



Univerzitet u Beogradu
Tehnički fakultet u Boru
Odsek za inženjerski menadžment



Razvoj ekoturizma u Nacionalnom parku Đerdap funkciji održivog regionalnog razvoja

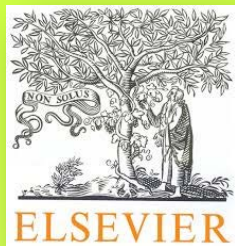


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Motiv ?





Engineering Management



The International Symposium on Environmental and Material Flow Management

Dosadašnji rezultati



International May Conference on Strategic Management



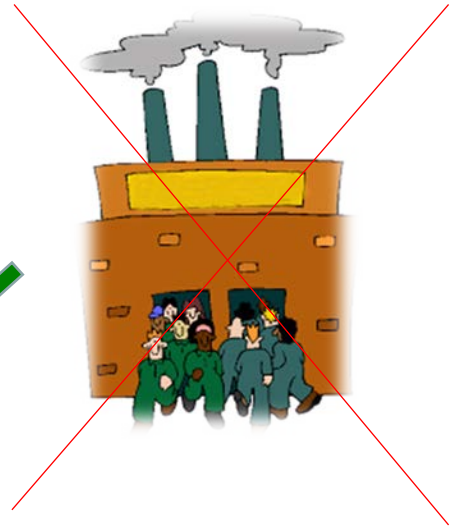
Student symposium



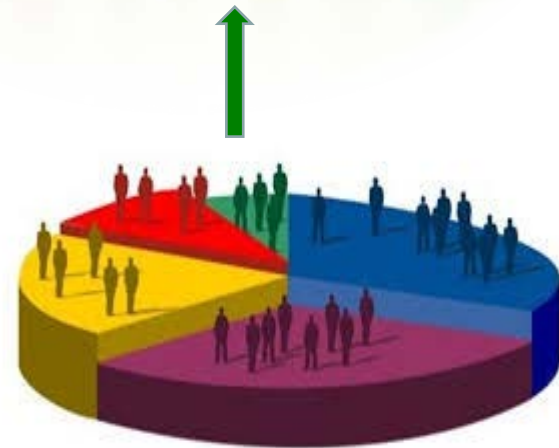
Potencijal Nacionalnog parka Đerdap za regionalni razvoj



