

BULLETen

Number 93 – FEBRUARY 2010



QUOTATION FROM THE MONTENEGRO TOURISM DEVELOPMENT STRATEGY BY 2020

"One of the most critical aspects of tourism today is concentration on a relatively short period of the year. Successful and high-quality tourism depends on attractiveness of the destination all year round. Naturally, tourists will continue to concentrate in usual periods of the year such as summer and winter holidays, but Montenegro needs to be recognised as the destination worth visiting all year round."



PUBLISHERS:
**GOVERNMENT OF
MONTENEGRO
MINISTRY OF TOURISM**

Minister:
Mr. Predrag Nenezić

Secretary of the Ministry:
Mrs. Željka Radak Kukavičić

PR:
Mrs. Jelena Paović

Address:
Rimski trg 46
81000 Podgorica
Montenegro

Phones:
+382 (0)20 482 333
+382 (0)20 482 334
+382 (0)20 234 116

Fax:
+382 (0)20 234 168

E-mail:
mt@gov.me

Web site:
www.mt.gov.me

**NATIONAL TOURISM
ORGANISATION OF
MONTENEGRO**

Managing Director:
Mr. Saša Radović

Address:
Rimski trg 47
81000 Podgorica
Montenegro

Phone:
+382 (0)20 235 155

Fax:
+382 (0)20 235 159

Call center:
1300

E-mail:
info@montenegro.travel

Web site:
www.montenegro.travel

**This Bulletin is printed on
recycled paper.**

NUMBER OF TOURISTS AND OVERNIGHTS IN 2009

TOURISTS	2009	
OVERNIGHTS	January - December	Index
Tourists	1.207.613	101.69
- domestic	163.680	104.48
- international	1.043.933	101.27
Overnights	7.550.846	96.89
- domestic	856.332	103.36
- international	6.694.514	96.12

Receipts (January - December)	
Receipts generated in 2009	Receipts generated in 2008
597 million €	590 million €



MINISTER OF TOURISM PREDRAG NENEZIĆ OPENED INTERNATIONAL TOURISM EXCHANGE AND TOURISM FAIR, EQUIPMENT FOR HOTELS AND CATERING (METUBES)

Minister of Tourism Predrag Nenezić opened the ceremony for the 19th International Tourism Exchange and Tourism Fair, Equipment for Hotels and Catering (METUBES) which took place in Budva from 10 until 13 February. In his address to the participants, partners from tourism industry, representatives of the Government and local authorities, Minister Nenezić stated that tourism industry had demonstrated significant vitality and sustainability in the year before and that tourism sector recorded positive results to the highest extent possible at the level of those in 2008. In addition, the Minister underlined that since the year full of great challenges is ahead of us, even greater ones than those in 2009, which will be marked by difficult struggle with competitive markets, source markets of the region and Europe, we have to offer quality with prudently designed pricing policy.

Intensive cooperation between the Government and the private sector, constant communication and coordination at all levels, horizontally and vertically, among all creators of Montenegrin tourism industry proved to be an excellent formula for success. In this regard, the Minister stressed that there is a need to continue with the intense preparation of tourist season, which began in September last year and that everyone should provide maximum contribution from their part, starting from the Government, public enterprises, local governments, tourism organisations and tourism industry in order to achieve successful results in this tourism year to the highest possible extent which will certainly be difficult since the crisis, especially in the countries of the region, is still ongoing.

After the opening ceremony the Ministry of Tourism, National Tourism Organisation and the Adriatic Fair organised a cocktail party for all participants and media representatives.

Minister Nenezić participated at the roundtable on "Business of Hotel Industry in Montenegro" organised by the Faculty of Tourism from Bar – Mediteran University and Horwath Consulting. On that occasion, the Dean of the Faculty of Tourism in Bar, Senior Lecturer Dr. Sanja Vlahović, held a presentation of the results of the four year research regarding the business of hotel industry in Montenegro which is conducted together with Horwath Consulting for the Ministry of Tourism. Minister Nenezić emphasised that data obtained on the basis of such research and analyses are a good starting point for an objective determination of the position, as well as projections and objectives for the further period.



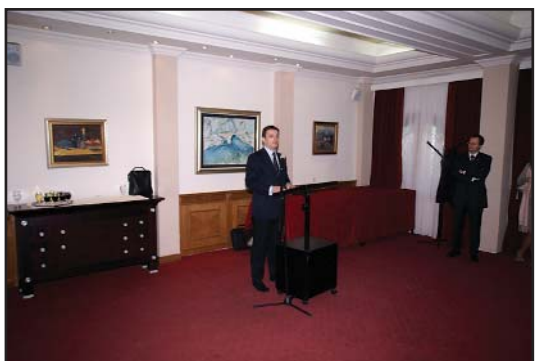
MINISTER OF TOURISM PREDRAG NENEZIĆ HELD PRESENTATION ON “AUSTRIAN BUSINESS CIRCLE” (ABC) MONTENEGRO

Minister of Tourism Predrag Nenezić, at the invitation of the Austrian Ambassador Martin Pamer, participated as the guest of honour at the second "Austrian Business Circle" (ABC) Montenegro which took place on 09 February this year in Ribnica restaurant



On that occasion, Minister Nenezić held a presentation on sustainable development and tourism. He spoke about developments in Montenegro's tourist economy, plans and investments and the basic guidelines of development as well as the perspectives of the tourism sector with special reference to the present moment. He stressed the need for subtle running of tourism policy in the years of crisis, especially when it comes to the relation between the price and quality, as well as the need for a full appreciation of emerging circumstances caused by behaviour of the competition.

Minister Nenezić concluded that there is a need for more innovative and creative approach of the Montenegrin tourist economy and engagement of the state in attracting strategic investors as well as stronger regional cooperation in the conquest of distant markets such as China, India or America. He expressed satisfaction at the participation of Austrian investors so far and hope that cooperation will be even more intensive in the future, with an expected greater presence of Austrian hotel groups in our market.



MINISTAR PREDRAG NENEZIĆ PARTICIPATED AT THE ROUND TABLE ON „PRIVATISATIONS PLANNED IN TOURISM SECTOR IN 2010”

Minister of Tourism Predrag Nenezić participated at the round table on “Privatisations Planned in Tourism Sector in 2010” which was dedicated to strengthening the transparency of the privatisation process in Montenegro.



On that occasion, the Minister declared that privatisation in the tourism industry has no alternative. The best effect on the financial position of the employees was achieved by privatisation in the sector of tourism and catering. The coefficient of growth is 0.7% and the largest wage growth after the privatisations was recorded in the tourism sector in the amount of 34%, while the sale of a number of hotels resulted in increase in the number of tourists in Montenegro which became five times bigger over the past eight years.

