

## Networking representatives of private and public sector in tourism of Zlatibor County

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In order to promote tourism in Zlatibor County, PSD programme project team organized consultative meetings in municipalities of Nova Varos, Prijepolje, Čajetina and city of Uzice with representatives of tourist organizations, travel agencies and service providers in rural tourism.

Stakeholders mutually created "Network of round tours in Zlatibor County" whose purpose is to improve the tourist offer of the region, facilitate the indirect promotion of tourist attractions and localities in the region and to create additional incomes to service providers in rural tourism. Cooperation between national and local travel agencies in "Network" will enable the improvement of incoming tourism in Zlatibor County.