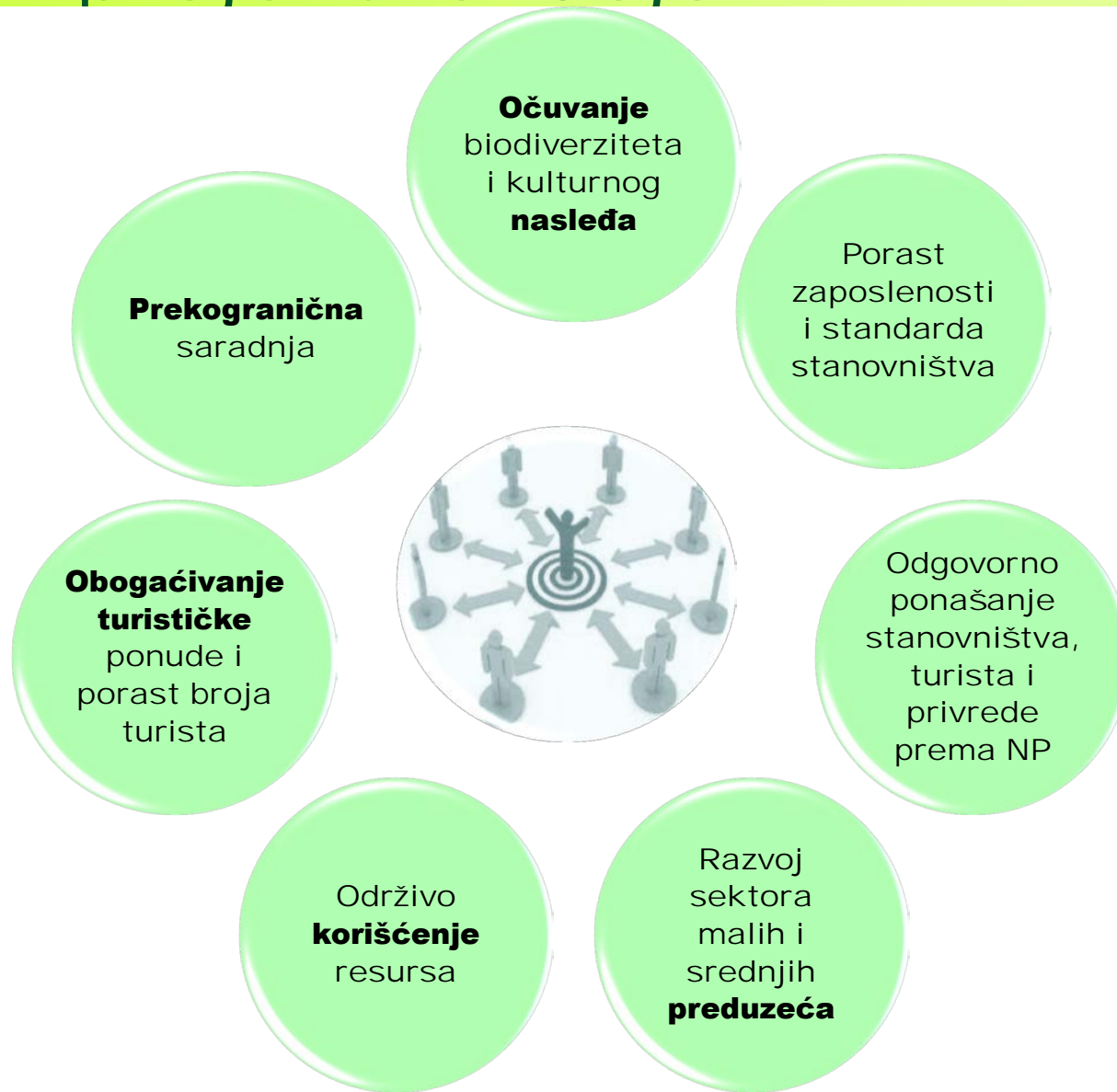
Izazovi regionalnog razvoja



CHALLENGE



Ciljevi projektne ideje

