

Output Factsheet

Output title: Output 3.2: Regional Stakeholder Empowering Workshops of REDASP

Summary of the output (max. 2500 characters)

The presentation of the submodels was given by M. Gajic, thematic expert in the project team, who participated at thematic meetings and presentations given by BOKU, prof. Ulrike and CEEweb, M. Meyer. The guided discussion was supported by the external expert who is engaged in the Strategy development.

The project team member G. Miljkovic, who is the project manager in REDASP in the sector of rural development and agriculture and communicates on regular basis with rural representatives (wine producers, LAG, association of brandy producers, women associations), presented capacities of the region and challenges regarding collectives and associations and their products. The presentation was accompanied by the rural household representative, who are categorised for tourism and also registered for food production and rakija brandy distillery, Aleksić Prvi. The presentation had the purpose to present the providers and motivate other sectors primarily outdoor activity promoters to use data base of the providers in tourism chain and involve them in the future guided / hiking tours.

Mountaineering association representative A. Marić presented attractions and most suitable tracks for integration into tourist offer – the tracks that are not too requiring; for visitors' active holiday, not only for professional mountaineers. The hiking clubs members actively participated in discussion. One of the agreed activities is that a set of recommendations for use of sustainable and green practices for tourist service providers will be produced and promoted by both rural tourism providers and eco and mountaineering clubs. The clubs will contribute to the content of the recommendations and/or main communication messages.

The presentation of sub-models focused on the most important preconditions for development of sustainable product, partnership of public, private and civil sectors, involvement of the community, developing tourism chain of suppliers, ecological awareness and using modern means of promotion.

There is a mutual understanding of the stakeholders about the vision of tourism development strategy, understanding of main principles of sustainable tourism development and management. In the situation where there is no DMO in the region, the role of SGHT centers is understood as a main driver of networking, promoting local products, potentials of rural tourism and outdoor activities actors.

The public sector representatives tend to insist on correlation and adhering to the national frame. Since tourism is underdeveloped in the region despite the tremendous potentials and resources, there is constantly present concern that the actions should be well coordinated

with national context, and still based on regional reality and resources.

At the same time, the private sector of rural tourism is rather dependent on public sector, i.e. tourist organisations through whose administration they operate financially.

The presentation of the rural economy of the region was with the purpose to correlate with submodel 2 principles of sustainable product development and networking of stakeholders in tourism chain and the chain of supply.

The group discussed about new trends in tourism, primarily new types of accommodation (apartments and categorized tourist households), means of promotion (social media and Internet) and new demands of tourists to have authentic experience, return to nature and experiencing local tradition.

The outdoor activities clubs have low awareness of their possible contribution to tourist offer development. The interaction with rural tourism and producers' representatives and tourist organisations contributed to raising their awareness and possibilities of networking and contributing to regional offer.

The group agreed on main structure of the SGHT centers, dedication to integrated offer and cooperation of rural tourism and outdoor activities clubs, supported by the tourist organisations and promotion on internet, especially using social networks.

The group agreed that the announced visitation of the international mentor of the project CEEweb representative Mr. M. Meyer, will be utilised to collect input from the expert regarding various issues and challenges tourism providers in the region have been facing. Finalisation of the outputs of the empowering workshop will be completed after the expected visitation.

Contribution to the project and Programme objectives (max. 1500 characters)

Project objectives

1. Establishing integrated sustainable tourism management schemes

Since the region of Sumadija and Pomoravlje does not have a Destination Management Organisation, the offer is mainly segmented and managed at local level and by individual institutions. Establishment of RSG and joint work at workshops have already strengthen the communication and cooperation of the actors. Preparation of the Memorandum of understanding and establishing the network of slow tourism centers will have the purpose of coordinated development of integrated offer and coordinated promotion in the transitional period towards establishment of DMO. Networking of public, private and civil sectors is essential and the empowering workshop has strengthened the common understanding of cooperation. The accent is on the existing structures (mountaineering clubs, rural tourism households, tourist organisations and Institute for protection of cultural heritage).

2. Promoting coordinated and smart tourism products linked to greenways

The empowering workshop presented the deliverables of the project in the form of submodels for management, sustainable product development and promotion of eco-conscious and healthy lifestyles. The actors agree on the role of rural tourism providers, eco and outdoor clubs and tourist organisations as coordinators, together with the institute in creating

sustainable tourist offer. The promoters of greenways have not had the awareness about their role in developing integrated and sustainable tourist offer before the project. The awareness has raised already during the project, and the representatives agree to take active part and be signatories of the Memorandum and members of SGHT promotion centers. The expert in agriculture and rural economy has summarised the potentials that have been observed and discussed before. The presentation had the purpose to create the detailed overview of the providers and stimulate the participants to produce and use updated data base of the providers in tourism chain.

3. Stimulating eco-conscious and healthy lifestyle through green tourism

The existing hiking/mountaineering clubs and a few cycling clubs will take active role in the sustainable tourist offer development and will promote eco conscious behaviour of tourist providers and visitors. They will also take action in motivating more similar outdoor activities clubs and groups to take part in development and promotion of slow and green tourism of the region.

Programme specific objective

SO2.2 Foster sustainable use of natural and cultural heritage and resources

The empowering workshop contributed to awareness raising of fragmented actors of tourism offer to network and cooperated in order to derive sustainable tourism product that will be based on environmentally friendly behaviour of service providers and visitors. RSG also agreed that the Institute for cultural heritage protection will act important role in the activities of SGHT centers – centers for promotion of integrated tourist offer of the region of Sumadija and Pomoravlje.

