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Transnational Strategy for the Sustainable Territorial Development of the Danube Area with special regard to Tourism DATOURWAY

Abstract

TOURISM SURVEY Serbia



February 2010, Novi Sad

INTRODUCTION

Tourism in the Danube region is becoming increasingly popular in all countries on the banks of the Danube. One of the factors that contribute to this growing importance of tourism in the Danube region is common diversity of tourism potentials, including river cruises as an extremely important type of tourist activity for the region.

One more, perhaps more important element, is the liberalization of visa regime, the relaxation of border formalities and a higher degree of security in this region. This is the result of accession of Romania and Bulgaria into the European Union in 2007, and liberalization of the border regime between Serbia and the European Union, or recent abolition of visas for Serbian citizens who enter the European Union.

Such development significantly supports all types of tourism and all countries, because it allows important expansion of tourism activities for tourists coming from any of these countries, as well as easier navigation for cruises through the different countries. Raised awareness of the importance of tourism on the Danube in Serbia and the empowerment of the Danube region for tourism purposes, is right the consequence of the above mentioned process and are expected to be open very good opportunities for the future. The great potential that Serbia and the Serbian Danube region have for tourism development, will contribute to opening new horizons and to the overall improvement of economy, as well as strengthening cross-border cooperation among the countries that lie on the Danube.

1. Resources for tourism development

1.1. Natural Resources

Protected Areas

National park “Fruška gora” and “Đerdap“, and also some special reserves of nature in the Serbian part of Danube catchment area, as important element of natural heritage, are significant tourism potential. Some special reserves of nature, such as "Stari Begej- Carska bara" and "Obedska bara" are well known to the tourist population of the surrounding cities. Others are more or less has been known by tourism. All of them together are characterized by far greater opportunities for tourism development. In that term, tourism development is desirable for many reasons, particularly as an activity of importance for the conservation of protected areas. Tourism helps to, through the collection of tourist services, achieve better quality protection of protected areas. Tourism in preserved nature of The Serbian part of Danube catchment area is happening, but it doesn't still has the characteristics of ecotourism, i.e., reserves do not have characteristics of eco destination. This means that they don't have represented walkways that allow visitors to reach the most parts of these protected areas, with signposts and information of relevant data. The accommodation facilities are not regulated by the idea of eco accommodation facilities, which are basic accommodation base in ecotourism. The surrounding countryside and settlements, as an basic supply of ecotourism, don't give the feeling of tourism orderliness, even though some of them have outstanding potentials. This means that, despite the rich natural resources in the Serbian part of Danube catchment area, only one part of them is confirmed and used for tourism purposes. The conclusion is that, despite of rich and vivid natural resources in the Serbian part of Danube catchment area, all natural goods represent outstanding tourism resources, but only one part of them is affirmed for tourism sector.

This area is characterized by great complexity of the content, functions and activities giving specific polymorphic and poly-functional structure that cannot be found in other parts of the Republic of Serbia.

The area covered by the the Serbian part of Danube catchment area, the Spatial Plan for the Republic of Serbia has defined, as different areas and tourist areas of national importance, primarily the central zone of for tourist area of Đerdap and Deliblato sands (Deliblatska peščara) and northern tourist areas Fruška gora, Gornje Podunavlje and Tisa river basin. Spatial Plan of the Republic of Serbia also determines the transit tourist routes of international and national levels with a variety of routes that intersect at this level or touching the area. In terms of waterways, the Danube, which is an international river, a major impact for the region have rivers Tisa, Sava, Drina, Velika Morava and DTD Hydro-system of channels.

A special attraction of the area is the presence of a large number of protected natural resources and areas with significant poly-functional structures in terms of tourism, such as Fruška Gora, Sremski Karlovci, Novi Sad and Belgrade metropolitan area. It should also be noted that the Serbian part of Danube catchment area consists of a great variety of content from the domain of industry, agriculture, energy, and a large number of settlements and infrastructure corridors, which are often in collision or direct conflict with the area's tourism potential.

In the Serbian part of Danube catchment area, there are 11 large (with surface above 1,000 ha) and 174 small protected areas (with surface below 1,000 ha).

Large protected areas include 2 national parks, 7 special natural reserves, 1 natural monument and 1 landscape of extraordinary importance, the total surface being 196,331 ha. These areas are spread over eight counties (City of Belgrade, Zapadnobacki, Juznobacki, Srednjobanatski, Juznobanatski, Sremski, Branicevski and Borski County).

All large protected areas are within I category of protection, the exceptions are Special Natural reserve “Kardjorđevo”, that is within II category and landscape of extraordinary importance “Kosmaj” within III category.

The biggest number of small-scale protected areas (under 1,000 ha) can be found in Juznobacki County, and they are shown only for the territory of The Autonomous Province of Vojvodina (Source: Regional Spatial Plan of Vojvodina, ITPV, 2010). For counties in Serbia, data Source is Institute for Nature Conservation of Serbia.

Table 1: Overview of the large-extension protected areas in the Serbian part of Danube catchment area

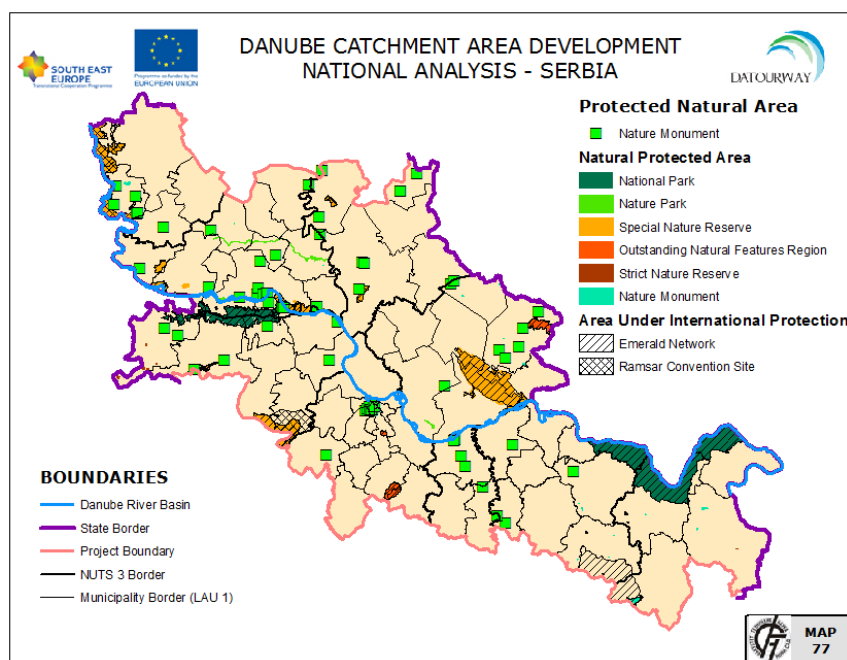
Name of present large-extension protected areas	Area (ha)	Year of state	NUTS 3								
			Zapadnobacki district	Južnobacki district	Srednjobanatski district	Južnobanatski district	Sremski district	City of Belgrade	Podunavski district	Branicevski district	Borski district
National Park Fruška Gora**	25,393	1960		x			x				
National Park Đerdap*	63,608	1974								x	x
Natural Monument Lazarev kanjon*	1,755	2000									x
Special Nature Reserve Delibatska peščara**	34,829	1965				x					
Special Nature Reserve Gornje Podunavlje **	19,648	1982	x								
Special Nature Reserve Karadordevo**	2,955	1997		x							
Special Nature Reserve Koviljsko-Petrovaradinski rit **	4,840	1998		x			x				
Special Nature Reserve Obedska Bara **	9,820 (19,611 buffer zone)	1968					x				
Special Nature Reserve Zasavica**	1,150	1997					x				
Special Nature Reserve Stari Begej-Carska Bara **	1,676 (7,532 buffer zone)	1986			x						
Landscape of extraordinary importance Kosmaj*	3,514	2005						x			