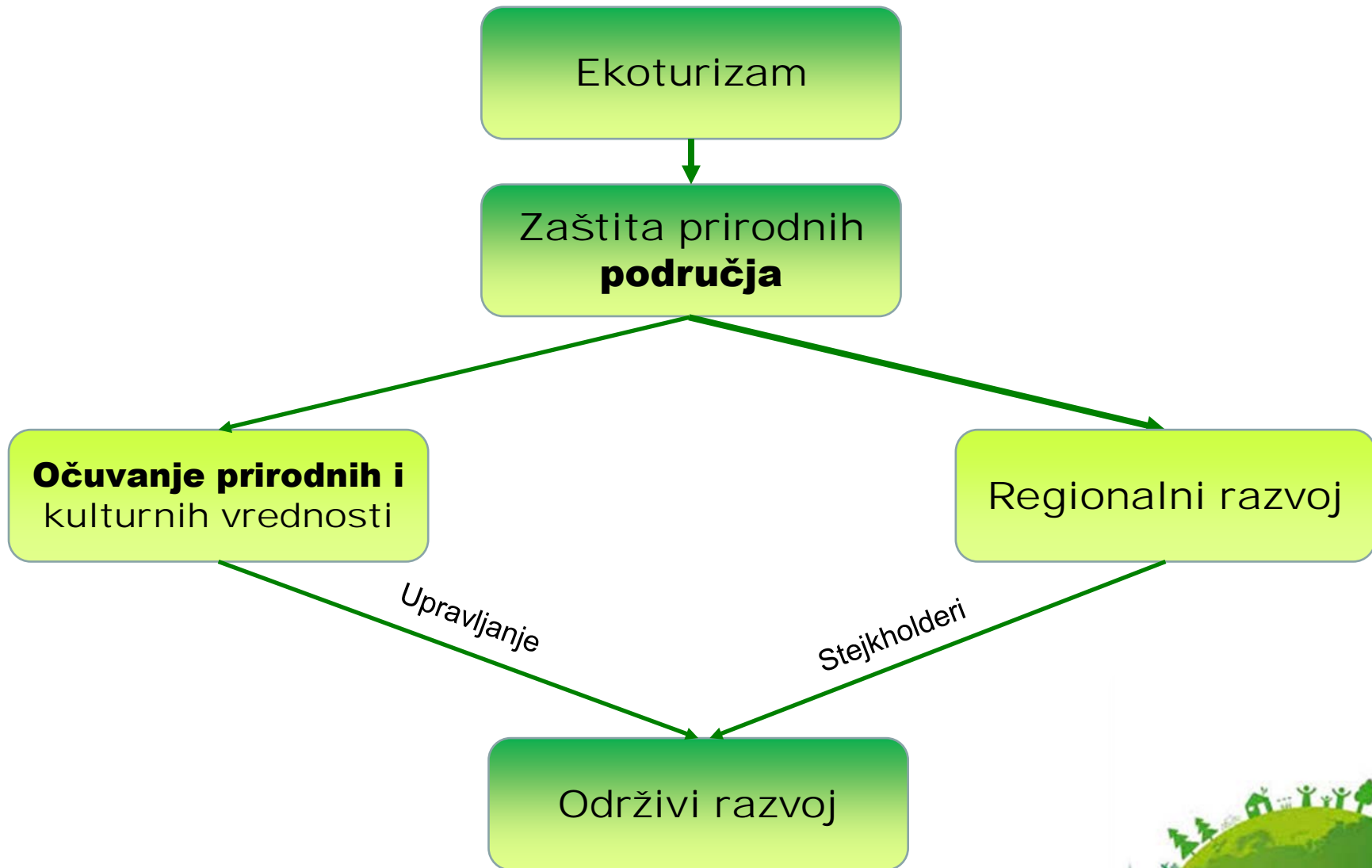




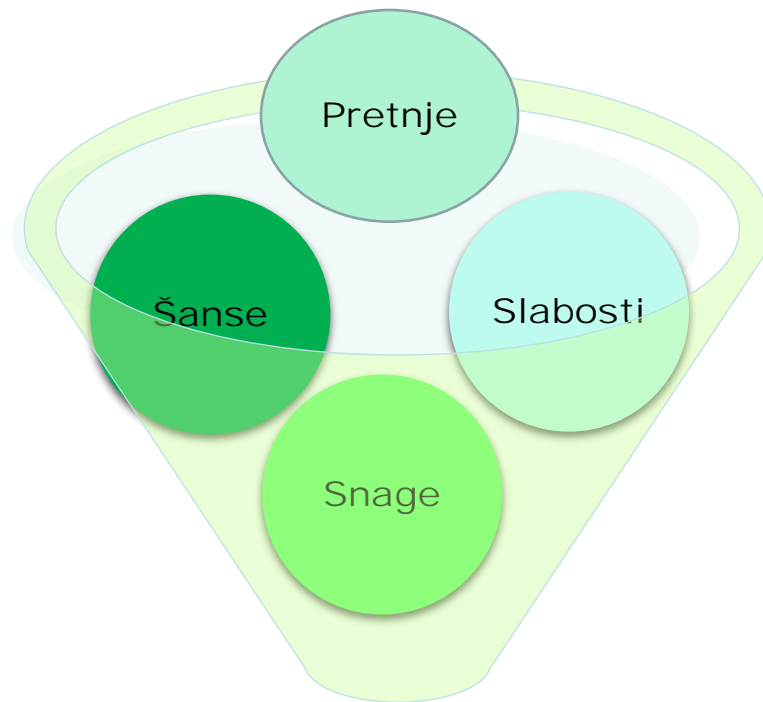
Zašto ekoturizam?



