

# MIKE SHARROCKS CONSULTANCY

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

## Serbia

### TOURISM DEVELOPMENT PLAN FOR SOUTH SERBIA

**For the United Nations Development Programme, 2007**

Mike Sharrocks was commissioned to prepare a Tourism Development Plan (TDP) for South Serbia in September 2007 for the Center for the Development of Jablanica and Pcinja Districts (CDJPD). This work was funded by the United Nations Development Programme (UNDP) South Serbia Office, as part of the Municipal Improvement and Revival (MIR) Phase 2 programme. One of the first things the CDJPD did once it had been established was to identify seven priority regional projects of which the TDP was one. The function of the TDP was to outline sustainable tourism development proposals, with priority projects identified that would form a part of an overall regional



The national tourism situation was initially reviewed in conjunction with South Serbia's role within it. The regional tourism situation 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 13 municipalities. The opportunities for developing tourism in South Serbia focussed on attracting transit traffic along the E75 route that ran through the region from Belgrade to Thessalonica. The mountainous landscape, some important and historic monasteries, health spas and archaeological sites provided the main attractions.

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 a phasing programme and costs, all of which were also set out within an EU log frame format. Projects included a rural tourism homestay programme, setting up a regional tourism organisation, developing integrated health spa resort projects, town centre renewal



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