The Minister particularly emphasised new facilities in the offer: conference, wellness, spa, sports and recreational facilities are the result of privatisation and our rigorous insistence on investment in such capacities with the aim of extending the season.

Tourism and infrastructure will be priorities in privatisation in 2010.

Minister of Tourism Predrag Nenezić said that his department will have a lot of work this year as it will try to sell 64 percent of the Ulcinj Riviera, two hotels and the land. Nenezić underlined the challenges faced by Montenegro such as: how to manage growth, how to manage the source market structure and the structure of the tourists who come to our country, how to extend the season to the period of duration of 11 months which is the goal of every country.

The Minister stressed that new model of privatisation needs to be prepared for Budvanska rivijera since it owns, but does not manage the hotels Sveti Stefan and Miločer that have been leased to the strategic partner. He assessed the sale of military property inherited by the state as intact as an important one. He announced the sale of Kumbor, Mamula, Valdanos, Bigovo and “several locations on Luštica”.

PRESENTATION OF THE MASTER PLAN FOR SUSTAINABLE TOURISM DEVELOPMENT HELD IN THE MUNICIPALITY OF KOLAŠIN

Presentation of the Master Plan for Sustainable Tourism Development was held in Kolašin regarding this municipality and it was implemented in cooperation of the Ministry of Tourism of Montenegro, Ministry of Environment, Land and Sea of the Republic of Italy and the municipality of Kolašin. On this occasion, Minister of

Tourism Predrag Nenezić thanked the Government and the Ministry of Environment, Land and Sea of the Republic of Italy on the years-long fruitful cooperation that resulted in implementation of a considerable number of projects pertaining to the improvement of legislative and institutional frameworks and specific projects in the field of tourism, environmental protection, agriculture etc.

He stressed that the Government of Montenegro and the Ministry of Tourism are fully committed to environmental, social, cultural and other pillars of sustainable development in the implementation of national Tourism Development Strategy and a number of related projects. Municipality of Kolašin is determined as a pilot area for implementing the Master Plan for Sustainable Tourism Development which aims at directing future initiatives for long-term improvement of tourism sector in Montenegro, with full preservation and improvement of natural resources.

The Minister said that the Master Plan for Sustainable Tourism Development in the municipality of Kolašin is a document that has a high utility value because it is the best way of good planning and attainment of the goals stated in Tourism Development Strategy and that development of the plan happened in the right period of time since the Government of Montenegro completed spatial plan for the area of Bjelasica Komovi. Master Plan is a challenging and pioneering project aimed at creating adequate approach to sustainable tourism through the implementation of specific measures and actions in 10 key thematic sectors. These are: urban development, transport and mobility, buildings - architecture and materials, energy and carbon emissions, waste management in urban settlements,



water supply and waste water management, basin management, forest management, tourist valorisation of natural resources, promotion and marketing of sustainable tourism. Minister Nenezić announced that the next step is drafting such a document for the area of Žabljak and Durmitor which should be followed by similar approach to the development of other regions in Montenegro such as the area of Prokletije, Lovćen, Skadar Lake etc. bearing in mind that sustainable tourism development has no alternative.

Italian Ambassador to Montenegro Sergio Barbanti said that the wealth of natural beauties of Montenegro needs to be adequately valorised and that its exploitation should not be allowed and that the project of drafting the plan of tourism development in Kolašin was guided precisely by that goal. This is evidence of long-term commitment of Italy to the strategy that includes the benefit of Montenegro and its people.

Executive Director of the Department for Sustainable Development, Climate Change and Energy at the Ministry of Environment, Land and Sea of the Republic of Italy Corrado Cline thanked the Government of Montenegro on the opportunity to work together on this project which is a guide for the management of this region with respect to the tourism development and environmental protection with the potential to change the perspective of tourism development throughout the region. He announced that Italy would present this Master Plan at the world fair EXPO to be held in Shanghai in May stressing that China is also working on the development of tourism in mountain areas and cooperates in this field with many Italian companies.

Coordinator for the Master Plan and the President of DFS Engineering Ltd. Marco Cremonini presented specifics of this project and pointed out that the basic idea was to make long-term plan that will make Kolašin an attractive tourist destination during the winter and summer time, with the preservation of nature. During preparation of the plan, the experience of tourism development in many countries were applied to Montenegro.



Presentation was followed by round table on "Application and Implementation of Sustainability Principles in the Development of Tourist Activities in Kolašin" attended by representatives of the Ministry of Tourism, National Tourism Organisation, municipality of Kolašin, Regional Tourism Organisation and members of the professional team of designers.

PRESENTATION ON THE OCCASION OF TOURISM FOR PRESTIGIOUS

Minister Predrag Nenezić and Advisor to the Ministry of Tourism Goranka Lazović held a presentation on the occasion of nomination of the Ministry of Tourism for the prestigious "Tourism for Tomorrow Award."

Montenegro's commitment to sustainable tourism development is recognised through the nomination of the Ministry of Tourism as the finalist for the prestigious "Tourism for Tomorrow Award."

Advisor to the Ministry of Tourism Goranka Lazović believes that the WTTC with its nomination recognised Montenegro's commitment to sustainable tourism development with improvement of the living standards of the population. She stressed that WTTC also undertakes activities to promote all the finalists through the global media and that the nomination itself will represent maximum promotion at this level. She explained that the Ministry of Tourism applied for the award with the project of integral development of Montenegro as a tourist destination following the principles of ecology and sustainability which has already been intensively implemented for ten years.

In the coming period, until 19 March, Montenegro will be visited by tourism experts who will evaluate us. The winner will be selected in Beijing at the WTTC Global Summit to be held from 25 to 27 May, said Ms. Lazović.

Although the Botswana Tourism Board and the Chinese area with the mountain Huangshan which was an inspiration for the movie Avatar are nominated in the same category the Minister of Tourism Predrag Nenezić hopes that the award will be given to Montenegro.

It is not going to be easy to win the first position because the two competitive destinations have done a lot, said Mr. Nenezić.

He explained that the award is given for commitment, strategies, policies, actions, legislative and institutional framework and the full consensus of public opinion in Montenegro that tourism is industry of the economy which may in the shortest possible time open new jobs, raise living standards and protect natural resources.

WTTC Award for the stewardship of tourism destinations is important as winning an Oscar in the film industry, added Mr. Nenezić. He said that Montenegro as the finalist country was promoted as a country open to investments, but also as the country in which investors will face strict norms pertaining to respect for sustainable development. This nomination is an incentive for strategic investors to invest in the tourism potentials of Montenegro. This is an additional motive to investors who want to develop tourism in Montenegro in the long run, hand in hand with the Government, the motive for them to come and invest capital, said Mr. Nenezić.

