

<b>Total Budget:</b>	<b>USD 4,000,000</b>		
<b>Budget by Agency:</b>	UNEP: 333,709	UNDP: 1,048,824	
	FAO: 1,160,238	WTO: 1,026,211	
	UNICEF: 431,018		
<b>Participating Gov. Entities:</b>	Ministry of Economy and Regional Development, Ministry of Agriculture, Forestry and Water Management, Tourism Organization of Serbia		
<b>Start Date:</b>	9 December 2009		
<b>End Date:</b>	9 December 2012		
<b>Extension:</b>	Not yet requested		
<b>Disbursements:</b>	First Disbursement:	9 December 2009	USD 1,409,424
	Second Disbursement:	18 February 2011	USD 1,885,459
	Third Disbursement:		
<b>In Brief:</b>	<p>Joint Programme will support national and local institutions to define and implement policy for rural tourism development which will increase economic activity and employment in rural areas in Serbia, with the aim of reducing rural poverty and emigration. Agencies will implement JP with support of Ministry of Economy and Regional Development, Ministry of Agriculture, and Tourism Organization of Serbia. Interventions will be implemented at national and local level. JP will primarily contribute to the achievement of MDGs 1, 7 and 8. It will be carried out in 3 clusters of municipalities (target locations) to be selected based on criteria in Section III.</p>		

**Outcomes:**

- Legal and policy framework for supporting diversification of rural economy through tourism is developed and contributes to achievement of Millennium Development Goals
- Local rural tourism and support industries are better linked and organized; and local stakeholders' capacity is improved for delivering services and products in line with national strategies



<b>Regions of Intervention:</b>	• National level		
<b>MDGs</b>	MDG1 ; MDG8		
<b>Beneficiaries</b>	<b>Direct</b>	<b>Indirect</b>	
	• No. Institutions	51	34
	• No. Women	336	231
	• No. Men	183	29
	• No. ethnic groups		

Project coordinator: Karlo Puskarica  
RCO Focal Point: Borka Jeremic

<b>Status</b>	Having gotten off to a particularly slow start, the JP is on track to complete it activities and outputs on time.																									
<b>Estimated financial execution status as of the June 30, 2011 biannual report:</b>	<table border="1"> <thead> <tr> <th>Year</th> <th>TOTAL</th> <th>Transferred</th> <th>Committed</th> <th>Disbursed</th> </tr> </thead> <tbody> <tr> <td>2009-2</td> <td>4,000,000.00 (100,00%)</td> <td>0,00 (0,00%)</td> <td>0,00 (0,00%)</td> <td>0,00 (0,00%)</td> </tr> <tr> <td>2010-1</td> <td>4,000,000.00 (100,00%)</td> <td>1,409,425,00 (35,24%)</td> <td>807,523,00 (20,19%)</td> <td>151,224,00 (3,78%)</td> </tr> <tr> <td>2010-2</td> <td>4,000,000.00 (100,00%)</td> <td>1,409,425,00 (35,24%)</td> <td>291,304,00 (7,28%)</td> <td>997,693,00 (24,94%)</td> </tr> <tr> <td>2011-1</td> <td>4,000,000.00 (100,00%)</td> <td>3,314,683,00 (82,87%)</td> <td>697,977,00 (17,45%)</td> <td>613,284,00 (15,33%)</td> </tr> </tbody> </table>	Year	TOTAL	Transferred	Committed	Disbursed	2009-2	4,000,000.00 (100,00%)	0,00 (0,00%)	0,00 (0,00%)	0,00 (0,00%)	2010-1	4,000,000.00 (100,00%)	1,409,425,00 (35,24%)	807,523,00 (20,19%)	151,224,00 (3,78%)	2010-2	4,000,000.00 (100,00%)	1,409,425,00 (35,24%)	291,304,00 (7,28%)	997,693,00 (24,94%)	2011-1	4,000,000.00 (100,00%)	3,314,683,00 (82,87%)	697,977,00 (17,45%)	613,284,00 (15,33%)
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<b>Main Achievements:</b>	<p>Progress towards outcome 1 is seen through the JPs support to the development of the National Sustainable Rural Tourism Master Plan for Serbia, which has been approved by the Government. It comprises a Diagnostic, Strategy, Action Plan and Implementation Plan. All phases of the formulation and approval of the Master Plan were consultative with workshops organized at a national and regional level. Overall, more than 250 stakeholders attended those workshops including municipality representatives from all 19 municipalities, MOeRD, NTOS, UN partners agencies, local NGO's and media. The Master Plan is currently being submitted to Parliament for ratification. The National Rural Tourism Master Plan contains the framework for the development of child, youth and family tourism. Child and youth related tourism models were promoted and presented in 2 rounds of workshops.</p> <p>Additionally, the JP has conducted the Study on Access to Services of Women and Children in Rural Areas. The Study contains recommendations for national institutions dealing in key services, such as health, social care and education, as well as on other issues crucial for life quality in rural areas. The Study also contains an IPARD measure (Axis 3, measure code 302, Diversification and development of rural economic activities – sector services). The Study was published in August, 2011 and promoted in target regions and on national level.</p> <p>A review of public support to rural tourism at the national level for the period 2008 – 2010 providing important data for activities related to promotion of investment in 2011 was completed. During 2011, the program will research all opportunities to enhance public support for the creation of partnerships in rural areas and the results of the research will become an essential part of the Guidance for Partnership Creation. The first step in this direction is the training „Investment and Financing in Sustainable Tourism“, which was held in Kladovo in March 30th/31st, 2011. The training was organized by the National Corporation for Tourism Development (NCTD), as SIFT focal point within JP. The participants in the training were representatives of Ministry of Economy and Regional Development, Ministry of Agriculture, Trade, Forestry and Water Management, municipalities involved in project (local economic development), local travel organizations and local SME representatives from tourism sector. The training was held as an interactive workshop and all participants showed a great interest for presentations of the speakers and had an active role in discussion during the training</p> <p>Support to local rural tourism and support industries (Outcome 2) has been provided through a number of capacity building activities. Over 300 rural tourism stakeholders were trained through workshops, practical trainings and coaching mainly concerning quality standards.</p> <p>Awareness raising campaigns following regular programme activities helped in adjusting to the new regulations (concerning IPARD measures and LEADER concept) which will be introduced during Serbian accession to the EU. These trainings are particularly relevant for ensuring the implementation of food quality standards, which is a key aspect of the rural tourism offer in Serbia.</p> <p>The study tour to Slovenia for the representatives of national institutions and local stakeholders was conducted from June 13 to 19, 2011. 14 participants and three UN representatives visited 17 child, youth and family destinations dealing in educational tourism. After active tour and workshops during the trip, the follow-up process was initiated immediately after the Tour so that the participants would continue developing active learning tourism models in the four target regions.</p> <p>A Memorandum of Understanding was officially signed by the EU-funded 'LEADER initiative Serbia' and the UN JP 'Sustainable Tourism for Rural Development' in Kladovo on 5th July 2011, ensuring strong cooperation in the implementation of the LEADER approach and joint working towards rural development in Serbia. The two programmes – in close cooperation with the national partners – conducted two training seminars (Kladovo and Divcibare) on the "LEADER Approach and Methodology with Special Focus on Local Action Groups", which saw the participation of more than 70 key local stakeholders from the public, private and civil sectors (<a href="http://rs.one.un.org/strd/media-room/186/">http://rs.one.un.org/strd/media-room/186/</a>).</p>																									