Table 2: Overview of the small-extension protected areas in the Serbian part of Danube catchment area

<i>NUTS 3/number of areas</i>	<i>Category of the Protected area</i>				
	Natural park	Landscape of extraordinary importance	Natural reserve	Natural monument	Other
Zapadnobački (8)				8	
Južnobački (33)	4		3	25	1
Srednjobanatski (12)	1		2	9	
Južnobanatski (17)	1	1	2	13	
Sremski (16)			9	7	
City of Belgrade (37)		3		24	
Podunavski (12)				7	2
Braničevski (14)			2	11	
Borski (10)			3	4	
Total area (174)	6	4	21	108	3

Note: *Natural park*: nature parks and regional nature parks; *Landscape of extraordinary importance*: landscapes of extraordinary importance and landscapes of particular natural beauty; *Natural reserve*: rigorous, special, general, scientific/research natural reserves and reserves for maintenance of genetic fond; *Natural monument*: natural monuments, monuments of nature, monuments of garden architecture and forest parks; *Other*: memorial natural monuments and natural areas around cultural heritage sites.

Picture 23. Protected natural areas the Serbian part of Danube catchment area



Springs

The Serbian part of Danube catchment area has other natural resources with potential for the development of spa and wellness tourism. Danube area in Serbia could be characterized by developed spa tourism. In analyzing the content, attractive and the market required offer of wellness services, it is necessary to mention that there are 7 spas in this area. This will be especially important when the supply become differentiated and physically separated with its facilities for patients in treatment and particularly for tourists. In the coastal area of the Danube, for a few places, there are sources of mineral water, which could be used for treatment in spas, which are currently the only untapped potential. There are several mineral springs, which have not been used and their exploitation in the announcement. Spa and wellness tourism is product with enormous development potential, which can meet the growing demand for specialized medical treatment. Only in the City of Belgrade, has 16 spa and wellness centers.

Table 3. Spa and wellness in The Serbian part of Danube catchment area

NUTS 3 County	Spa	Features
Brad Beograd	Selters	Hyper-thermal alkaline-muriatic carbon-acidic mineral water "Selters", with a temperature of 50°C
Zapadnobački	Junaković	The spa has springs of thermo-mineral water with a temperature up to 60°C. The water contains sodium, lithium, calcium and magnesium.
Zapadnobački	Bezdan	With its mineral water belongs to the category of alkaline water rich in sodium hydro carbonate iodine with a temperature of 26 and 37°C. It is suitable for the treatment of various rheumatic and orthopedic diseases. Spa has two indoor pools, three Chinese theaters, department of electrical, paraffin, work, underwater, water, laser therapy and hand massage.
Sremski	Vrdnička	Thermal water with a temperature constant of 32.5 degrees Celsius, which classifies it into hypothermal waters, with a wide spectre of influences on the human organism.
Sremki	Slankamen	The spa has mineral waters with a temperature of 18.4°C. It belongs to the group of salty-iodine waters of sodium type. The water contains sodium-chloride, iodine, magnesium, calcium, strontium and barium.
Srednje banatska	Rusanda	There is a curative effect of mineral peloid (mud) from Rusanda lake. Thermal water from a well, with a temperature of 32°C and belonging to the category of sodium hydro-carbonate sulphur chemo-thermals.
Podunavski	Palanački Kiseljak	Four sources of mineral waters with temperature 56°C. Waters belong to the category of sodium hydro-carbonate, carbon-acidic hypo-thermals.

Source: Association of Serbian spas

1.2. Cultural heritage as a tourism resource

1.2.1. Culture and cultural infrastructure

A special part of the cultural infrastructure is the part that constitutes of anthropogenic tourism resources such as museums, theatres, cultural centres, exhibition galleries, monuments of monumental art, cultural and historical monuments, etc. Some of the components (sites) of cultural infrastructure such as cultural and historical heritage sites, museums and galleries are tourism resources for the development of cultural tourism while others (events, castles, environmental entities and authentic houses) are auxiliary resources. Cultural institutions types of museums, galleries and theaters are typical for larger cities (the most of them are settled in Belgrade, Novi Sad, Sombor, Zrenjanin, Smederevo, Požarevac), while in smaller places the function of organizing cultural activities have cultural centers. In 2008 in the Serbian part of

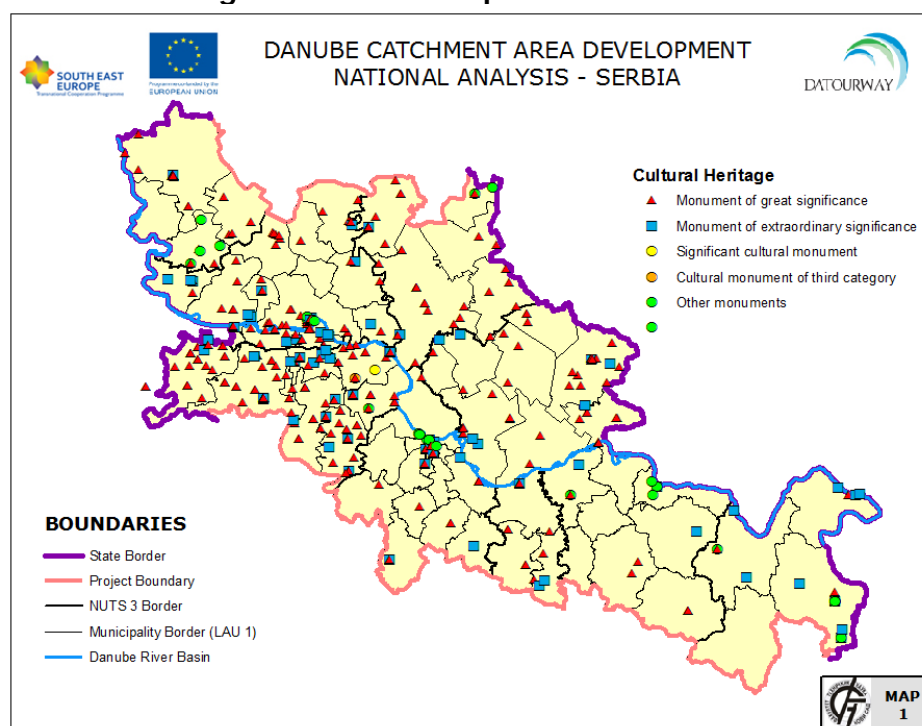
Danube catchment area, has been 38 theatres, 57 museums, 24 galleries and 30 cinemas, which largest number is in Belgrade, the capital.

