

TOURISM PLANNING AND DEVELOPMENT



PROJECTS

TOURISM DEVELOPMENT PROGRAMME FOR THE LAKE "ŠMARTINSKO JEZERO" CELJE / SLOVENIA

Based on proceeding analyses of the spatial structures, especially the tourism infrastructure, and the survey of the present land use, several development strategies for the tourism development of the lake and its hinterland have been prepared and discussed within this project.

The proposed actions are subdivided into a number of implementation-oriented projects in each case defining the issue, the project promoter, the project partners, the location and the specific project priorities.

The main target of the project is to develop the artificial lake and its hinterland into a recreational area for the city of Celje and a tourism destination.

Services

- Sanitation of the lake as a essential requirement for the tourism development
- Initiation of an upscale overnight tourism
- Creation of attractions for day-trip tourists
- Integration of the agricultural hinterland into the tourism development process
- Improvement of the traffic connection

Client

Mestna občina Celje, Slovenia
2005-2006



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