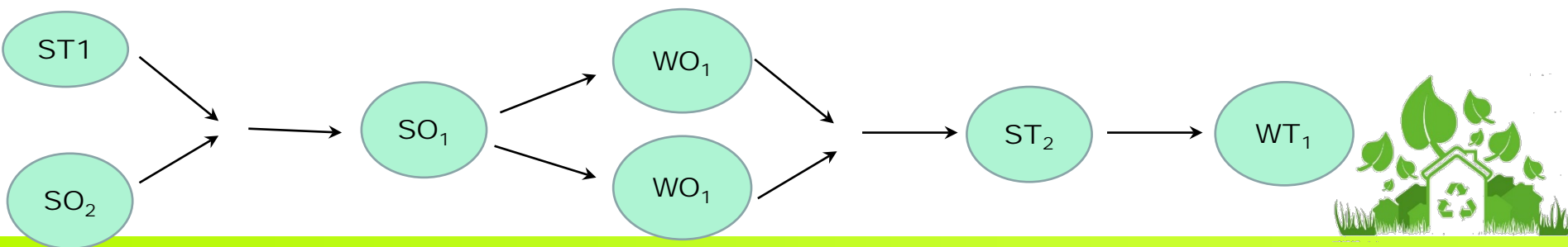
Koncept ekoturizma



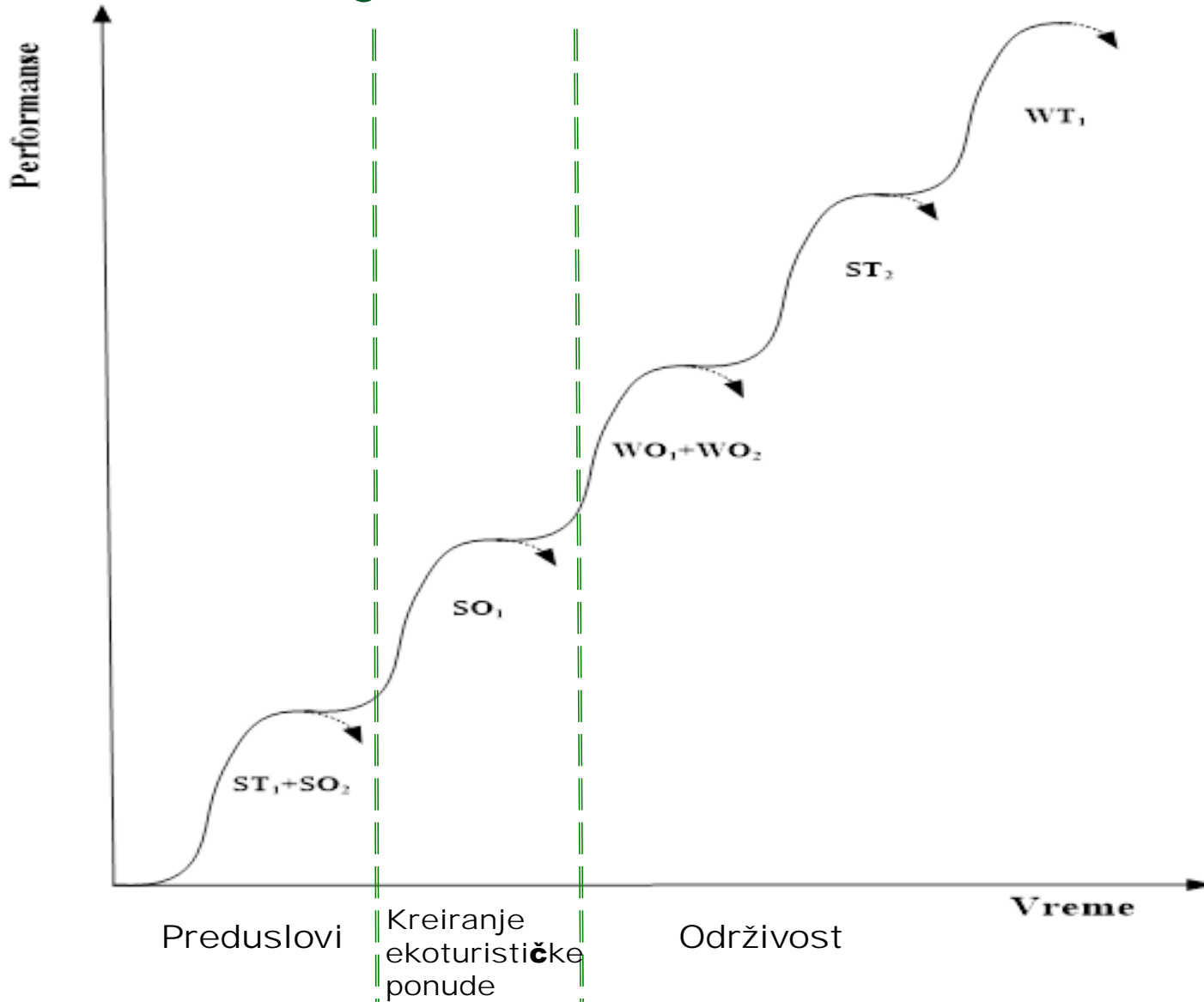
Kako implementirati ekoturizam?



