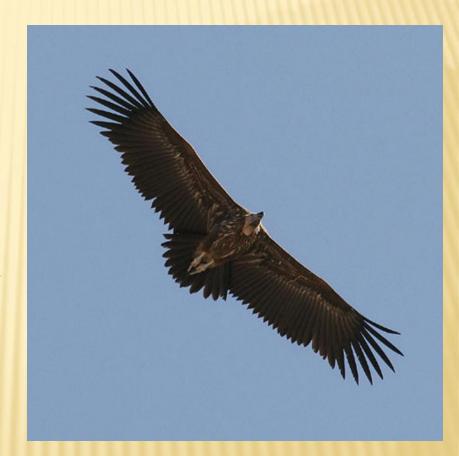


GROUP 2
VILLAGE ZLAKUSA AND SNR "UVAC"

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 Southwestern Serbia
- Study visit of good practice and interview with local people



ETHNO VILLAGE "TERZICA AVLIJA"



- 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



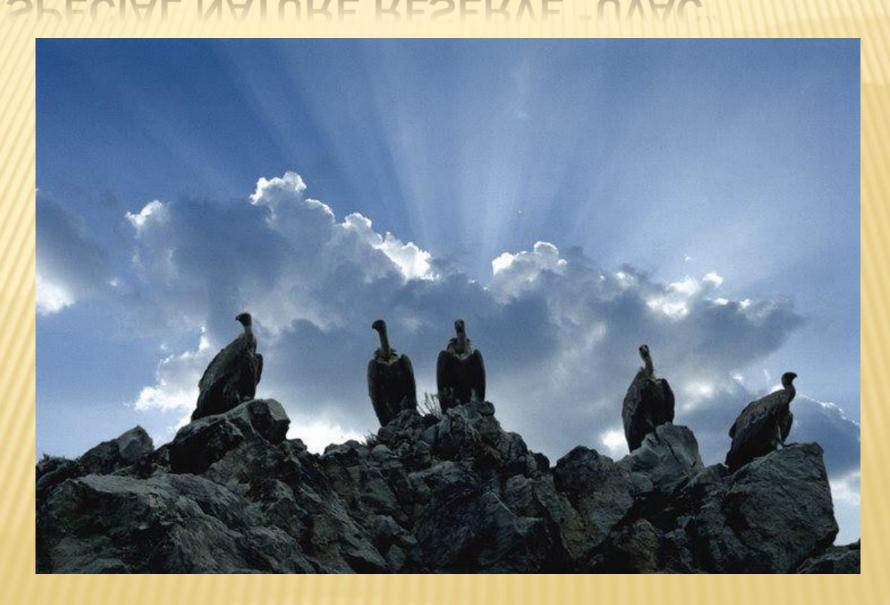
- Example of using natural resource in touristic offer of village
- Cooperation between local actors (Terzica avlija, pottery producer and local touristic organization Uzice)
- The biggest entry in the Balkan
- 10km long, but only 2km is available for tourist
- * Historical content of cave

POTTERY PRODUCER "FAMILY NIKITOVIC"



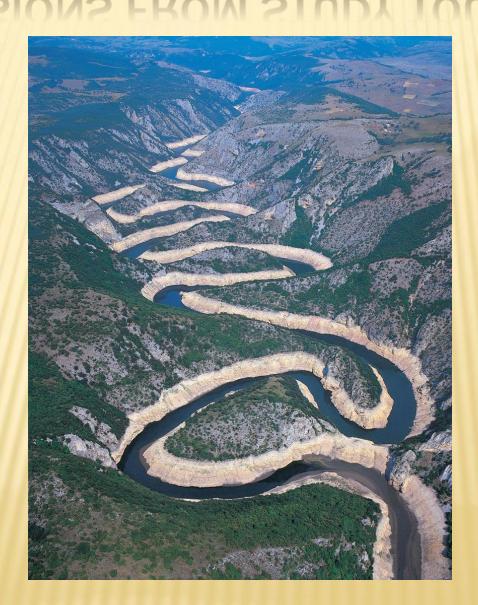
- Preserve family tradition
- Using and teaching traditional knowledge
- Protected trade mark
- Cooperation between 10 producers through association
- International manifestations of pottery in village
- × Part of touristic offer

SPECIAL NATURE RESERVE "UVAC"



- × 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



- 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 ...

