

Serbia has won the prestigious “2021 Stars Awards” in China, awarded by the specialized travel magazine Traveling Scope. According to the estimates of this magazine, Serbia is a destination with the best cultural and historical heritage, and it was in this category that it received this prestigious award, reports the website of the Tourist Organization of Serbia (TOS).

Serbia received this award based on the votes of readers and Chinese influencers who voted for the world’s best destinations via the Internet. In addition to Serbia, the list of destinations also includes Switzerland, Portugal, Ireland and Japan.

Traveling Scope Magazine is a professional travel magazine founded in 1980 and distributed throughout China. It analyzes the most current topics from the world of tourism, followed by exceptional visual content.

- The won award will help increase the visibility of Serbia, as a tourist destination, in the Chinese market, where the Tourist Organization of Serbia continues to conduct continuous promotion, but also holds meetings with all key partners to have a better position when intensifying travel from this to Serbia is an extremely important market. We have reason to expect that our country will be one of the priority travel destinations for Chinese tourists, which these awards confirm to us - it is added, eKapija reports.