In 2003 the World Travel and Tourism Council established the prestigious "Tourism for Tomorrow Awards" which is awarded in four different categories - Destination Steward-

ship, Conservation, Community Benefit and Global Tourism Business. Over 160 entries were received this year from 45 countries and 3 final nominations were shortlisted in each category.

The 12 finalists this year were selected by an international team of independent tourism experts from Australia, USA, Mexico, Denmark, Kenya, Uganda, India, Malaysia and China.

Montenegrin Ministry of Tourism won the nomination in the Destination Stewardship category and was shortlisted among the three finalists in the tough competition with countries like Denmark and New Zealand.

Previous winners in the same category over the past years include: Blackstone Valley Tourism Council, USA, 2008, famous marine park with over 2 million visitors a year; Great Barrier Reef, Australia, 2007, Jurassic Coast, UK, 2006 and Sierra Gorda in Mexico in 2005. In addition to the Ministry of Tourism of Montenegro, the 2010 finalists in this category are Botswana Tourism Board and Mount Huangshan in China which inspired James Cameron, the director of "Avatar".

This award goes to a destination - country, region, city - which owns a network of tourism enterprises and organisations that show dedication to and success in maintaining a programme of sustainable tourism management at the destination level, incorporating social, cultural, environmental and economic aspects as well as multi-stakeholder engagement. More information about this prestigious award in tourism and the other finalists can be downloaded from the WTTC website www.wttc.org and www.tourismfortomorrow.com.

NOMINATED PROJECT- Montenegro Wild Beauty: "Ecological by Nature"

Montenegro applied with the project of integral development of Montenegro as a tourist destination following the principles of ecology and sustainability, that has been intensively implemented for ten years already based on the principles set up by the National Sustainable Development Strategy with Tourism Development Strategy by 2020 as its integral part.

Brief Overview of the Nominated Project:
Montenegro Wild Beauty: "Ecological by Nature"

Development of tourist destination which is "ecological by nature" requires constant stewardship.

Nature conservation practiced for over 100 years served as a basis for ecological constitutional charter of Montenegro which is defined as such in the Constitution. Quality stewardship of natural environment is required from Montenegro due to its significant share in protected areas in Europe. The area of 237,899 ha is under international designation, which together with 100,000 ha of national network of protected resources makes up 20 percent of the total territory of the country of 13,812 km² in size.

By his ordinance, King Nikola proclaimed the first nature reserve in Montenegro in 1878 and set the basis for approach to management

OF NOMINATION OF THE MINISTRY "TOURISM FOR TOMORROW AWARD"

and stewardship of natural resources of Montenegro. In 1952 the Government established the first three national parks. In 1983 the fourth national park was proclaimed, to be followed by the fifth in 2009. In 1977 UNESCO included Tara River in the list of world biosphere reserves, and in 1979 and 1980 respectively two sites were listed as world natural and cultural heritage: Kotor on the coast and National Park Durmitor and Tara River in the north.

In 1991 the Parliament confirmed and embraced the vision of Montenegro developing as an ecological state. The existence of an ecological state by nature became the topic promoted from the highest level. The ecological state and ecology by nature constantly require from the national and local governments, local population, international community, investors to adopt a number of values which are crucial if we wish establishment of responsible view towards environment and to enable sustainable future of Montenegro.

In 2001 Montenegro set up the Sustainable Development Office. In the same year the Government adopted the Master Plan for Sustainable Tourism Development, under which the inter-ministerial council, private sector and other interested partners became in charge of responsible implementation of development activities in tourism sector.

In 2002 the National Tourism Organization has launched activities for the introduction of a new tourism brand "Wild Beauty": so that the uniqueness of the beauty of the natural environment would make Montenegro a distinctive destination.

In 2004, the Government adopted the "Strategic Framework for the Development of Sustainable Tourism in the Central and Northern Montenegro" as a guideline for the development of "Wild Beauty", in order to create conditions to maximize the revenues from tourism and raise the living standard of the local population, while preserving natural and cultural assets.

In 2006, activities were started in the field of revision of the Tourism Master Plan, and during the following two years activities were intensified related to the integrated approach in defining and providing tourism services at country level, involving a large number of stakeholders. Tourism Development Strategy to 2020 which was adopted by the Government of Montenegro in 2008 has become a comprehensive sustainable development plan that is aligned with increasingly stronger environmental and social awareness of tourists that Montenegro aims to attract the most.

Getting closer to "green tourism economy" represents further guidance and continuous commitment to protect the exceptional biodiversity, natural beauties and heritage of the multiethnic society of Montenegro.



The project is still funded by a combination of Government funds and funds of international donor organizations and the EU and private sector investments, as well as from tourism industry taxes, and as of recently (2008) from the environmental fees.

About WTTC

The World Travel & Tourism Council (WTTC) is the business leaders' forum for the Travel & Tourism industry, working with governments and other stakeholders to raise awareness of the importance of one of the world's largest generators of wealth and employment.

With Chairs and Chief Executives of the world's 100 foremost Travel & Tourism companies as its Members (including: InterContinental Hotels Group, Mandarin Oriental Group, Marriot International, Hilton Worldwide, Lufthansa, Emirates Airlines Group, TUI Germany, Carlsberg, American Express Company, Beijing Tourism Group, Espirito Santo Tourism, Dubailand, Grupo Santander Brazil, Indian Hotels Company, IBM, Radisson Edwardian Hotels, TAP Portugal, etc.) WTTC has a unique mandate and overview on all matters related to Travel & Tourism.

For more information about WTTC please visit www.wttc.org.

Given that the Council undertakes significant activities for the promotion of all the finalists through the global media, this nomination includes the maximum promotion of Montenegro as a tourist destination in the international market.

The Ministry of Tourism sees the nomination as a recognition to Montenegro and the ministry for all the previous results and a strong commitment for a sustainable development of the destination in the forthcoming crucial period for the world tourism, which is at a turning point. Also, the nomination itself will mean an additional impetus to strategic investors worldwide for investment into the tourism potentials of Montenegro both in the south and in the mountainous region of Montenegro.

MINISTER OF TOURISM PREDRAG NENEZIĆ SPOKE AT THE PRESENTATION "MOUNTAIN RESCUE SERVICE AS AN IMPORTANT SAFETY FACTOR IN THE MOUNTAIN - IMPLEMENTED ACTIVITIES AND PLANS"

This year, on February 6, an exercise of the Mountain Rescue Service of Montenegro (GSS - Gorska služba spašavanja) took place in Kolasin, followed by a presentation of realized and planned activities of this service. On this occasion, the minister of tourism Predrag Nenezić, United Nations Development Program (UNDP) Resident Representative Alexander Avanesov and instructor in the GSS, Željko Lončović gave speeches.