	<p>Tourism governance organizations are well-defined in the Master plan since it evaluates the potentials in each existing structure and proposes new mechanism for support tourism to be established.</p> <p>The Guidelines for tourism service providers catering to children and pupils was drafted. The Guidelines defines key categories in child, youth and family tourism and represents the first document of this kind in Serbia. The document opened numerous questions and represents a good basis for constant scaling up.</p> <p>The Active Learning Tourism Grant Scheme is prepared. Its aim is to pilot educational tourism for children, youth and their families through minimum 4 projects. With the amount of 120.000 USD available, maximum funding per project proposal of 20.000 USD and enough quality applications, minimum six projects can be supported. The community and key stakeholders are well acquainted with the overall concept which is a new tourism niche in Serbia.</p>
<p>Does the JP incorporate gender considerations in the <b>activities/outputs/outcomes</b>?</p> <ul style="list-style-type: none"> <li>• Representatives of rural women included in development of Master Plan: 50% of rural tourism providers/ entrepreneurs included in workshop sessions, presentations etc. are rural women.</li> <li>• At least 20% of all stakeholders representatives included in development of Rural Development Program are representing rural women</li> </ul>	
<p><b>Observations</b></p>	
<p><b>Paris Declaration</b></p>	<p><b>Leadership of national and local governmental institutions:</b></p> <p>National ownership is strong; all national implementing partners are members of the JP PMC. The representatives of the national partners have actively participated in workshops; collecting and analyzing the data for policy documents; participated in all PMCs and additional meetings have been organized to share and include national partners in decision-making and implementation processes. Rural Development Council established. Rural Development Networks, as well as local Tourism Organizations, actively participate in programme implementation through various activities.</p> <p><b>Involvement of CSOs and citizens:</b></p> <p>Local tourism organisations and other local institutions: Key local tourism organizations take active part in data gathering and in participation on most important educational events such as EIAT conference, Green Hotels Forum, International Rural Tourism Congress, International ENAT conference, International Belgrade Tourism fair, Danube floating conference, as well at national and local tourism events.</p> <p>More than 250 representatives of the national partners, local self-governments, regional and local tourism organisations, NGOs, private rural households, rural tourism associations and LAGs had the opportunity to influence the Master Plan for rural tourism during public discussions regarding the Master Plan.</p> <p><b>Alignment and Harmonization:</b></p> <p>The horizontal cooperation between STRD and other programmes is most appreciated by donors, particularly in the context of the contribution that STRD and other programmes make to the EU integration processes in the country. The last PMC meeting that was held in Kosjeric in April, the representatives from EC/SDC funded project PROGRES attended in order to ensure synergies and complementarities between the STRD and PROGRES. Tourism Master Plan is the key programmatic tool that will be used by other programmes. Linkages between STRD and other EC funded programmes in the domain rural development have been established as well.</p> <p><b>Innovative elements in mutual accountability:</b></p> <p>The PMC has rotational chair between the Ministry of Agriculture/FAO and Ministry of Economy and Regional Development /UNWTO. This mechanism proves to function very well.</p> <p>The National Steering Committee provides oversight and guidance to all 3 MDG-F JPs in the country. The Serbian EU Integration Office Director, is the new co-chair from Government side.</p>
<p><b>Delivering as One</b></p>	<p><b>Innovative elements in harmonization of procedures and managerial practices:</b></p> <p>All agencies actively participated in the submission of the Master Plan. Relevant inputs were exchanged between teams working on the Master Plan and on IPARD measures including studies on the importance of rural tourism for small farming sector and analysis of local products of importance</p>

