threats** be avoided?
 - How to maximise the **opportunities**?
- Develop **strategy or a course of action** for sustainable tourism development along Sava river

SWOT analysis – results

| | Strengths | Weaknesses |
|----------------------|--|--|
| Opportunities | <p>Tourism relate to nature observation, ecological agri-products, active tourism, education, family holidays</p> | <ul style="list-style-type: none"> -Clean up the sites from pollution -Improve communication between stakeholders -Improve cross-border cooperation, -Build up the infrastructure, -Capacity building -Increase awareness on nature appreciation -Start Fund rising and PPP |
| Threats | <p>Lobby with the government to preserve the natural recourses and develop sustainable tourism</p> <p>Landscape restoration for flood risks prevention</p> | <ul style="list-style-type: none"> -Develop integrated management plan in which tourism actions are programmed -Improve management of the Parks for allowing sust. tourism -Inform governmental auth. |