On that occasion, minister Nenezić expressed appreciation for the Mountain Rescue Service which has been successfully implementing for four decades already rescue activities of both tourists and citizens of Montenegro and pointed out that in accordance with the Tourism Development Strategy to 2020, preconditions are created for the development and sustainable valorization of tourism potentials of the hinterland and mountainous region.

In the past, two-year period, intensive activities were realized in order to create the necessary legal framework, improve the quality of tourism infrastructure and services in tourism and create a recognizable brand in the international market. The Law on Mountain Trails was passed, standards were defined for the appearance of signaling in nature, over 1000km of trails were marked. Activities are in progress related to setting up signals on top trails, the construction of resting places and renovation of mountain homes. A book was published including 1700km of carefully selected mountain trails that are the starting basis for thousands of trails selected in the form of a single network.

Promotional and tourist maps were developed. On the other hand, the National Tourism Organization and the Ministry of Tourism organize a visit of renowned tour operators every year. Thus, Montenegro was visited last year by tour operators from Belgium, the Netherlands, Germany, France, Finland, Sweden, the United States, Great Britain, of which 90% already included Montenegro in their catalogues for this year.

However, full tourist valorization of the mountain region of Montenegro is still ahead, and also involves the establish-

ment of a more efficient system of alpine rescue. The significance of the development of this segment is indicated by the data of the leading countries in the alpine tourism. For example, during 2008 Austrian mountain rescue service had more than 6,200 interventions throughout the country and thereby saved nearly 6,500 people. The Slovenian mountain rescue service organizes its work through 17 centers, has about 450 members and has about 200-400 interventions per year.

The Ministry of Tourism, in cooperation with UNDP, supported the project of building and strengthening the capacities of the Mountain Rescue Service of Montenegro, which has as of last year been a member of ICAR - International Commission for Alpine Rescue.

It is a two-year project and the funds for its implementation have been provided by the Ministry of Tourism and UNDP. The total budget for the implementation of activities in 2009 and 2010 amounts to about 120,000 EUR.

UNDP Montenegro Resident Representative, Alexander Avanesov said that the existence of an efficient alpine rescue service is a prerequisite for tourism development in the countryside that could have significant positive effects on the economy, both of the mountain region and the whole of Montenegro. He pointed out that UNDP will continue to support these projects, within its capabilities.

The instructor in the Mountain Rescue Service of Montenegro, Željko Lončović presented this service's history, personnel structure, models of training, past activities, as well as plans for the next period.



MINISTAR TURIZMA PREDRAG NENEZIĆ BORAVIO U RADNOJ POSJETI NIKŠIĆU, SKI CENTRU VUČJE I ŠAVNIKU

Minister of tourism Predrag Nenezić and his associates paid a working visit to Nikšić and Šavnik so as to be personally introduced to current and planned development projects, including problems and challenges faced in the field of tourism in those municipalities and to inform the representatives of these municipalities on current trends and plans of the Montenegrin tourism in general.

During the meeting in Nikšić, Mayor Nebojša Radojičić expressed satisfaction with this meeting, emphasizing its importance for the purpose of better quality course of the winter tourist season. He informed the minister and his associates that the municipality is on an upward path when it comes to tourism development, but that there is still plenty room for improvement, given the natural resources that Nikšić has. Mayor Radojičić said that during this winter tourist season ski center Vučje operates well, that the service is improved and the quality of trails has increased. Also, the Minister was introduced with the activities undertaken towards the preparation of two sporting events in Nikšić at the beginning of August (World Parachuting Championship and the European Cadet Handball Championship) which will contribute to the popularization of this city as a tourist destination.

Mayor Radojičić informed the minister that the airport in Nikšić has been modernized and upgraded, and that a tender has been announced for the reconstruction of the airport hangar and a military facility, which will be incorporated into the airport facilities, and which will accommodate the regional Mountain Rescue Service, Firefighting Service and the Underwater Demining Center in Bijela.

Minister Nenezić stated that the municipality Nikšić is heading in the right direction when it comes to tourism, and pointed out that in the previous period, much has been done to create the preconditions for tourism development, starting from municipal and road infrastructure, investments in the electrical network, important projects such as the construction of the road Risan-Nikšić-Žabljak, which represents an exceptional development opportunity of this municipality.

The minister said that although the tourist economy of the town is still small and it has quite modest accommodation facilities, Nikšić has the opportunity to become a regional center when it comes to development of both winter and summer tourism, especially considering the potential for the development of active tourism such as rafting, hiking & biking and the like. He said that to that end, the Ministry of Tourism and the Government of Montenegro will provide full support to this municipality.



The Minister pointed to the fact that, in this respect, it is necessary to solve the issue of water supply and the problem in the HTP Onogošt. After the meeting, minister Nenezić, his associates and the mayor of Nikšić municipality visited ski center Vučje where they met with the director of the center, Ranko Jovović.

The meeting with the mayor of Šavnik municipality, Velimir Perišić and the representatives of the tourism industry was used for discussing the current situation; problems faced by entities engaged in tourism industry, as well the prospects for the development of the municipality.

Minister Nenezić said that the municipality Šavnik fully expresses awareness of the need for tourism development, as well as good ideas that can be valorized. He pointed out that tourist valorization of natural resources, primarily of Nevidio canyon that is already known as a tourist attraction on a European and world scale, and of other canyons, is a great development opportunity of that municipality. In addition to canyoning, in the development of the tourism offer of Šavnik, emphasis should be put on the development of alpine tourism, hiking and biking and other forms of active rest in nature that are currently global trends in tourism.



Also, the minister pointed out that a number of projects that will make tourism and tourism industry in the region sustainable should be jointly implemented by the Government and local self-governments, with the support of donors and investors, as soon as possible.