	<p>for rural tourism and included into the Master Plan.</p> <p>Joint regional environmental studies initiated to explore opportunities and challenges and examine the sustainability of tourism development in target regions.</p> <p>Joint study on access to services in rural areas, barriers to access and potential solutions is complete.</p> <p>Joint revision of local strategies in terms of inclusion of rural tourism initiatives and gender-responsive aspects finalised and work on introducing proposed recommendations begun.</p> <p>Joint Call for Proposals for Diversification of Rural Economy through Tourism being prepared.</p> <p><b>Role of the RCO and synergies with other MDG-F JPs:</b></p> <p>RCO provides valuable support to the three MDG-F JP's in the country, including C&amp;A assistance. RCO keeps excellent communication with MDG-F Secretariat.</p> <p><b>Inter-agency coordination:</b></p>
<p><b>Sustainability</b> (concrete actions and strategic partnerships)</p>	<p><b>Sustainability Plan in place? No</b></p> <p>According to the recent MTE, National partners have demonstrated the technical and leadership capacity necessary to move forward with initiatives that are part of the JP. MERD is driving the policy process related to the RTMP effectively and appropriately. While it is likely that initiatives evolving from the RTMP will receive budgetary assistance for the GoS, there is no guarantee that such assistance will be forthcoming. National partners demonstrate the level of technical and management expertise necessary to take JP initiatives into the future, as part of GOS policy and procedural frameworks. The JP needs to ensure there is an appropriate assessment of the outcomes and lessons learned from the grant schemes.</p>
<p><b>Innovation and Scale-up</b></p>	
<p><b>External Factors and mitigation</b></p>	<p>Global Financial Crisis was not expected which had a negative impact on the tourism.</p>
<p><b>Communication and Advocacy</b></p>	<p><b>C&amp;A plan in place? Yes</b></p> <p>The JP has articulated a communications and advocacy strategy, outlining 4 most important objectives</p> <ul style="list-style-type: none"> <li>• Guide JP Communications internally among partner agencies to support JP implementation.</li> <li>• Provide guidance and quality assurance for JP external communication in order to ensure consistent and appropriate visibility for JP activities, and to support the creation and maintenance of positive and successful relationships with STRD stakeholders.</li> <li>• Outline JP communication activities' framework to support the achievement of programme outputs and outcomes.</li> <li>• Provide the basis for co-ordinate advocacy action among all JP partners and team members, utilizing advocacy opportunities and resources to help achieve the positive change identified, contributing to advocacy around the achievement of JP goals and MDGs.</li> </ul> <p>The JP Communication and Advocacy Strategy contains a matrix on stakeholder communication, which outlines the stakeholder groups, communication goals, and communication tools and processes to be used; detailed guidelines on visibility of the JP and C&amp;A events and products; and the framework for the implementation of the C&amp;A activities over the course of the JP as well as a template for quarterly C&amp;A work plans. The Communication and Advocacy Analyst works closely with the PIU team and other partners (see Joint Programme Visibility under the 'Progress section above). Some aspects of enhanced communication include the following:</p> <ol style="list-style-type: none"> <li>1. Clear and effective visual identity of the JP,</li> <li>2. Targeted promotional activities at the local, national and international levels,</li> <li>3. Media presence in the local and national media,</li> <li>4. Partnership building with relevant organizations.</li> </ol>

<b>M&amp;E</b>	<p>Baseline analysis has been completed. M&amp;E company has been contracted in order to collect data for M&amp;E of the JP and to provide data to national stakeholders for future planning and policies for rural development purposes. The key data needed includes: estimates of income generated from rural tourism in 19 target municipalities during 2009 and 2010, number and quality of functional partnerships for rural tourism in 19 target municipalities until 2010 and analyze the effects that the public investment (national, local and international) had on diversification of economy towards rural tourism in 19 target municipalities.</p> <p>Surveys related to income generation from rural tourism in 19 target municipalities have been completed.</p>	
<b>Missions from MDG-F Secretariat:</b>	<b>Date: February 2010</b>	<b>Members: Paula Pelaez</b>
<b>Mid Term Evaluation:</b>	<p><b>Evaluator: Jim Newkirk</b></p> <p><b>Period: July – August 2011</b></p>	