

MIKE SHARROCKS CONSULTANCY

Tourism Feasibility • Development Planning • Urban Design • Urban Regeneration • Environmental Appraisal

Serbia

TOURISM DEVELOPMENT PLAN FOR ZLATIBOR DISTRICT

For the United Nations Development Programme, 2009

Mike Sharrocks was commissioned to prepare a Tourism Development Plan (TDP) for Zlatibor District in southwestern Serbia for the Zlatibor Regional Development Agency (ZRDA). The Municipal Development in South West Serbia (PRO2) programme, which was implemented by the United Nations Development Programme (UNDP), provided the funding for this work. The European Union and the Swiss Agency for Development and Cooperation funded the PRO2 programme. The function of the TDP was to outline sustainable tourism development proposals, with priority projects identified, which would form part of an overall regional plan for the Zlatibor District area.



A SWOT (strengths, weaknesses, opportunities and threats) analysis was prepared and key regional tourism proposals were set out that identified the main attractions, product themes, target markets and possible circuits. Priority tourism development projects were then detailed with an outline phasing programme and broad costs. These projects included long distance hiking trails, recreational proposals for river corridors, town centre improvements, strengthening of the regional tourism organization and a regional airport feasibility study.



The national tourism situation was initially reviewed in conjunction with Zlatibor District's important role within it. Regional tourism was assessed in terms of its visitor arrival patterns and tourism attractions as well as the development strategies prepared by each of the region's nine municipalities. The Zlatibor and Zlatar areas provided important winter resort and skiing facilities in Serbia. In addition, the Tara Mountain and Uvac Gorge areas offered spectacular scenery for visitors. There were also some key religious attractions such as at Rasa, Klisura and Mileseva monasteries.



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