Table 4. Cultural infrastructure in the Serbian part of Danube catchment area, 2008

<i>NUTS 2 Regions NUTS 3 County</i>	<i>Theatres</i>	<i>Museums</i>	<i>Galleries</i>	<i>Cinemas</i>
Vojvodina	12	10	34	6
Zapadna Bačka	1	1	3	0
Juzna Bačka	11	6	20	5
Srednje banatska	1	1	2	1
Srem	0	0	1	0
Juzno banatska	0	2	8	0
Central Serbia region	26	47	190	24
Grad Beograd	24	42	182	24
Bor		2	1	0
Podunavlje	2	2	6	0
Braničevo		1	1	0
Total:	38	57	224	30

Source: Ministry of culture of the Republic of Serbia

Picture 2. Cultural heritage in the Serbian part of Danube catchment area



1.2.2. Tourism resources of anthropogenic nature

In the territory of the Serbian Danube basin are some of the most important archaeological sites of this part of the Balkans. The importance of the Danube as a communication and economic resource has placed, during the course of history in this area numerous villages, fortresses and settlements. The first archaeological finds are dating from the period of prehistory. It is a **Lepenski Vir** near Majdanpek and **Vinča** near Grocka and **Rudna glava** in Majdanpek that stand out as archaeological sites of great importance. Cultures Lepenski Vir and Vinča are well known as points in the development of civilizations and cultures of prehistoric people, while Rudna glava, prehistoric mine, and is the site unique in the world. Special features of this part of the Danube basin are numerous remains of Roman forts and towns. Danube, over the centuries represented the natural border of the Roman Empire, and as the legacy of ancient times along it are well preserved remains of ancient cities of **Sirmium** (near Sremska Mitrovica) and **Viminacium** (near Požarevac). Along the Danube there are Pontes (at Kladovo) - the remains of Trajan's bridge, and the Roman fort **Lederata**, near Veliko Gradište. In urban areas such as Belgrade and Zemun are **Kalemegdan Fortress**- Ancient **Singidunum** and Gardoški breg- **Taurunum**. Both sites are very attractive and interesting tourist destinations, which in addition to architectural and cultural values containing the gastronomic and cultural events.

Table 5. Location of archaeological sites in the territory of The Serbian part of Danube catchment area, with the status of cultural monuments of great and extremely importance

County	Municipality	Site
Juzno backi	Beočin	Gradina , cultural monument of high importance
Juzno backi	Titel	Kalvarija - the Titel Loess Plateau , cultural monument of exceptional importance
Juzno backi	Bačka Palanka	Turski šanac , cultural monument of high importance
Juzno backi	Bačka Palanka	Čelarevo , cultural monument of exceptional importance
Juzno backi	Vrbas	Čarnok , cultural monument of high importance
Juzno backi	Novi Sad	Kuva - Kastelum Onagrinum , cultural monument of high importance
Srednje banatski	Novi Bečej	Matejski brod , cultural monument of high importance
Sremki	Indija	Akuminkum , cultural monument of high importance
Sremki	Indija	Mihaljevac woods (Mihaljevačka šuma) , cultural monument of high importance
Sremki	Indija	Kalakača , cultural monument of high importance
Sremki	Šid	Gradina on the Bosut river , cultural monument of high importance
Sremki	Sremska Mitrovica	Archeological site in Grgurevci , cultural monument of high importance
Sremki	Sremska Mitrovica	Sirmium , cultural monument of exceptional importance
Sremki	Ruma	Basijana , cultural monument of exceptional importance
Sremki	Ruma	Burrial mound near Varc'al's mill (Humka kod Varc'love vodenice) , cultural monument of high importance
Sremki	Ruma	Gomolava , cultural monument of exceptional importance
Juzno banatski	Vršac	Židovar , cultural monument of exceptional importance
Juzno banatski	Vršac	Dupljaja , cultural monument of high importance
Juzno banatski	Pančevo	The city of Starčevo , cultural monument of exceptional importance
Grad Beograd	Belgrade - Zemun	Gardoš Hill - Taurunum , other monuments
Grad Beograd	Belgrade, Stari Grad	Kalemegdan Fortress – the Antique Singidunum , other monuments
Grad Beograd	Belgrade - Grocka	Vinča – site Beli Breg , cultural monument of exceptional importance
Borski	Kladovo	Pontes , cultural monument of exceptional importance
Borski	Kladovo	Karataš – Diana Fortress , cultural monument of exceptional importance
Borski	Majdanpek	Rudna Glava , cultural monument of exceptional importance
Borski	Majdanpek	Lepenski Vir , cultural monument of exceptional importance
Braničevski	Požarevac	Viminacium , cultural monument of exceptional importance
Braničevski	Kučevo	Kraku Lu Jordan , cultural monument of exceptional importance
Braničevski	Veliko Gradište	Lederata – Roman Fortification , cultural monument of exceptional importance

Source: Ministry of culture of the Republic of Serbia

The legacy of cultural heritage is a great tourist potential in the Serbian part of Danube catchment area. The number and importance of cultural monuments in this area is the result of

the rich and turbulent history of this region, who over many centuries been a major crossroad in the Balkans which have gained and bypassed the civilizations, cultures and peoples.

Table 6. Overview of cultural property of great importance in the Serbian part of Danube catchment area

county	Municipality	Site
Juzno backi	Bač	Franciscan Monastery
Juzno backi	Bač	Bođani Monastery
Juzno backi	Bač	Fortress and suburbium
Juzno backi	Bačka Palanka	Čelarevo, Dunderski Family Manor House
Juzno backi	Bačka Palanka	The House in Neštin
Juzno backi	Bački Petrovac	The house in Bački Petrovac
Juzno backi	Bečej	“Šlajz” river lock
Juzno backi	Beočin	Beočin Monastery
Juzno backi	Beočin	Rakovac Monastery
Juzno backi	Novi Sad	Almaška Church
Juzno backi	Sremski Karlovci	The city center of Sremski Karlovci
Juzno backi	Sremski Karlovci	The Place of the 1699. Treaty of Karlowitz (Mesto Karlovačkog mira 1699.)
Juzno backi	Sremski Karlovci	Patriarch's Palace
Juzno backi	Sremski Karlovci	Congregation Church (Saborna crkva) in Sremski Karlovci
Juzno backi	Titel	The Church of the Holy Martyr Stefan of Decani (Crkva velikomučenika Stefana Dečanskog) in Vilovo
Juzno backi	Žabalj	Serbian Orthodox Church in Čurug
Juzno banatski	Pančevo	Church of Holy Transfiguration (Crkva sv. Preobraženja)
Juzno banatski	Pančevo	Vojlovica Monastery
Juzno banatski	Vršac	Mesić monastery in Mesić
Juzno banatski	Vršac	Bishop's Palace
Podunavski	Velika Plana	Radovanjski lug
Podunavski	Velika Plana	Pokajnica Monastery
Sremki	Indija	St. Nicholas Church (Crkva s. Nikole)
Sremki	Indija	The 1691. battlegrounds at Slankamen
Sremki	Irig	Grgeteg Monastery
Sremki	Irig	Novo Hopovo Monastery
Sremki	Irig	Staro Hopovo Monastery
Sremki	Irig	Jazak Monastery
Sremki	Irig	Krušedol Monastery
Sremki	Irig	Mala Remeta Monastery
Sremki	Irig	Velika Remeta Monastery
Sremki	Irig	Vrdnik – Ravanica Monastery
Sremki	Pećinci	Village House in Deronje
Sremki	Sremska Mitrovica	The Old Serbian Church of St. Stefan (Stara Srpska crkva Svetog Stefana)
Sremki	Sremska Mitrovica	Divša Monastery in Šišatovac
Sremki	Sremska Mitrovica	Kuveždin Monastery in Šišatovac
Sremki	Sremska Mitrovica	Petkovic Monastery in Šišatovac
Sremki	Sremska Mitrovica	Šišatovac Monastery
Sremki	Srara Pazova	Barns and ancillary outbuildings (kotobanje) in Golubinci
Sremki	Šid	The Church of the Holy Archangel Gabriel (Crkva Svetog Arhangela Gavrila)