MINISTER OF TOURISM PREDRAG NENEZIĆ OPENED AN EXHIBITION OF PAINTINGS AND PHOTOGRAPHS "ART IN WILD BEAUTY"

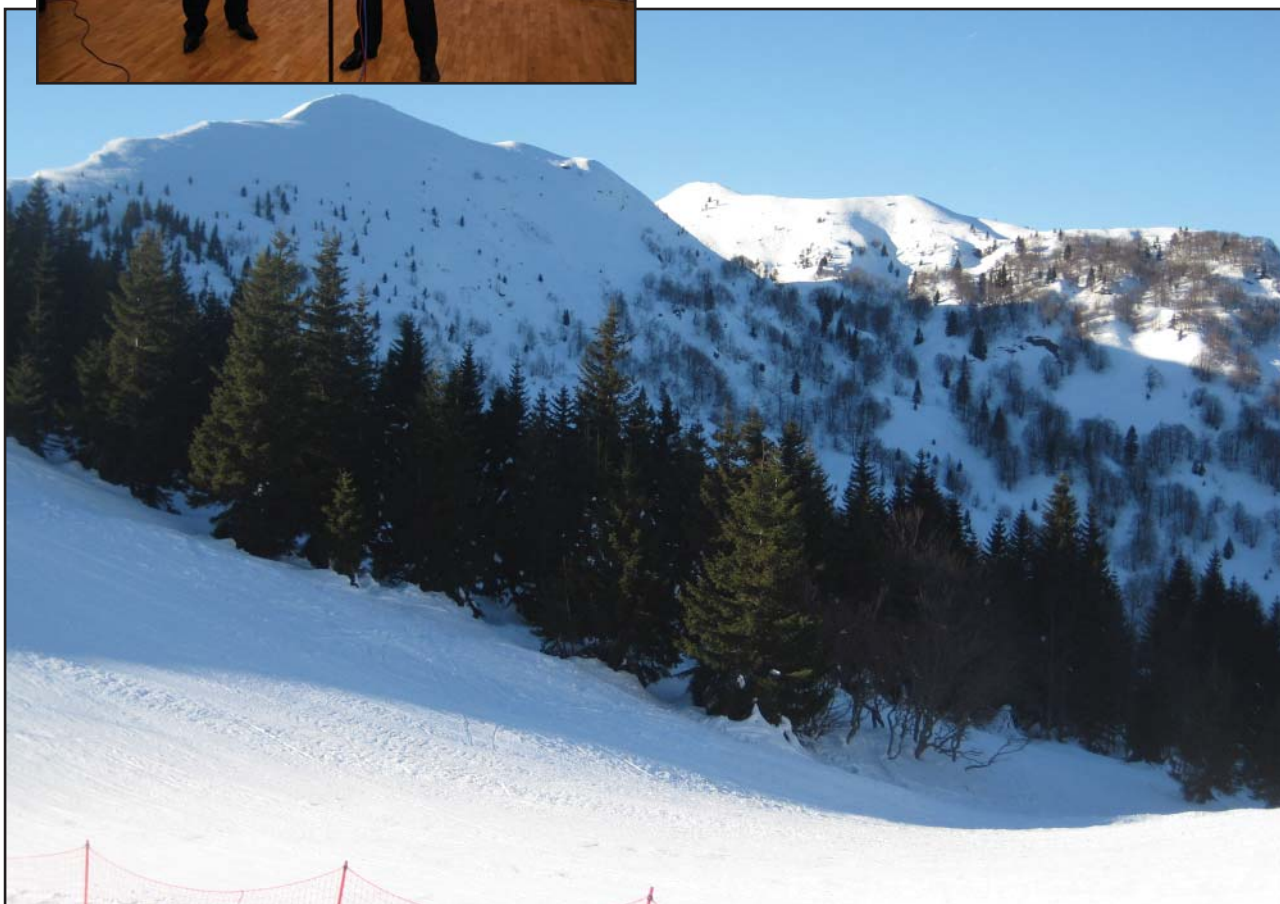
Within the framework of the 19th International Tourism Exchange and Tourism Fair, Equipment for Hotels and Catering, on February 10 of the current year, minister of tourism Predrag Nenezić opened an exhibition of paintings and photographs "Art in Wild Beauty" in the Modern Gallery in Budva.

The exhibition is the result of the International Art Colony, which was held in Šavnik for the first time, organized by the tourism organization of that municipality with the aim to show its outstanding natural beauties and tourist po-

tentials of these untouched areas in a distinctive, authoring and artistic manner.

The title "Art in Wild Beauty" fully corresponds to the environment of preserved and untouched nature of Šavnik, in which artists created. The artistic team, consisting of thirty masters of photography and academic painters from Montenegro, Serbia, Croatia, Slovenia, the Czech Republic and France has created works of high artistic achievements. The natural resources of the municipality Šavnik were presented. In the opinion of many experts, municipality Šavnik will be the hit of the tourist offer, as an undiscovered part of Montenegro. On the territory of 553 km², there are many different natural attractions of which some, like the canyon Nevidio, are already known on the European and world level. Great potential and tourist attractions are waterfalls and icefalls of which the most famous is waterfall Skakavica, one of the largest in the Balkans, 70 meters high.

The exhibition was organized by Tourism Organization Šavnik and Public Institution Museums, Galleries and Library of Budva.



THE WORLD TRAVEL AND TOURISM COUNCIL (WTTC) NOMINATED THE MINISTRY OF TOURISM OF MONTENEGRO AMONG THE BEST IN DESTINATION STEWARDSHIP IN 2010.

In 2003, the World Travel and Tourism Council set up a prestigious award for the implementation of sustainable tourism development, Tourism for Tomorrow Award, which is presented in 4 categories, Destination Stewardship Award, Conservation Award, Community Benefit Award and Global Tourism Business Award. One hundred and sixty projects from 45 countries were nominated for this year's award in all categories and 3 nominations were selected in each category.



This year, the Ministry of Tourism of Montenegro is nominated in the category of Destination Stewardship Award. Among the nominated in this category are the Botswana Tourism Organization and the Chinese region of the Huangshan mountain, which was the inspiration for James Cameron's movie Avatar. Montenegro has nominated the project of development of Montenegro as a tourist destination based on the principles of ecology and sustainability.

Details: A brief overview of the nominated project Montenegro Wild Beauty: ecology by nature Development of tourist destination, which is an "ecological" by nature requires constant stewardship. For already more than 100 years, the protection of nature serves as a symbol of ecological Montenegrin Constitutional Charter and requires stewardship of the Montenegrin significant participation in the untouched and wild areas of Europe. The area of 237,899 hectares is under international protection and 100,000 hectares of old national parks, which constitute 20 percent of the total land territory of 13.812 km².

King Nikola declared the first nature reserve in Montenegro in 1878 by means of a decree and laid the foundation for the stewardship approach in the management of natural resources of Montenegro. In 1952, the Government formed the first three national parks. In 1983 the fourth national park was declared, and this year the fifth was declared. In the meantime, in 1977, UNESCO put the Tara river on the list of world biosphere reserves, and in 1979 and 1980, two locations were included into the world natural and cultural heritage: Kotor, on the coast and National Park Durmitor and Tara river in the north.

