



## PROJECT SUMMARY

**Project title:** SUSTAINABLE TOURISM FOR RURAL DEVELOPMENT IN SERBIA

**Country:** SERBIA

**Region:** EUROPE

**Current status:**  Ongoing  Concluded

**Duration (est.)/dates:** January 2010 – December 2012

**Category:**  Tech. Cooperation  MDG-F

**Partner entities:** Gov. of Serbia – Min. of Finance, National Tourism Org. of Serbia, Min. of Agriculture, Forestry and Water Management, UNDP, UNICEF, FAO, UNEP

**Main project objectives:**

Within the framework of the UN Millennium Development Goal Fund (MDG-F), this project contributes toward eight targets under three Millennium Development Goals; addresses three relevant Government strategies; and creates synergies with a number of Government and donor funded initiatives. It contributes specifically to "Sustainable development plans that effectively respond to the needs of people, communities and the private sector, and promote rural development and environmental protection." The project has two key objectives: development of a legal and policy framework for supporting diversification of rural economy through tourism, and, the creation of better linkages and organization of local rural tourism and support industries, as well as improvement of local stakeholders' capacity for developing services and products in line with national strategies.

**Project focus** (Choose all applicable):

- Policy Planning & Economic Development**
  - Tourism Policy/Master Plans & Strategic Development Plans
  - Legislation & Regulation
  - Physical Planning/Infrastructure/Resort Development
  - Institutional Strengthening & Public-Private Partnerships
  - Economic Impact/Value Chain Analysis & Local Development
- Human Resource Development**
  - Manpower Planning
  - Capacity Building Programmes/Hospitality Skills & Tourism Business Development
- Statistics**
  - Statistical Strengthening
  - Development of Tourism Satellite Account (TSA)
- Quality Standards**
  - Hotel Classification
  - Destination Quality Performance
- Product Development, Marketing and Promotion**
  - Marketing & Promotion Planning
  - Product Development & Diversification

**Main project outputs/deliverables:**

A Rural Tourism Master Plan was formulated (and approved in April 2011) in a very consultative process, including the Serbian Government, other national stakeholders, as well as other agencies' inputs (UNDP, UNICEF, FAO, UNEP). More than ten stakeholder workshops (three of them on a national level) were conducted to (1) receive feedback and recommendations from the local stakeholders on the Master Plan and to (2) disseminate the final document. A Grants Scheme was developed for rural tourism development projects. UNWTO approved 37 grants. National ownership is being created by collaborating with TOS to manage the granted projects. A concept note of rural tourism governance. As a result, the Ministry of Finance and Economy created a Rural Tourism Unit to supervise the implementation of the Rural Tourism Master Plan in Serbia. Intensive training and manuals on Project Formulation to assist rural tourism stakeholders on how to prepare project proposals to seek funding from donors, particularly the EU; Marketing and Promotion of rural tourism including recommendations on e-marketing, development of websites, public-private partnership and the development of rural tourism clusters to strengthen marketing activities; and, guidelines for the establishment of a voluntary upgrading of quality services for rural tourism accommodation providers. The activity of institutional strengthening continued. Workshops were conducted for the public and private sector in the following areas: product development, strategies and management techniques for rural tourism, marketing and promotion of destinations, and quality standards for rural tourism providers.