Supporting Strategy Development for Sustainable Tourism along Sava

Workshop – 9-10 June, Krapje

Wageningen International
Vanya Simeonova
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
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

- Joint trans-boundary promotion & strategy
- Regional & national support
- Local initiatives

External support & projects
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 analysis

- 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 *increase 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?
<table>
<thead>
<tr>
<th></th>
<th>Positivni</th>
<th>Negativni</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Internal</strong></td>
<td>JACANJE</td>
<td>SLABOSTI</td>
</tr>
<tr>
<td><strong>External</strong></td>
<td>MOGUCNOSTI</td>
<td>PRIJETNJE</td>
</tr>
</tbody>
</table>

Lonsko Polje, Zasavitza, Sava as a whole area
SWOT ANALYSIS

Helpful to achieving the objective

Harmful to achieving the objective

Internal origin (attributes of the organization)

Strengths
Weaknesses

External origin (attributes of the environment)

Opportunities
Threats
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

<table>
<thead>
<tr>
<th></th>
<th><strong>Strengths</strong></th>
<th><strong>Weaknesses</strong></th>
</tr>
</thead>
</table>
| **Opportunities** | Tourism relate to nature observation, ecological agri-products, active tourism, education, family holidays | - 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**   | Lobby with the government to preserve the natural recourses and develop sustainable tourism  
Landscape restoration for flood risks prevention | - Develop integrated management plan in which tourism actions are programmed  
- Improve management of the Parks for allowing sust. tourism  
- Inform governmental auth. |