Transnational impact (max. 1500 characters)

The workshop was based on the submodels for sustainable tourism product development, management and promotion of eco conscious behaviour and sensitisation of service providers and visitors about healthy lifestyles that is one of the objectives of the project and transnational partnership, concerning that that is the common potential of all the regions involved.

Contribution to EUSDR actions and/or targets (max. 1500 characters)

Priority area 3 of EUSDR – Culture & Tourism

"To promote culture and tourism, people to people contacts"

The centers for promotion of slow and green tourism of Sumadija and Pomoravlje region will establish social media communication channel that will continuously promote the cultural heritage, natural heritage and tourist offer of the region. Through network of transnational partners the promotion will build transnational dimension, relevant to the whole Danube region.

Performed testing, if applicable (max. 1000 characters)

Testing of the effects of the centers for promotion of slow, green and healthy tourism will start

from January 2018 in domain of Internet promotion. Although material will be prepared, the marketing strategy foresees that promotion should be in the air after the New Year's holidays. The centers will start preparing for promotion as from December 2018.

Finalisation of the outputs will be completed after the announced visitation of the project expert, Mr. M. Meyer, CEEweb.

Integration and use of the output by the target group (max. 2000 characters)

The finalised outputs: the model of SGHT centers and the Memorandum of understanding will be completed after the following workshop that will be organised on the occasion of the mentoring visit by the project expert in November 2018.

The outputs and the plan of integrated offer by the pilot territory and target will be incorporated in the Strategy as well.

The centers will be using the model and recommendations in the future work continually and through the document of the Strategy.

Identified challenges such as tourist infrastructure, lack of Internet and ICT literacy of rural tourism owners, lack of tourist guides, waste and waste water management issues, etc, will be incorporated in the tourism development strategy and in national level recommendations accordingly.

Geographical coverage and transferability (max. 1500 characters)

The pilot action of Sumadija and Pomoravlje region is focusing on four territories that cover 6 municipalities, based on existing potentials and offer that can already be promoted and improved through coordinated management and promotion. The planned activities of the centers include incorporation of the partners and potentials of the other municipalities and stakeholders of the region, especially along the greenways that cross the whole region, regardless the level of development of support offer and accommodation capacities.

The model of cooperation, networking and joint actions and promotion can well be transferred to other Danube regions that face the similar problem of fragmented and scarcely coordinated promotion, as well as lack of involvement of the community in tourism chain before.

Durability (max. 1500 characters)

The SGHT centers will start officially their joint actions with the beginning of tourist offer promotion after the New Years holidays. From than on, the actions will continually take place via social media, web sites and regular meetings. After completion of the Strategy, the activities will be planned and coordinated according to the mutually agreed and adopted strategic plan. There are on going processes in the region of developing destination management plan and destination management organisation. The SGHT centers model envisages the DMO structure, where the centers will have their positioning and the role in smart management and promotion.

Synergies with other projects/ initiatives and / or alignment with current EU policies/ directives/ regulations, if applicable (max. 1500 characters)

REDASP has been putting efforts in coordinating the INSiGHTS activities with other

complementary projects on regional level, such as the Program of Support to Regional and Rural Development in Serbia financed by the Swiss Government. The complementary projects include the activities of developing regional identity and brand, through branding of regional wines and rakija brandy (establishing wine tour and rakija tour), developing destination management plan in compliance with the National Tourism Development Strategy and recognised destinations, support to women initiative and economic empowerment of women including the local product producers and owners of categorised tourist households.

REDASP is also putting efforts in providing support to implement the second phase of the project “Improvement of the capacities of Sumadija and Pomoravlje Region to implement **European Landscape Convention**”. In the first phase of the project all types of landscapes and Landscape Description Units (LDU) were identified, mapped and described. The study was elaborated and promotional movie made. The second phase should imply extraction of the cultural landscapes and making a plan of valorisation based on deeper description of LDUs and sub-LDUs.

The stakeholders of the RSG and participants of the empowering WS were also active in the process of mapping of landscape units of the region during the first phase of the project implementation in 2015. <http://predeliscasrbije.rs/en/about.p4.html>, <http://predeliscasrbije.rs/en/horizons-of-sumadija-and-pomoravlje-video.a16.html>

The cultural heritage, natural heritage and environmental condition of the landscapes is integrated in the mapped tourism potentials and will be promoted in line with the basic principles and growing trends of requirements for slow and green tourism of the Danube region.

REDASP has also been active at national conferences promoting THE PEP network - **Transport Health Environment Pan European Platform**. REDASP representative is a member of the joint body. This activity provides more opportunities of synergies in domain of sustainable transport, environmental protection and promotion of healthy life-styles on transnational level.

Output integration in the current political/ economic/ social/ technological/ environmental/ legal/ regulatory framework (max. 2000 characters)

The empowering workshop was based on the frames given by the submodels developed on the project level and fine-tuning the RSG planned activities on establishment of SGHT centers in the region. The initiatives are to be formalised through signing of the Memorandum of understanding that will also incorporate active participation in the Strategy implementation. The National Tourism Development Strategy has been considered in detail, due to the fact that the stakeholders from all sectors support the adhering to national strategic frame. The national strategy at the same time emphasises the principles that the INSiGHTS project promotes and the goals are in line. Economic and social policies develop towards support to rural economy diversification and economic empowerment of women that is also a part of the SGHT centers activities which will promote local producers in the tourism chain of supply (mainly women as food producers and handicraft, souvenirs...).