

# Supporting Strategy Development for Sustainable Tourism along Sava

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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,



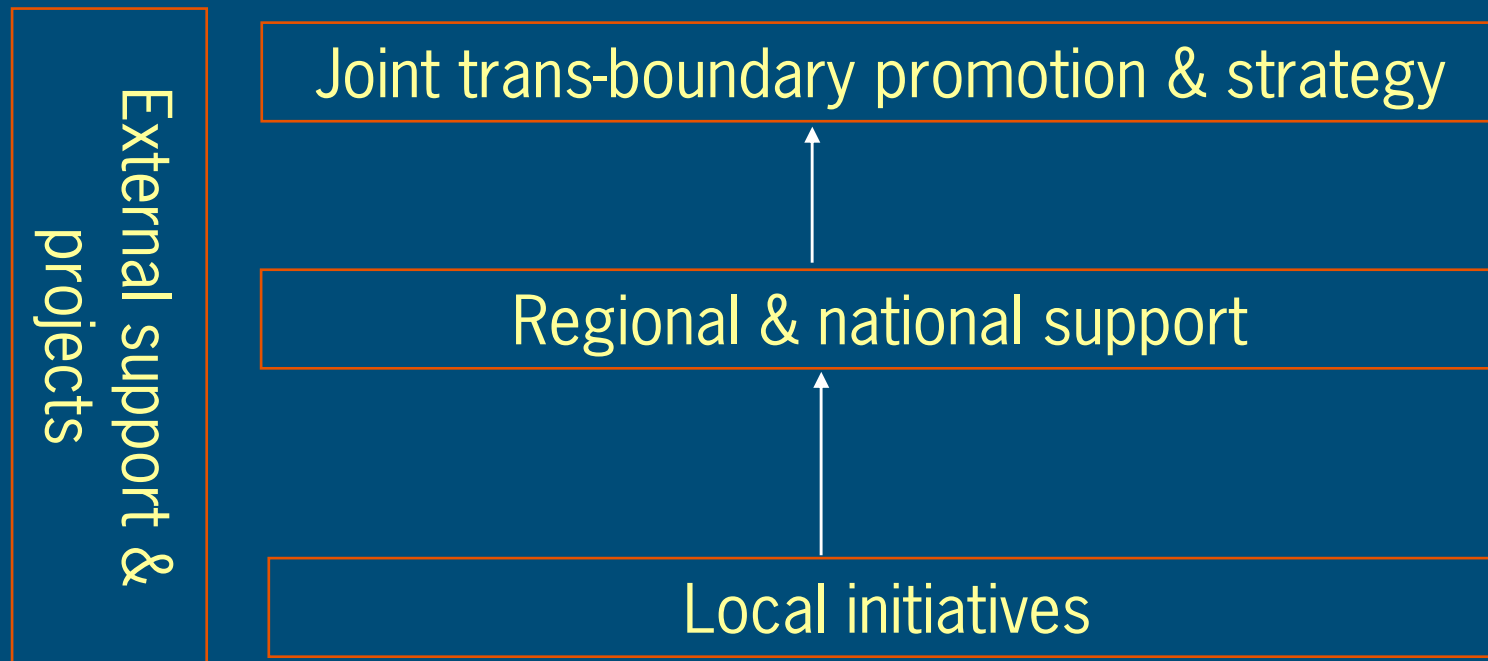
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# Assessing the Current Situation

- 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

	<b>Positivni</b>	<b>Negativni</b>
<b>Internal</b>	JACANJE	SLABOSTI
<b>External</b>	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

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