THE SERBIAN INITIATIVE FOR MOUNTAIN TOURISM DEVELOPMENT
WHAT OBSTACLES NEED TO BE OVERCOME?
- Case study, Stara Planina -

State Secretary, PhD Goran Petković
• Tourism in Serbia is recognized as one of the key areas of economic and social development.

• Investments of the Government of the Republic of Serbia in the development of master plans → tourism infrastructure → development of the tourism brand of Serbia.

• Preparation of 17 master plans - the most promising destinations are in the mountain areas: Tara, Kopaonik, Stara Planina, Golija Kučajske planine Beljanica, Vlasina.
TOURIST PRODUCTS - SERBIA

QUICK WINS - high commercialization, medium investments

- Special interests
- City breaks
- Events
- Touring
- Business tourism (MICE)

FUTURE WINS - high investments, medium commercialization

- Mountains & lakes
- Health & Spa tourism
- Nautical
- Rural tourism
• “Mountain and Lake Holidays” is recognized as a single tourist product of Serbia, (Tourism Strategy of the Republic of Serbia, 2006).

• The product with the strongest resource base, but the lack of infrastructure and strong marketing activities.

• Positioning mountain resorts as a destinations without seasonality.

• Creating a summer packages with a wide range of activities such as special interests (hiking, mountain biking, horse riding...).
• Project “Stara planina” is a green field mountain resort project, recognized as top priority in National Tourism Strategy of the Republic of Serbia;

• Stara planina is the first innovative “all season” resort in Serbia with the infrastructure supporting winter activities, summer activities, spa & wellness, seminars, conferences;

Distances from Resort:
Belgrade – 330km
Niš – 80km
Sofia – 150km
• Master plan for “Stara planina” development done by reputable international master planers (Ecosign and Horwath HTL).

• Road show – Presentation on Expo Real, private sessions, ...
IMPLEMENTATION INSTRUMENTS

ESTABLISHING

Public Enterprise “Ski Resorts of Serbia” to manage the national public ski resorts

SKI RESORTS:

- Kopaonik
- Stara Planina
- Tornik

Public Enterprise Stara planina
To develop 55 ha of land
To develop destination
To operate Hotel (?) and (+)
• All regulatory plans are completed and adopted
  • Master Plan,
  • Spatial Plan
  • Plan of Detailed Regulation)

• Urban project
• Preliminary project
• General project

• Environment impact study
STARA PLANINA SKI SYSTEM
TOTAL PLAN

TOTAL

Total skier carrying capacity – 18,000 skiers/day
24 Lifts
151 Pistes and skiways

PHASE ONE (1A)
Total skier carrying capacity - 3,900 skiers/day
10 Lifts + 1 gondola
26 Pistes and skiways
Technical snow

INVESTMENT – EUR 30.701 mil.
## SKI RESORT “STARA PLANINA”

<table>
<thead>
<tr>
<th>SKI FACTS – RESORT:</th>
<th>INFRASTRUCTURE FACTS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>resort altitude</td>
<td>electrical supply</td>
</tr>
<tr>
<td>1.722 m</td>
<td>21 km</td>
</tr>
<tr>
<td>the highest peak</td>
<td>external road</td>
</tr>
<tr>
<td>2.169 m</td>
<td>23 km</td>
</tr>
<tr>
<td>ski slopes and ski ways</td>
<td>internal road</td>
</tr>
<tr>
<td>13 km</td>
<td>1 km</td>
</tr>
<tr>
<td>max. capacity of skiers/h</td>
<td>water supply</td>
</tr>
<tr>
<td>6.200</td>
<td>3.200 users</td>
</tr>
<tr>
<td>installations</td>
<td>sewage system</td>
</tr>
<tr>
<td>5</td>
<td>3.200 users</td>
</tr>
<tr>
<td>investments 2006-11</td>
<td>investments 2006-11</td>
</tr>
<tr>
<td>14 mil.€</td>
<td>17 mil.€</td>
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</tbody>
</table>
PUBLIC INVESTMENT ON TIME:
- FINANCIAL CRISIS
- UNSUCCESSFUL PUBLIC TENDER FOR INVESTOR
- DECISION: PUBLIC INVESTMENT
- SCALING DOWN THE PROJECT
- MODULAR APPROACH -
“STARA PLANINA” RESORT DEVELOPMENT
STATE AS AN INVESTOR – 2009

FIRST Phase A of the Jabucko ravniste village build-out:
- 500 rooms
- 2,216 total beds
- 44,000 sq.m total gross area
- 14,350 sq.m building footprint

Ski system - Phase 1A
- Total number of skiers per day - 3,900 skiers/day
- 10 Ski lifts
- Gondola
- 26 Ski runs

Unit types - Phase 1A:
- Destination hotels
- Family hotels
- Condotels
- Multi-family units (MFU)
- Single-family units (SFU)
- B+B apartments
### “STARA PLANINA” RESORT DEVELOPMENT

**- Phase 1A -**

<table>
<thead>
<tr>
<th>Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross floor area:</td>
<td>52500 m²</td>
</tr>
<tr>
<td>Number of rooms/apartments:</td>
<td>503</td>
</tr>
<tr>
<td>Number of beds:</td>
<td>1302 + 716 additional</td>
</tr>
<tr>
<td>Parking spaces:</td>
<td>430</td>
</tr>
<tr>
<td>MICE space:</td>
<td>600 m²</td>
</tr>
<tr>
<td>SPA space:</td>
<td>1302 m²</td>
</tr>
<tr>
<td>Commercial space:</td>
<td>2046 m²</td>
</tr>
<tr>
<td>Infrastructure:</td>
<td>roads, water supply, sewage etc.</td>
</tr>
</tbody>
</table>
CURRENT SITUATION, ACCOMODATION
- HOTEL “STARA PLANINA” -

Gross floor area: cca 26000 m²
Number of rooms/apartments: 146
Number of beds: 308 (+ 87 addit.)
Parking spaces: 128
MICE area (3 rooms): cca 200 m²
SPA area: cca 1000 m²
Commercial space: 6 units / cca 500 m²
Hotel rating: ****

Other: Restaurant /250 seats
Pool cafe, Teenage corner,
Internet corner, Lobby-bar,
SPA /pediluvium, massage,
pool, sauna, fitness, gym/,
skating rink, open pool...
CONSTRUCTION PERIOD OF ONLY 16 MONTHS
CONSULTANTS (operators)
CURRENT SITUATION SKI SYSTEM

- “STARA PLANINA” RESORT -

- 3.000 skiers/day
- 13 km ski runs
- 2 ski lifts (4 seats)
- 1 T-bar ski lift
- 1 baby ski lift
- First Gondola in Serbia (8 seats)
- Technical snow system (50%)
VISION OF A SUCCESSFUL DEVELOPMENT - MOUNTAIN TOURISM -

- Development of spatial, business and regulation plans in cooperation with international stakeholders,
- Offer orientation towards international markets,
- Encouraging innovation in marketing and sales,
- Strengthen between public and private sector.
- All-season activities
LIMITATIONS SHOULD BE OVERCOME

• Professional operators,
• International hotel chains,
• Investors and service providers,
• Maintenance of natural attractions,
• Marketing plan for DMO,
• Further development
• Highways and regional roads,
• HR development – undeveloped
• Mountain area
• ...

Further development

Highways and regional roads,

HR development – undeveloped

Mountain area
Thank you!

P.S.
-GREAT SEASON 2011
-GREAT YOUNG PEOPLE IN HOTEL
-STILL WORKING (APRIL)
-SUSTAINABLE AT SEASON 0

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