Source: Ministry of culture of the Republic of Serbia

On the territory of thhe Serbian part of Danube catchment area in Serbia is located 40 cultural properties ranked as good of great importance. Among them shines complex of Orthodox monasteries and temples on Fruška Gora Mountain, known as the Serbian Holy Mountain. In addition to religious architecture, in this area are protected by law and authentic houses in

Neštin, Bački Petrovac and Ogar, illustrating the old ways of construction of residential houses in Pannonia. In the preceding table is an overview of cultural property of great importance, only and it should be added other cultural properties of great importance which are 226, as well as over 300 other cultural goods of minor importance. It is the most diverse sites of origin and purpose: the fortresses, fortifications, military and civilian buildings, churches, monasteries, over other economic buildings and important institutions, the law protected the rural and urban units that reflect the architectural and cultural features of the climate in which they occur.

Table 18. Number of events in the Serbian part of Danube catchment area

County	Cultural Events	Fairs and Exhibitions	Religious Holidays	Sports Events	Traditional Village Festivities	Other	Total
Zapadno backi	37	5	3	8	2	27	82
juzno backi	134	23	10	35	11	65	278
srednje banatski	28	1	1	4	5	14	53
Sremski	64	11	5	13	13	24	130
juzno banatski	58	8	9	21	8	53	157
Grad Beograd	11	29	1	2	0	9	52
Borski	16	4	0	5	4	6	35
Podunavski	16	3	3	1	1	17	41
Braničevski	12	4	4	5	4	15	44
Total	376	88	36	94	49	230	873

Source: www.vojvodinaonline.com, data's from tourism organizations in the Project area

Very important tourism offer in The Serbian part of Danube catchment area are events, especially in the municipalities in the Vojvodina region, which has both strong traditions and developed channels of supply and implementation. Assumption is that in Vojvodina during one year is holding over 600 different events that at least 100 can be called tourist, while others are festivals, parades, games, sports and recreational events, meetings, fair and exhibitions, tastings, cultural events. Of that number, 80 events can be called the Mega because it gathers more than 50,000 individual visitors. The most important are EXIT, the Belgrade Beer Festival, Beer Days in Zrenjanin, BEMUS, NOMUS, etc.

2. Basic tourism infrastructure

2.1. Accommodation capacities

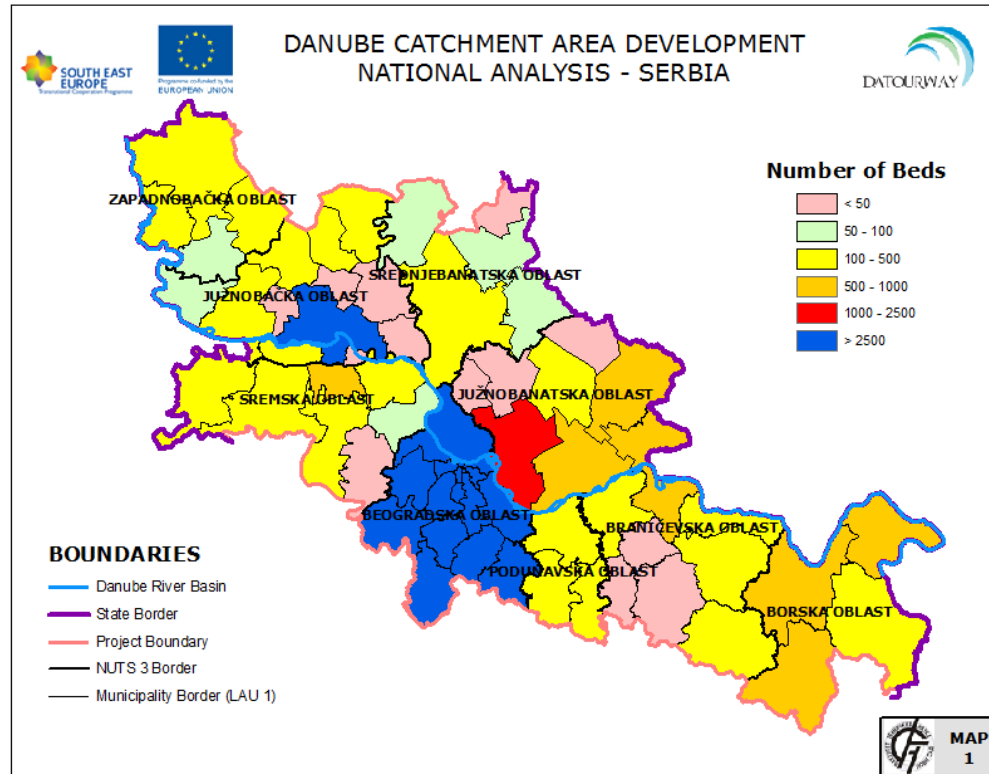
The existing tourism infrastructure in the Serbian part of Danube catchment area is concentrated mainly in several areas with established tourist destinations. The capital Belgrade which is attracting the most tourists' attention has the highest concentration of accommodation establishment, rooms and beds. 53.47% of total number of beds in Project area is settled in the City of Belgrade. Other municipalities and their central cities which attract tourist attention such as Novi Sad, Zrenjanin, Vršac, Bela Crkva, Kladovo, etc. have high concentration of tourist accommodation facilities and high number of bed places in them. 69.49% of Juzno backi district accommodation facilities is settled in the City of Novi Sad, which shows that Novi Sad is important tourism destination in county, and also in Vojvodina region.