Generisane strategije



Prioritizacija i životni ciklus strategija



Sprovodljivost ideje

Grupno
odlučivanje i
pregovarenje



Co-menadžment



Finansiranje



Javno privatna partnerstva



Primeri najbolje svetske prakse



Snowdonia, Vels



Hortobágy, Mađarska



Corcovado, Kostarika



Plitvička jezera, Hrvatska



Iguazu, Argentina i Brazil

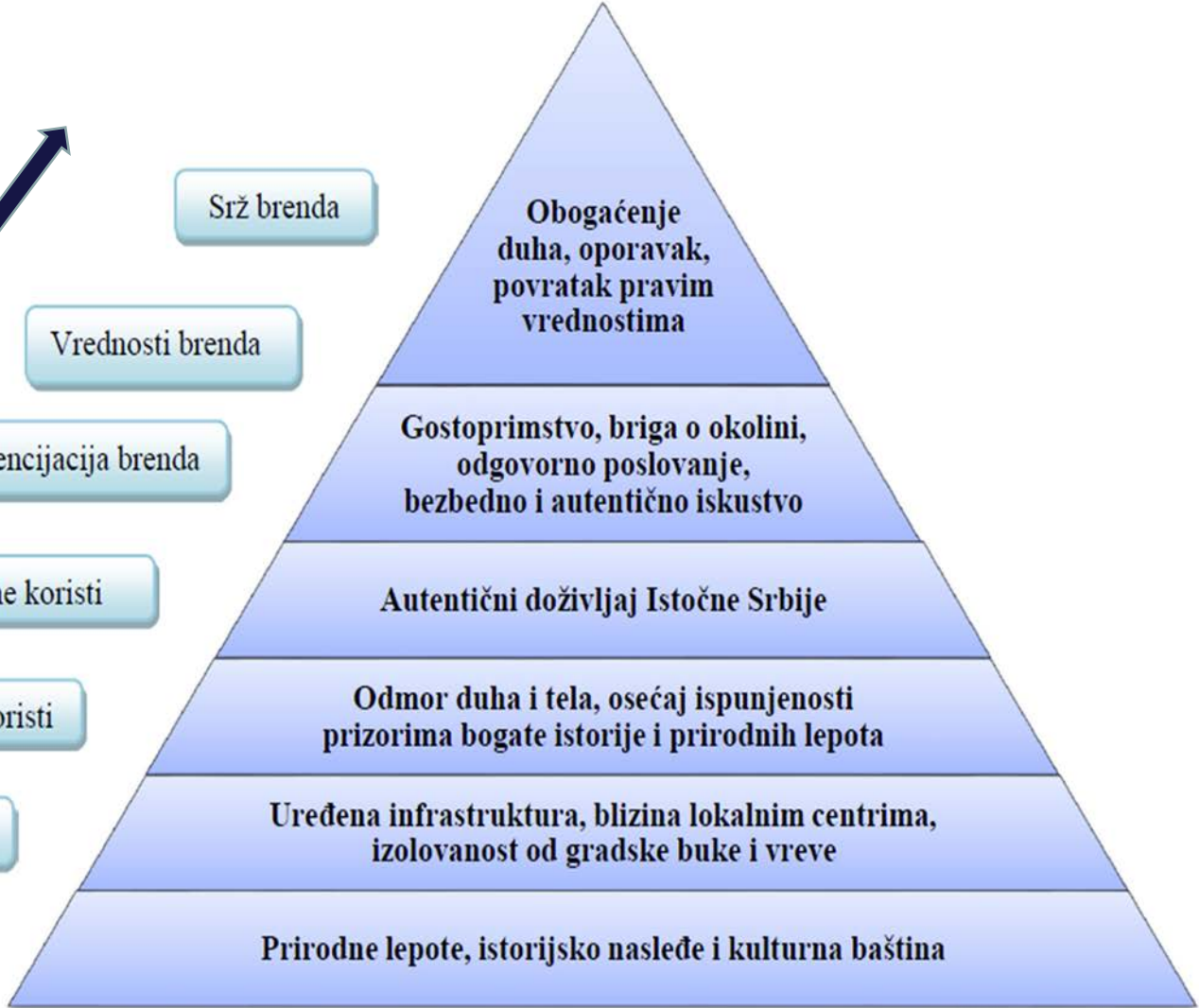


Koli National Park

Formiranje ekoturističkog brenda



- Srž brenda
- Vrednosti brenda
- Diferencijacija brenda
- Emotivne koristi
- Racionalne koristi
- Atributi destinacije



Proces generisanja brend koncepta Nacionalnog parka Đerdap



“Return to the pure nature”

Sadržaj ekoturističke ponude



Vidikovci



Pešačke staze



Jahanje



Lov



Biciklizam



Užitak



