



GROUP 2

VILLAGE ZLAKUSA AND SNR “UVAC”

CONTENT

- ✖ Ethno village “Terzica avlija”
- ✖ Potpecka cave in Zlakusa village
- ✖ Pottery producer “Family Nikitovic”
- ✖ Special Nature Reserve “Uvac”



OBJECTIVE AND METHODOLOGY

- ✖ Introducing with good practices in rural development of South-western Serbia
- ✖ Study visit of good practice and interview with local people



ETHNO VILLAGE “TERZICA AVLIJA”



REMARKS

- ✖ Keeping tradition and using local values
- ✖ Family business from 2007 (shop, restaurant, museum, apartments for renting and amphitheater for manifestation)
- ✖ 4 employees+2 seasonally +family members
- ✖ Buildings are 100 years old
- ✖ 6000-7000 visitors per year
- ✖ Encouraging local families to start own business (tourism, fishery farms ...)

POTPECKA CAVE IN ZLAKUSA VILLAGE



REMARKS

- ✘ Example of using natural resource in touristic offer of village
- ✘ Cooperation between local actors (Terzica avlija, pottery producer and local touristic organization Uzice)
- ✘ The biggest entry in the Balkan
- ✘ 10km long, but only 2km is available for tourist
- ✘ Historical content of cave

POTTERY PRODUCER “FAMILY NIKITOVIC”



REMARKS

- ✗ Preserve family tradition
- ✗ Using and teaching traditional knowledge
- ✗ Protected trade mark
- ✗ Cooperation between 10 producers through association
- ✗ International manifestations of pottery in village
- ✗ Part of touristic offer

SPECIAL NATURE RESERVE “UVAC”



REMARKS

- ✗ Protected from 1971
- ✗ More than 8000 ha of protected area
- ✗ 10 rangers working in area
- ✗ In 1992 was only 9 pairs of Griffon Vultures
- ✗ Now they are 570 individuals
- ✗ Excellent example of synergy: local environment “problems” being solved by using natural resources
- ✗ Inventive/incentive tourism development

CONCLUSIONS FROM STUDY TOUR



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- ✖ Strong cooperation between local economical actors
 - ✖ Local branded stories
 - ✖ Changes in local mentality
 - ✖ New working places/ youth and gender
 - ✖ Change the image of the region
 - ✖ Particular/unique tourist offer (caves, Griffon Vultures...)

LOOKUP OF TREASURE



LONG LIFE LEARNING



BEAUTY TRANSITION



WET & ENJOYABLE PART 1



WET & ENJOYABLE PART 2



IT WILL BE CONTINUED ...