Table 8: Bed places in tourist accommodation establishments (All types) in the Serbian part of Danube catchment area 2008

<i>NUTS 2 Regions NUTS 3 County</i>	Accommodation establishments	Number of rooms/ camp sites	Bed places
Vojvodina region	156	5669	13433
Zapadnobacki	26	451	1031
juzno backi	59	1670	3848
srednje banatski	13	290	685
Sremki	31	648	1506
juzno banatski	23	1151	3169
Central Serbia	506	40680	102749
Grad Beograd	136	7643	17934
Borski	18	951	2507
Podunavski	13	517	1014
Braničevski	16	885	1847
Project area (DAT)	335	14206	33541
Serbia total	662	46349	116182
% DAT from Serbia	50,60%	30,65%	28,87%

Source: Statistical office of the Republic of Serbia

Picture 2. Number of beds in the Serbian part of Danube catchment area



Tourism infrastructure in the Serbian part of Danube catchment area is most developed in Belgrade, Novi Sad and its surrounding, as well as spa and climatic resort and lakes. It should be noted that in Junakovic Spa near Apatin, is planned construction of a large water park, which will be of interest to tourists, and which will extend the offer and increase accommodation capacity. Sombor municipality in Zapadno Backi District county is rich in farms, which are tourist attractions and accommodation facilities suitable for spending time outdoors. In Serbia, currently does not exist complete evidence of accommodation facilities, and it is not possible to give a complete overview of all accommodation facilities in complementary facilities for accommodation.

There are a number of municipalities bordering the Danube, which have an underdeveloped tourist infrastructure and great tourist potential. This situation is in municipalities Bački Petrovac and Sremski Karlovci, which have fewer than 50 beds and a huge tourism potential.

2.2. Auxiliary tourism infrastructure

Auxiliary tourism infrastructure in the Serbian part of Danube catchment area representing the following tourist objects and attractions:

- Eco trails on Fruška gora mountain

With its availability and numerous natural and cultural attractions Fruška Gora attracts large numbers of people. In this region there is a tradition and culture activities in nature, so that the most beautiful parts of Fruška gora established resorts, marked trails and mountain lodges built,

given the size and concentration of attractiveness. The most frequent activity is walking, for which there are a number of marked trails, and numerous hiking clubs regularly organize walking and socializing in nature. It is possible to walk unexplored paths. Another activity for which there are excellent conditions is riding mountain bike. For these are the best marked trails, and the ups and downs are evenly spaced and not too steep.

Trail 1st

The first path is going to east part of the mountain, through forest and stretches for 18,670 m. It ranges from the Lodge at Stražilovo, to Branko's Tomb (distance 1340 m) passing by Grgeteg (distance 5950 m) TV tower (distance 4860 m), Astal (distance 1380 m) and Selista (distance 3380) and ending at Stražilovo.

Trail 2nd

Passing in part through the woods, and partly next cottage settlements, this course offers the enjoyment of scenic landscapes streaked with lookouts. Length is 17,210 m. Start and end points are on Popovica, and brings Glavica (distance 2710 m), Astal (distance 4110 m) TV tower (1380 m distance), Astal (distance 4110 m), TV Tower (distance 1380 m), Kraljeva stolica (distance 760m).

Trail 3rd

Trail provides a very attractive tour of three monasteries. This kind of monastery trail starts from Branko's grave and, following the route of the marathon reaches Fruška Gora monastery Grgeteg first (distance 5950 m). Since the route crosses Grgeteg, goes to Fruška gora transit road and continues to monasteries Krušedol (distance 4600 m) and the Velika Remeta (distance 3400 m) and ends for starting point.

Trail 4th

This trail leads through diverse landscapes, from the deciduous forests, across meadows and glades, through orchards and gardens, settlements, to the monastery and Thermal Spa in Vrdnik. Length is 33,255 can be cross in one day. The starting point is Popovica, and then goes Ledinačko Lake (distance 3840 m), Vrdnik (8685 m), Jazak monastery (distance 3330 m), Brankovac (distance 8200 m), Zmajevac (distance 4300 m) and Stari Ledinci (distance 4800 m).

- **Farms “salaši” and village housekeepings**

The potentials of rural tourism in the Serbian part of Danube catchment area is large, but still far from being used in tourism sector. The analysis of these potentials is evident in the variety and diversity for using them in tourism industry. In the region of Vojvodina, which is in the field of rural tourism much more developed than region of Central Serbia, it is evident that as the highest potential offer are farms as tourist attractions. This is particularly known for the north part of Vojvodina North, Zapadnobacki County and Juznobacki County, where the farms, as an authentic house are well kept and are representing a real gem of the region's tourism offer. In addition to farms, in the region of Vojvodina are numerous ethnic houses that are almost evenly distributed throughout the region. Great ethnic and cultural diversity of Vojvodina has resulted in the formation of ethno house containing the museum exhibits from the past life of peoples and ethnic minorities, which live in Vojvodina. In Vojvodina is the absence of noticeable rural households as a potential offer of rural tourism. Counties in Central Serbia in the field of rural tourism rely solely on the supply of rural households. This offer is concentrated on a few points (Bor, Malo Crniće) and is characterized by small accommodation facilities. Rural tourism offer in the region has many other attractions.

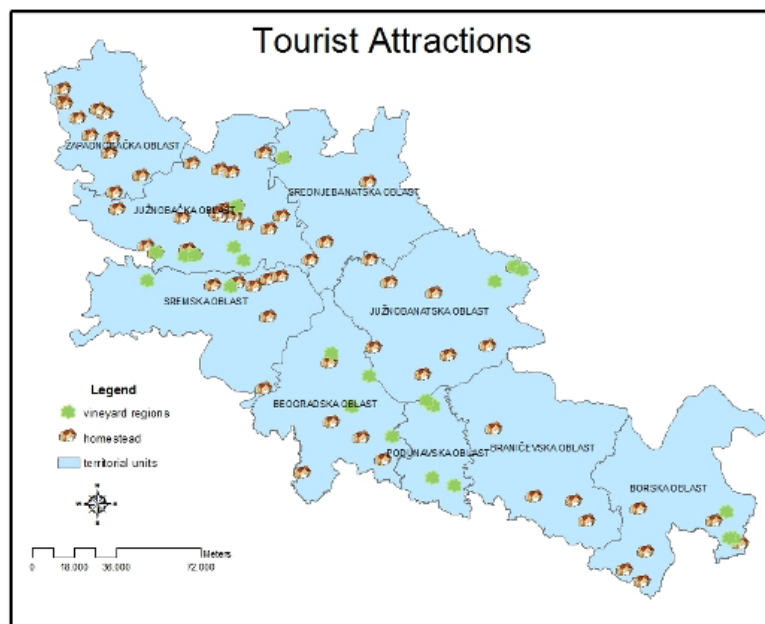
Table 9. Number of farms, village housekeepings and ethno houses in the Serbian part of Danube catchment area

County	Farms „Salaši“	Village housekeepings	Ethno houses
Vojvodina Region	38	-	28
severno backi *	12		3
zapadno backi	4		9
juzno backi	19		9
srednje banatski			2
Sremki	2		4
juzno banatski	1		1
Central Serbia region	-	16	-
Grad Beograd		5	
Borki		7	
Podunavski			
Braničevski		4	
Total:	38	16	28

- Vineyards and wine cellars

History of Serbian wine is longer than a thousand years. Development took place in the eighth and ninth centuries, especially during the reign of the dynasty Nemanjić from eleventh until the end of the fourteenth century. Prob planted vines on the slopes of Alma Mons (Fruska gora) around Sirimijum, and with his name is linked the start of viticulture in Serbia. Viticulture and Enology of Srem are one of the oldest and most important in this part of the Europe. So Sremski Karlovci gained its fame primarily due to their vineyards and wines that were drunk all over Europe. Except in the South Backa District (Sremski Karlovci, Temerin, Novi Sad and Beočin) in the Serbian Danube, vineyards and wine cellars can be visited in the following districts: Srem (Irig, Sid), Srednjobanatski (Novi Bečej), Južnobanatski (Vršac, Veliko Središte, Gudurica), City of Belgrade (Vinča, Grocka), Borski (Negotin), Podunavski (Velika Plana, Smederevo, Smedervska Palanka).

