

TURIST AGENCY “ZLATAR TRAVEL”



**Address:** Karadjordjeva bb, 31320 Nova Varos

**Country:** Serbia

**Web site:** [www.zlatar.travel](http://www.zlatar.travel) [www.uvackrstarenje.rs](http://www.uvackrstarenje.rs)

**Size of enterprise:** entrepreneurship

**Legal representative:** Katarina Vitorovic

**Sector:** Tourism

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

**Supervisor name/position:** Katarina Vitorovic, owner and director

**Supervisor contact:** [zlatartravel@gmail.com](mailto:zlatartravel@gmail.com), +381 69 660 801

## **ABOUT COMPANY**

(not more than one page, pictures included)

The travel agency was founded in 2019 with the aim of promoting the tourism of the Zlatar mountain and discovering all its charms and beauties. The agency aims to be included in the value chains in the rural and adventure tourism sector, in order to create a unique tourist experience. In this way, the goal is to raise awareness among fellow citizens and locals about the importance of involvement in the process of tourism development in this area and the use of all natural and cultural potentials through the creation of new facilities, such as mountain biking, eco tourism and rural tourism. The agency offers products in the form of various tours that include a visit to the Zlatar region and the creation of a unique experience with the practice of responsible tourism, environmental protection and respect for the local economy. In addition to tours within rural and adventure tourism, the agency also offers a unique cruise on Lake Uvac.