For the local population, stewardship means much more than separation of protected land. In 1991, the Parliament laid down and presented a vision, declaring Montenegro an ecological state. Becoming an ecological state by nature became a topic discussed at the highest level. Ecological state and ecology by nature constantly requires the national and local governments,

citizens, international community and investors to adopt a series of values that are crucial if we want to have enlightened and consistent behavior that supports the protection of the environment and provides a sustainable future of Montenegro.

In 2001, Montenegro has set up an Office for Sustainable Development. That same year, the Government adopted the first Master Plan for Sustainable Tourism Development, thereby allocating the responsibility for implementing policy to an interagency council, private sector and various stakeholders in the tourism sector.

In 2002, National Tourism Organisation has launched Wild Beauty: tourist destination brand, which includes the beauty of the natural environment which is what makes Montenegro recognizable.

In 2004, the Government adopted the Strategic Framework for the Development of Sustainable Tourism in Central and Northern Montenegro as a roadmap for the development of "Wild Beauty". Maximum increase of revenues from tourism and raising the living standard of the local population without destroying their natural and cultural assets were thus supported.

In 2006 the Tourism Master Plan was amended and during the following two years, stewardship was intensified through an integrated approach to the provision of tourism services at the country level, including a large number of stakeholders. Tourism Development Strategy to 2020, which was adopted by the Parliament in 2008, has become a comprehensive sustainable development plan that is compliant with increasingly stronger environmental and social awareness of globetrotters whom Montenegro aims to attract the most.

Approaching a green tourism economy constitutes further directing and continuing obligation to protect the exceptional biodiversity, natural beauties and heritage of a multiethnic society of Montenegro.

The project is still funded by a combination of Government funds and funds of international donor organizations and the EU and private sector investment, and from tourism industry taxes, and as of recently (2008) from environmental fees as well.

MINISTRY OF TOURISM OF MONTENEGRO AMONG FINALISTS FOR PRESTIGE “TOURISM FOR TOMORROW AWARD” AWARDED BY THE WORLD TOURISM AND TRAVEL COUNCIL (WTTC)

This year's 12 finalists have been selected by the international team of independent tourism experts from Australia, USA, Mexico, Denmark, Kenya, Uganda, India, Malaysia and China.

Ministry of Tourism of Montenegro has won a nomination in the category „Destination Stewardship Award” (destination stewardship) and has entered into selection as one of the three finalists, in a harsh competition where countries like Denmark and New Zealand have participated.

In the past few years, previous winners in this category were: Blackstone Valley Tourism Council – USA in 2008, famous Marine Park having more than 2 million tourists per year - Great Barrier Reef in Australia in 2007, Jurassic Coast in Great Britain in 2006 and Sierra Gordo in Mexico in 2005.

Along with the Ministry of Tourism of Montenegro, finalists in this category for 2010 are Tourism Organization of Botswana and Chinese area where the mountain Huangshan is situated, which was an inspiration for movie „Avatar”, directed by James Cameroon.

The award goes to: a destination – country, region, state or town – which comprises a network of tourism enterprises and organizations that show dedication to and success in maintaining a program of sustainable tourism management at the destination level, incorporating social, cultural, environmental and economic aspects as well as multi-stakeholder engagement.

Montenegro has nominated a project of integral development of Montenegro as tourism destination, based on the principles of ecology and sustainability, which has been intensively implemented for ten years, in line with principles defined in the National Strategy of Sustainable Development, with the Tourism Development Strategy to 2020 being its integral part and of policies implemented by the Government, i.e. the Ministry of Tourism.

This nomination is perceived by the Ministry of Tourism as recognition to Montenegro and the Ministry itself for all achieved results and strong commitment to sustainable development of destination in the upcoming, for world tourism, key period.

World Tourism and Travel Council (WTTC) is a global forum for business leaders in the sector of travel and tourism. With the chairmen and general directors of 100 world leading companies in the tourism and travel sector as its members (amongst others: InterContinental Hotels Group, Mandarin Oriental Group, Marriot International, Hilton Worldwide, Lufthansa, Emirates Airlines & Group, TUI Germany, Carlson, American Express Company, Beijing Tourism Group, Espirito Santo Tourism, Dubailand, Grupo Santander Brazil, Indian Hotels Company, IBM, Radisson Edwardian Hotels, TAP Portugal etc.) WTTC has a unique mandate and excellent insight into all issues related to travel and tourism.

Due to the fact that the Council undertakes significant activities in promoting all finalists through the global media, this nomination presumes the utmost promotion of Montenegro as tourism destination at the international market.

This nomination is perceived by the Ministry of Tourism as recognition to Montenegro and the Ministry itself for all achieved results and strong commitment to sustainable development of destination in the upcoming, for world tourism, key period.

In addition to this, a nomination itself shall mean and additional stimulus to strategic investors worldwide to invest in tourism potential of Montenegro, both in the south and mountain region of Montenegro.

The screenshot shows the 'TOURISM for TOMORROW' website. The header includes navigation links: Home, The Awards, Apply, Winners, Judging, Case Studies, Sponsors, Awards Media, Contact Us, and WTTC. A sidebar lists '2010 Winners & Finalists' with categories: Africa (Banyan Tree Holdings, Botswana Tourism Board), Country of Montenegro (Emirates Hotels & Resorts, Inkaterra Peru SAC, Mount Huangshan Scenic Site, Nanibia Communal Conservancy Tourism Sector, Singita Grumeti Reserves, Tainidia, Whale Watch Kalkaya, Wilderness Safaris), and Previous Winners & Finalists. The main content area is titled '2010 TOURISM FOR TOMORROW AWARDS FINALISTS ANNOUNCED'. It states that the World Travel & Tourism Council (WTTC) announced the 12 finalists for the 2010 Tourism for Tomorrow Awards. The 12 finalists were selected by an international team of independent judges in each of the four award categories for having successfully demonstrated sustainable tourism practices, including the protection of natural and cultural heritage, social and economic benefits to local people, and environmentally friendly operations. The 2010 finalists are: Destination Stewardship Award (Botswana Tourism Board - www.botswanaturism.co.bw, Country of Montenegro, Ministry of Tourism - www.montenegro.travel, Mount Huangshan Scenic Site, China - www.chinahuangshan.gov.cn), Conservation Award (Emirates Hotels & Resorts, UAE - www.emirateshotelsresorts.com).