Ribolov



Ekokonačišta



Domaća organska hrana



Kulturne manifestacije

Razvoj malih i srednjih preduzeća



Trgovina



Proizvodnja organske hrane



Zanatstvo



Ugostiteljstvo

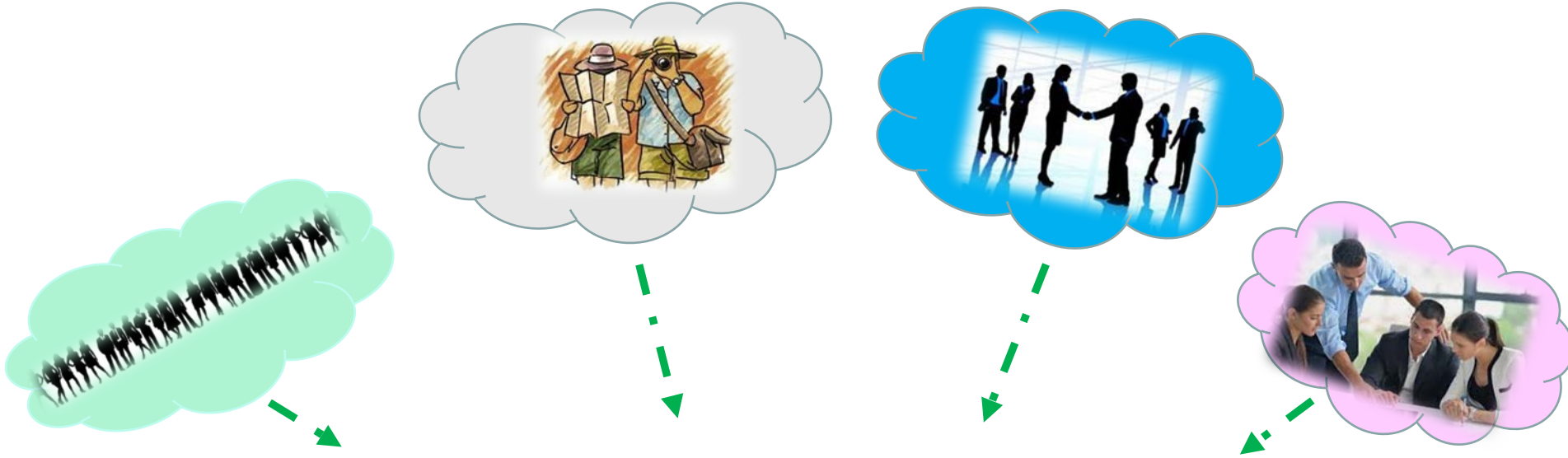


Poljoprivreda



Proizvodnja energije iz OIE

Edukacija



Prekogranična saradnja



Finansijska podrška EU fondova

A large group of people, mostly women, are gathered in a dark, dense forest. They are holding hands in a large circle, creating a sense of unity and community. The scene is illuminated with a mix of blue and purple light, creating a mystical and ethereal atmosphere. The background shows tall, thin trees and a path leading into the distance.

*„Pogledaj duboko u prirodu i
onda ćeš sve bolje razumeti“*

Albert Einstein