



## Tourism organisation of Western Serbia



**Address:** Dimitrija Tucovića st.52, Užice

**Country:** Serbia

**Web site:** [www.westserbia.org](http://www.westserbia.org)

**Size of enterprise:** small

**Legal representative:** Miroslav Radjen, director

**Sector:** tourism

**Internship suitable for:** (study program(s))

**Supervisor name/position:**

**Supervisor contact:** (e-mail and phone)

## ABOUT COMPANY

Western Serbia Tourism Organization is founded in order to improve tourism development and preserve local values in the following municipalities: Užice, Bajina Bašta, Čajetina, Nova Varoš, Prijepolje, Sjenica, Kosjerić, Požega, Arilje, Ivanjica, Lučani, and Čačak.

Our region consists of small urban areas, vast rural portions of land with idyllic natural locations, along with lavish mountains that are the main attraction of the West Serbia tourism. Visitors are welcomed to see Zlatibor, Tara, Zlatar, Golija, Pešter plateau, Potpeć and Stopića Cave, the open-air museum in Sirogojno or Drvengrad in Mokra Gora, to take a ride in the nostalgic train called Šargan Eight, to visit monasteries of Mileševa and Rača along with Uvac meanders, Drina canyon, Kosjerić's Shepherd Days festival, to taste raspberries in Arilje, pršuta and komplet-lepinja from Užice, white cheese on Zlatar mountain, etc. The future development of our region is planned according to its specific tradition, authentic culture, and innovative forms of healing properties. Our central identity is to discover and retain life values through tradition and nature.

West Serbia Tourism Organization's main duties are to promote and present tourism potential values of the region (including mountain, rural, health, congress tourism, etc.), to decide upon promotional activities' plans and projects in accordance with the National Strategy for Tourism Development and Tourism Organization of Serbia programs, to create informative material regarding the promotion of regional tourism values, to obtain and share all the tourism data, to encourage local infrastructure development that would subsequently lead to improving the quality of regional tourism.



## **ADDITIONAL LINKS**

[www.westserbia.org](http://www.westserbia.org)

## **COACHES**

(optional)

### **Name and surname**



Miroslav Radjen  
director