Picture 3a. Tourist attractions: Rural tourism, vineyards, wine cellars

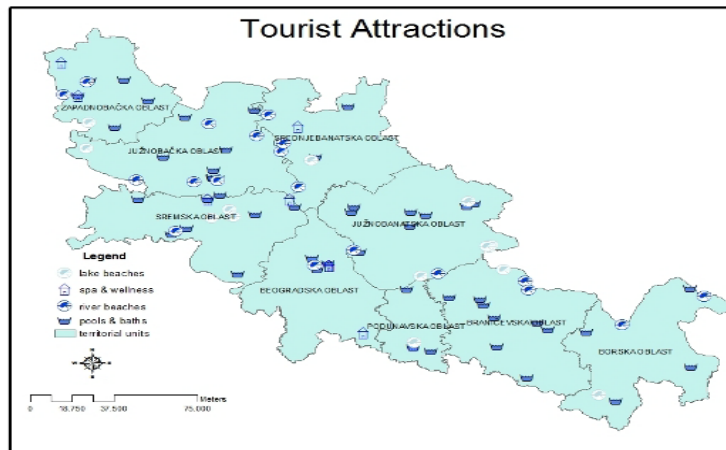


- Cycling tracks EUROVELO

Cycling track EUROVELO represents part of Corridors 6 and 11 in the Serbian part of Danube catchment area. Cycling in this region should wake up and redirected, primarily through education of children and young people. One of the steps that lead to successful cycle tourism is establishment of bicycle routes in order to focus attention on the development of tourism.

- Pools, bathing beaches, river beaches and beaches on lakes

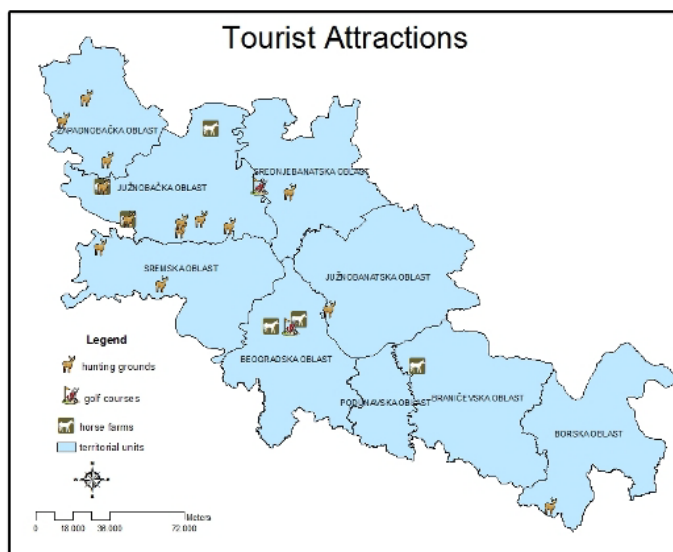
Picture 3b. Tourist attractions: beaches, beach, spa and wellness



- Facilities for Sport and Recreation

For sport and leisure activities and hobby tourism there are: horse farms, hunting grounds, aqua parks and golf courses.

Picture 3c. Tourist attractions: sports and recreational facilities

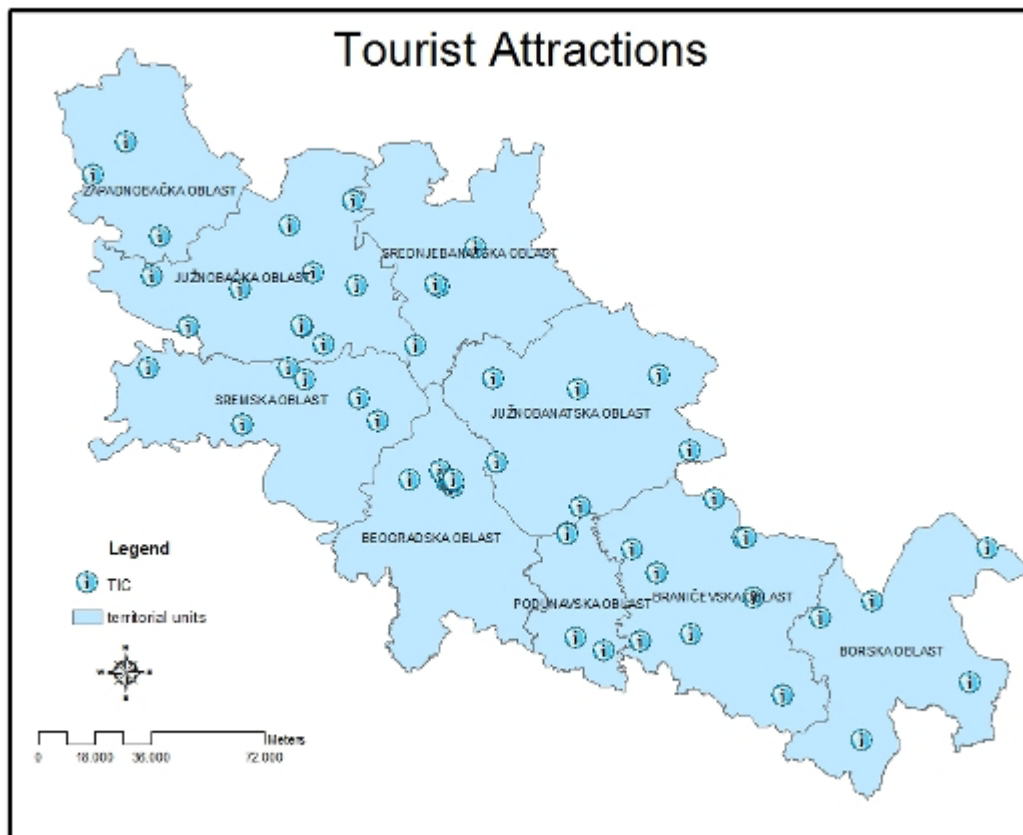


2.3. The organization of tourism in the Serbian Danube catchment area

Holders of destination management in the Serbian Danube catchment area is tourist organizations of municipalities, Tourist organization of Vojvodina and the National Tourist Organization of Serbia. Some organizations have their own tourist information centers that were extracted as a separate organizational unit, or operating within the premises of tourism organizations and, are used for providing information to tourists on the important tourist spots.

The main weakness in its work tourist organizations see in the inadequate staff capacity, lack of good programs for the evaluation of tourist resources, and insufficient information of population and potential providers of tourism services. The future development of tourism at the area will depend primarily on the ability of tourist organizations to recognize the role and importance in the adoption and implementation of strategic documents, especially in the implementation of the same.