DEPUTY MINISTER NEBOJSA POPOVIC AND CHIEF OF CABINET OF THE PRIME MINISTER VOJIN VLAHOVIC, HAVE ATTENDED THE INTERNATIONAL INVESTMENT SUMMIT FOR TOURISM HELD UNDER THE NAME CARIBBEAN HOTEL & RESORT INVESTMENT SUMMIT (CHRIS)

Caribbean Hotel & Resort Investment Summit (CHRIS), by its significance and its size, represents the most important investment conference related to hospitality sector in that region and it has been held for the first time this year. The importance of this summit has been acknowledged by numerous reputable hotel investors, financiers and world leading hotel companies taking participation in its work – Jumeriah group, Carlson group, Jones Lang LaSalle Hotels, Hyatt, Intercontinental, Marriott International, Inc., Hilton Worldwide, Ernst & Young, Horvath HTL, Brilla group and others.

The Summit has been also attended by Jeane-Claude Baumgarten, president of the World Tourism and Travel Council. The summit has been supported by the IFC, member of the World Bank Group.

The Summit has been dedicated to finding ways for getting out of the crisis for hotel industry worldwide, as well as stimulating investments in this sector. Adjusting world economies to the present situation and responses of Governments and of the private sector to global challenges of the world economic crisis have been the main topic of the Summit.

Through a two-day summit, directors of reputable hotel companies, investors, developers, representatives of Gov-



ernments, banks and other financial institutions have recommended solutions for continuous growth in the world tourism sector.

In the course of the conference, Montenegrin delegation has held a series of meetings with representatives of the world's most significant hotel chains and investment companies from tourism sector, thereby promoting investment opportunities with respect to Montenegrin tourism.

PRESENTED THE MINISTRY OF TOURISM ACTION PLAN FOR 2010

On February 5th of this year, the Ministry of Tourism presented the Action Plan for 2010. The Action Plan presupposes clearly defined project activities, stakeholders and timeframe for implementation, and it has been drafted in accordance with the Tourism Development Strategy to 2020, taking into account extraordinary circumstances conditioned by the global financial and economic crisis, allocated budget resources, aiming at meeting the goals of Economic policy for 2010.

The Action Plan of the Ministry of Tourism for 2010 may be downloaded

<http://www.gov.me/files/1265365194.pdf>



NTO MN ATTENDED 32ND INTERNATIONAL FAIRE OF TOURISM HELD IN BELGRADE

National Tourism Organization of Montenegro attended 32nd international faire of tourism „IFT 2010“ held in Belgrade, on 24 – 28 February of this year. Integral offer of Montenegrin tourism has been presented at the Montenegrin bench, along with its partners: „Queen of Montenegro“, „Montenegro Airlines“, „R-Tours“, as well as Tourism Organization of Cetinje and Pluzine, Regional Tourism Organization of Bjelasica and Komovi and company „Ada White Villas“.

All tourism organizations from the coast have presented their offers at separate benches, including „Montenegrostars Hotel Group“, Hotel „Maestral“ and HG „Budvanska rivijera“.

During the first day of the Faire, Director of the NTO of Montenegro Sasa Radovic and representative of the NTO of Montenegro in Belgrade Bojan Stanojevic have held series of meetings with tour operators from Serbia, as well as with interested media. The biggest interest of the governments was for the pricing policy during the summer season, with the emphasis on the flight tickets and private accommodation offer. Radovic reminded on our continuous presence at this market, but also emphasized that abolishing Schengen visas for Serbia nationals and present economic situation shall be an additional challenge in taking efforts to attract this, for us rather important, market.

This year, the decisive argument for potential guests shall be the price, but also the entertainment offer and perception of security and safety during the summer holidays. Montenegro shall demonstrate that it is ready to maintain a position of the favorite tourism destination for Serbia citizens this year. In 2009, 350.000 registered tourists from Serbia have visited our country, and it is estimated that as much as that has been



staying at their own apartments, friends' and relatives' houses.

Private accommodation and small family owned hotels have been in the center of attention of partners from Serbia, since it has been estimated that along with the smart pricing policy this sector may record significant growth in the overall tourism turnover.

Tourism Fair in Belgrade has been recognized as the leading tourism fair in the South East Europe, it has international character and is open to business visitors and public. This year, it gathered around 800 presenters from 41 country and during the five-day period it is expected to attract over 50,000 visitors.

Possibilities of easier and cheaper accessibility of Montenegro through railway and bus transport have been considered.

The first day of the Fair has been marked with the first flight at newly established route of „Montenegroairlines“ between Nis and Podgorica. This will provide for an additional incentive for inflow of tourists from Nis region, populated with almost 2 million inhabitants.

Tourism Fair in Belgrade has been recognized as the leading tourism fair in the South East Europe, it has international character and is open to business visitors and public. This year, it gathered around 800 presenters from 41 country and during the five-day period it is expected to attract over 50,000 visitors.



MONTENEGRIN INTEGRAL TOURIST OFFER PRESENTED FOR THE FIRST TIME AT THE TOURISM FAIR "IMTM 2010" IN TEL AVIV, ISRAEL

Recognizing the potential of Israeli market, the National Tourism Organization, Ministry of Tourism, local tourism organisations and tourism economy, for the first time in Tel Aviv presented Montenegrin integral tourist offer at the Mediterranean Tourism Market "IMTM 2010". IMTM is the greatest annual tourism fair of this kind in Eastern Mediterranean, which gathers a significant number of professionals from the tourism sector. The organizers of the Fair said that they expect more than 14 000 visitors, considering the fact that 450 exhibitors are to arrive from 35 countries this year, which has been the greatest number of exhibitors up to now.

Undoubtedly, IMTM has been the most important „travel & tourism“ fair in the region, including exceptionally wide range of tourist groups. According to Israeli data, on the annual basis, there are 4 million travels abroad from this country. Their tourist, with a very high budget for travelling, stays 4 -10 days approximately in a chosen destination, which is far greater in comparison to all other tourists from this region. During the last 6 years, Israel congress tourism throughout Europe experienced an expansion.

In view of encouraging the sale of tourist arrangements and promotion of potential tourism investments on this market, the National Tourism Organization of Montenegro, in cooperation with local tourism organisations of Budva, Tivat, Kotor, Bar and Ulcinj as well as with HG "Budvanska Rivijera" presented Montenegrin tourism offer on the stall whose size was of 50m².

During the Fair, the Director of NTO of Montenegro, Mr. Saša Radović and Secretary General of the Ministry of Tourism, Ms. Željka Radak met the Minister of Tourism of Israel, Mr. Stas Miesechnikov and Secretary General of the Ministry of Tourism of Israel Mr. Noaz Bar-Nir. The Minister Miesechnikov said that bilateral relations between the two countries have been favorable, but there is still some space for the improvement of tourism cooperation. During their conversation, mutual satisfaction was also expressed by the triple increase in the number of Israeli tourists during 2009 as well as the expectation that mutual travels will increase even more after the Agreement on visa liberated



regime between Montenegro and Israel fully comes into force. It was also noticed that there is a realistic opportunity for Israeli investors to invest into attractive tourism projects in Montenegro.