Picture 4. Tourist organizations/ tourist information centers



3. Main tourism indicators in Serbian part of Danube catchment area

Analysis of tourist traffic for the Serbian part of Danube catchment area has been done on the basis of official statistics and based on data collected in the field. The analysis was done for the last 6 years by counties, and only includes the basic structure of the number of tourists (domestic/ foreign), number of nights spent tourist nights (domestic/ foreign) and derived values for length of stay. For comparison with trends in tourism is used wider area, which is conducted with current trends in the Republic of Serbia. Results and analysis are presented in the following tables and charts.

The analyzed data presented in tables and graphs below show the following results:

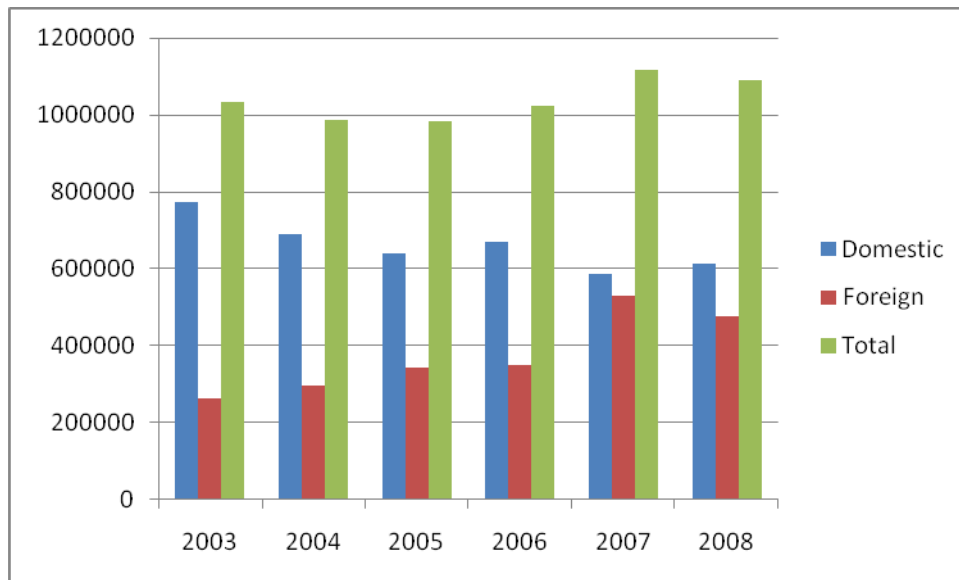
- The most receptive market for domestic and foreign tourists are the City of Belgrade, Juznbacki and Borski county with its tourist destinations (the largest number of domestic and foreign tourists attracted to city tourist offers: Belgrade and Novi Sad and its surroundings).
- As regards the entire Danube catchment area covered by the project can be seen that this region is greatly receptive market for the Republic of Serbia, because between 49-52% of total arrivals, and over 30% of spent tourist nights taking place right in the Serbian part of Danube catchment area, but it needs to strengthen its share of arrivals and overnight stays in other countries.
- Also should be affected by the supplementary content and creation of an adequate concept of tourism and tourism products, extend the average length of stay, whether any foreign national who previously analyzed in the period shows that the tourists remain on average of 2-4 days ..

Table 10. Tourists arrivals in the period from 2003- 2008 in the Serbian part of Danube catchment area

NUTS 3	2003	2004	2005	2006	2007	2008
Zapadno backi	20449	21318	20109	21022	25647	23858
Juzno backi	91613	79061	83466	92801	116513	127805
Srednje banatski	23890	24795	29438	25743	14656	24351
Sremki	22231	31230	31929	30260	37171	39617
Juzno banatski	23230	23775	23688	21936	23932	26905
Grad Beograd	728087	693933	674785	705439	764466	705574
Borki	74771	68630	69224	74771	71205	64843
Podunavski	27530	23405	23670	27530	31073	31665
Braničevski	22485	22554	27125	22485	31367	44781
Total	1034286	988701	983434	1021987	1116030	1089399
Republic of Serbia	1997947	1971683	1998469	2006488	2306558	2266166
% DAT from Serbia	51,77%	50,14%	49,21%	50,93%	48,38%	48,07%

Source: Statistical office of the Republic of Serbia

Figure1. Share of tourist arrivals in Project area (domestic/ foreign) for the period 2003-2008 the Serbian part of Danube catchment area



Source: Statistical office of the Republic of Serbia

Picture 4. Number of tourist arrivals in Project area (domestic/ foreign) for the period 2008 in the Serbian part of Danube catchment area

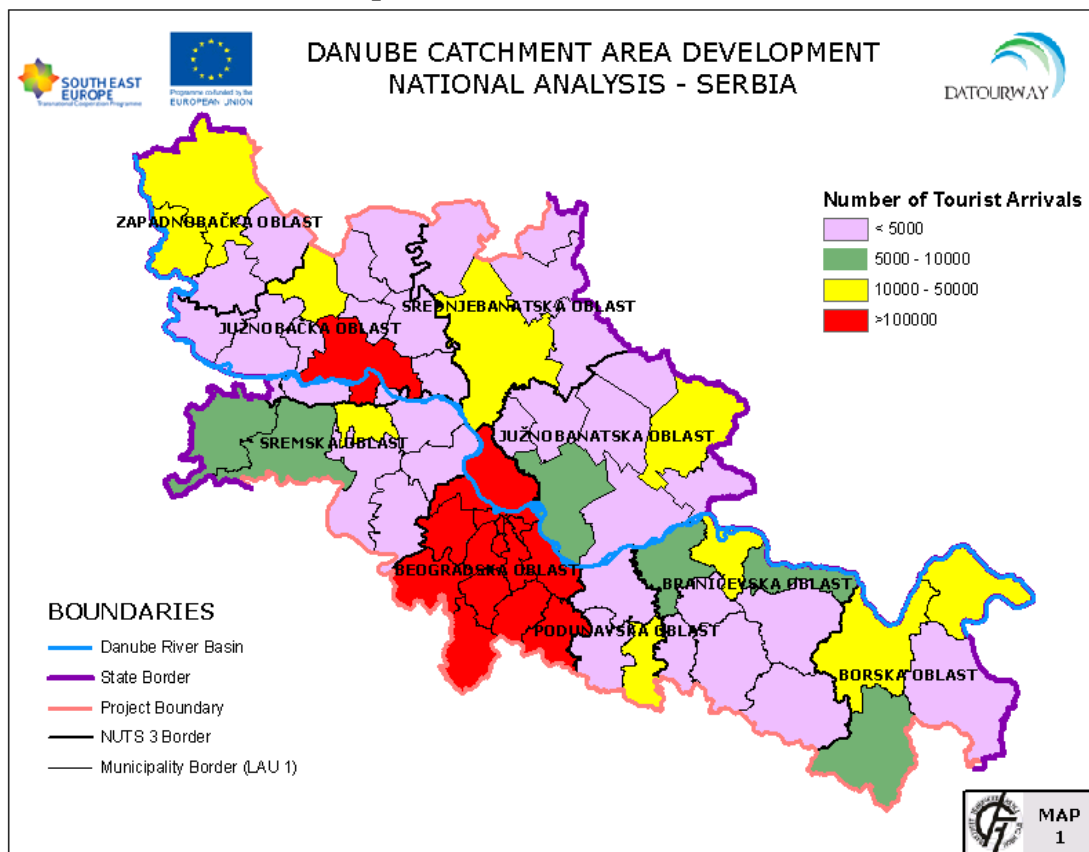


Table 11. Number of overnight stays (spent tourism nights) in all types of accommodation facilities in the Serbian part of Danube catchment area

NUTS 3	2003	2004	2005	2006	2007	2008
Zapadno backi	77055	80163	81872	67893	96910	89755
Juzno backi	174415	152169	162327	188909	224662	240401
Srednje banatski	69427	59145	93747	91311	55931	93690
Sremki	68376	92867	99104	98170	121960	136908
juzno banatski	73059	72129	63127	49813	49050	58416
Grad Beograd	1360934	1384389	1366337	1366429	1563526	1431328
Borki	172876	157955	167083	172876	157229	153222
Podunavski	40899	30340	30996	40899	36650	39833
Braničevski	79698	75036	78553	79698	63175	105549
Total	2116739	2104193	2143146	2155998	2369093	2349102
Republic of Serbia	6684592	6642623	6499352	6592622	7328692	7334106
% DAT from Serbia	31,67%	31,68%	32,97%	32,70%	32,33%	32,03%

Source: Statistical office of the Republic of Serbia

Picture 5. Number of overnight stays (spent tourism nights) in all types of accommodation facilities in the Serbian part of Danube catchment area

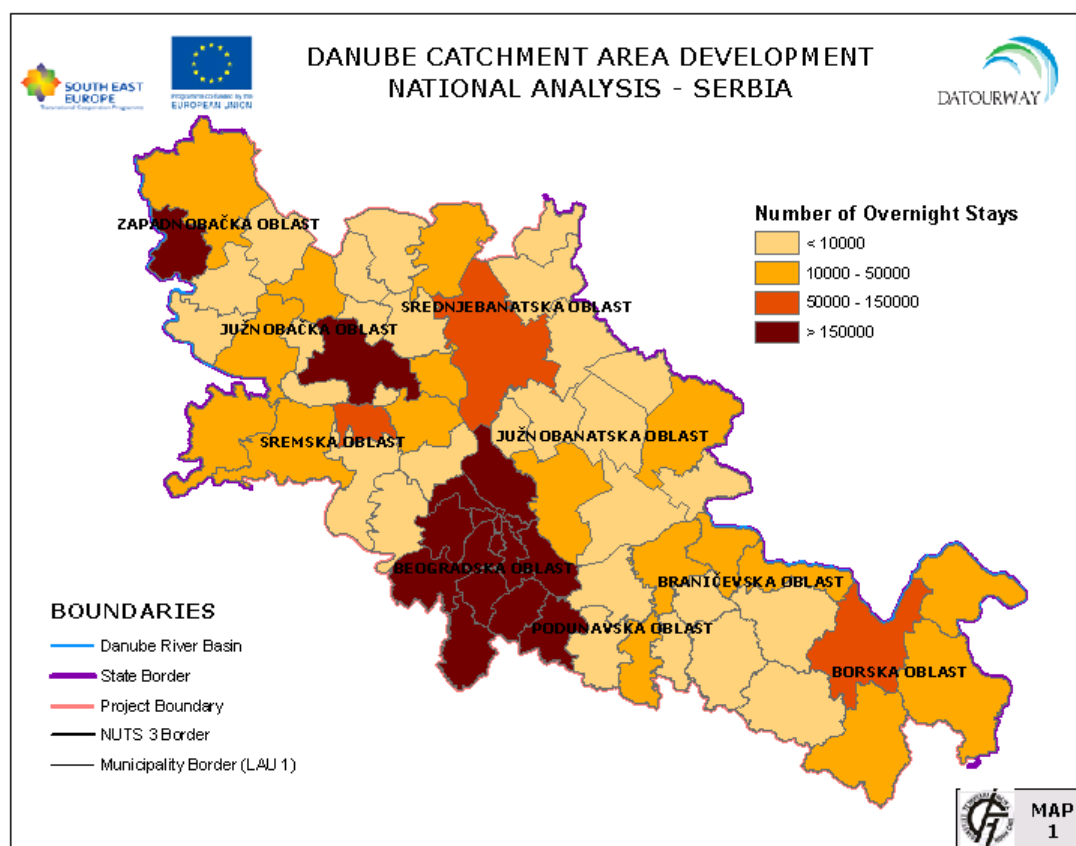
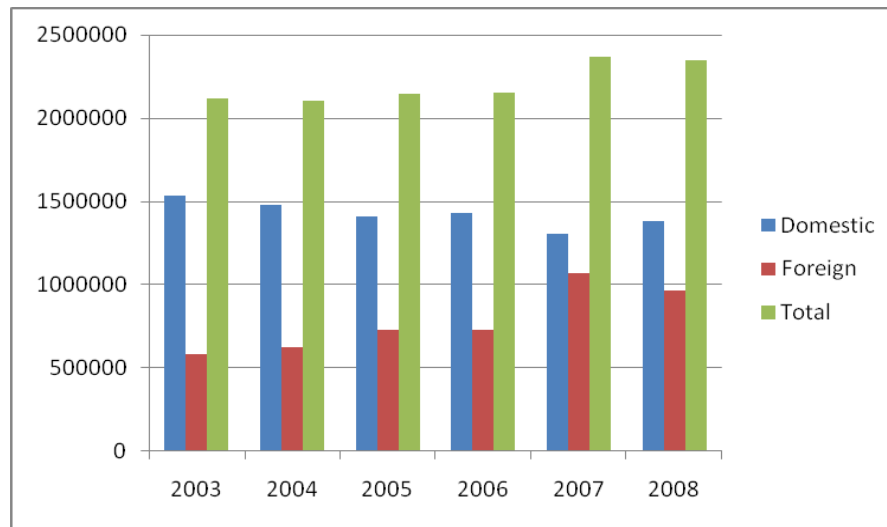


Figure 2. Share of number of overnight stays (domestic/ foreign tourists) by spent tourism nights in the Serbian part of Danube catchment area



Source: Statistical office of the Republic of Serbia

Tourism in the region has 28.87% of the beds in the country, 32.03% of spent nights and 48.07% of revenue from accommodation. Data show that the area of the project is with exception of Belgrade and Novi Sad, economically less developed as a tourist destination.

With regard to tourism development in the Serbian Project area it should make the following conclusion:

- The potential for development of the Danube catchment area is not sufficiently used for tourism development. Exceptions are the City of Belgrade and the City of Novi Sad. The reasons are many and diverse, with cross-border, national and regional character. In the Serbian part of the project area a major challenge is the lack of exposure of the cultural, historical and natural potentials, lack of well promote regional tourism products, poor quality of infrastructure and transport and inadequate local capacity to adapt to economic growth through tourism. The transnational and cross border nature of environmental damage are associated with deterioration of water quality, damaged landscape, the lack of a common transnational strategy covering the overall tourism development on the Danube, particularly in its lower part.