In view of encouraging cooperation with the partners from Israeli market, as well as of better informing the publicity, the Director of NTO held a press conference, where he presented a consolidated Montenegrin offer, tourism potentials together with current and future investments to Israeli journalists and tour operators. At the beginning of the press conference Mr. Ophir Sarapi, Deputy Honorary Consul of Montenegro in Israel, addressed to the public and invited them to visit Montenegro - the country of fantastic opportunities and economic and tourism potential, making him breathless by its natural beauties and as he noted, it has become his second home.

Last year in Montenegro, there was an increase of tourists from Israel for about 120%. They mostly arrived via tour operators "Medraft" and "Israira", but there was also a significant number of individual visits. According to official statistical data, by the end of December 2009, 11.150 tourists visited Montenegro. During the summer period, direct charter flights were organized via air transports »Arkia Israel airline« and »Sun d'Or Airlines«.

The Press conference was attended by numerous media from different interests groups, some of which were : "Maarev", "Globes", "Channel A", "Laisha", "Tourism news", "Atmosfera", "First source", as well as numerous tour operators such as: Amsalem tours, W.T.C., Medraft and others..

Saša Radović gave an interview for the national television "Channel 1" and very popular "Education channel".

IMTM has been the most important „travel & tourism“ fair in the region, including exceptionally wide range of tourist groups. According to Israeli data, on the annual basis, there are 4 million travels abroad from this country.

NEW WINTER TOURISM OFFER PRESENTED IN KOLAŠIN: TOUR SKIING AND SNOWSHOEING

National Tourism Organization of Montenegro in cooperation with the USAID STARS Programme organized the press conference in February 26 in the hotel "Bianca Resort & Spa", where a new tourism offer was presented: snowshoeing and tour skiing. Namely, the NTO Montenegro in the period of February 20- 27 organized a study tour for tour operators and media from the Great Britain, USA, Switzerland, Netherlands and Germany in view of further development of products and promotion of special winter tourism offer which would contribute to the development of business in the North region of Montenegro. The study tour included two following groups: "Tour skiing: Sinjajevina-Durmitor" and "Snowshoeing: Bjelasica, Komovi and Prokletije".

This has been the follow-up of the promotion of the new tourism offer, which NTO Montenegro initiated during January and February 2009 through promotional and educational events in cooperation with Austrian and Montenegrin partner-

ship, where snowshoeing, Nordic skiing and alpine tour skiing were promoted. The promotional event: "White Experience in Black Mountains" was held last year on Bjelasica, Sinjajevina and Durmitor. "For the first time we present the opportunities of tour skiing and snowshoeing on international market to foreign tour operators and media from Western Europe and North America with the aim to embed this tourism offer into tour operators catalogues and to promote it on the most source markets through abstracts of the media present." said Ms. Danica Ćeranić, manager in NTO Montenegro. One of the participants – German Mountain Association (DAV) has 850.000 members and an increase of 5% in 2009 which proves the significance of this target group.

Owing to the local and regional partnership with international organizations, first of all to the USAID-STARs Programme as well as the SNV (through the support of promotional activities on the Benelux market through which our country was visited by several tour operators), during their stay in Montenegro, the representatives of tour operators and media had an opportunity to see the winter tourism offer, visit villages, meet hospitable people and experience diversity of nature and culture. According to the words of the representatives of tour operators, Montenegro is a true representative of a "wild nature". They said that what makes Montenegro a unique country have been hospitable people in Montenegrin mountains, excellent food, short distance from one attraction to another, as well as a variety of nature and culture. Disadvantages which they noted have been the knowledge of English language as well as the rubbish found on certain locations. NTO Montenegro will continue the development, promotion and positioning of Montenegro on these markets, all with a view to accomplish the vision that our country be the leader on the Mediterranean in the area of nature-oriented tourism.

After the press conference, there was a workshop where local tourist agencies, equipment owners, hotel owners and owners of private accommodation, producers of national food, had an opportunity to exchange opinions and ideas in direct contact with tour operators and yet to initiate further steps on the development of this kind of offer. With small investments and cooperation on the local, regional and national level, this new tourism offer may be developed on a high quality manner and become an encouragement of future sustainable development of Montenegro through encouragement of the winter season and incomes of the North region of our country.

Members of the study group were the representatives of tour operators and media: "DAV Summit Club" from Germany, "Element Natur" from Germany, "DAV Sektion München", "Kasha" from USA, "Telluride Academy", SAD, "Edward Bekker Skiing & Alpinism", Netherlands and Switzerland, "Photography & Patagonia product placement", USA, "Active Adventure Travel and Tours" from Great Britain, "Sawadee" from Netherlands, "Samsel Travel", a specialized tour operator for cross border mountain tours from Albania and Netherlands magazine "NKBV".



19. INTERNATIONAL TOURISM STOCK EXCHANGE AND TOURISM FAIR, EQUIPMENT FOR HOTEL INDUSTRY AND CATERING – METUBES

Press conference was held in February 8, in Budva, on the occasion of the forthcoming International



tourism stock exchange, tourism fair and equipment for hotel industry and catering "Metubes". Director of the "Adriatic Fair" Mr. Rajko Bujković and deputy director of the National Tourism Organization of Montenegro, Ms. Maja Liješević were holding the press. Mr. Bujković announced that this tourism stock exchange will be held in the period of February 10 – 13 and it will gather over 250 participants from: Serbia, Bosnia and Herzegovina, Macedonia, Slovenia, Italy, Albania, Russia, Turkey, Hungary, Sweden, Spain, Germany and Montenegro.

Apart from diverse tourism offer (hotel owners, restaurant owners, tourism organizations, travel organizers), equipment for hotel industry and catering, hotel software and engineering, educational institutions, marketing agencies, employment agencies and media organizations will be presented at the Fair.

Manifestations, traditionally organized within the Tourism Fair, will be also held this year. Thus, the Stock exchange of private accommodation, Festival of tourist communications, numerous round tables, promotions, competitions, etc. will also be held during the fair, said Mr. Bujković.

Among participants of the Fair in Budva, the National Tourism Organization of Montenegro will certainly be present, and during the press, and on behalf of NTO Montenegro, Ms. Maja Liješević talked more about the very exhibition and activities.

She said that this year NTO Montenegro will be presented on the stall whose size will be 120m², and that in the manifestation part of the Fair there will be organized the following:

- Cocktail in cooperation with the Ministry of Tourism and "Adriatic Fair"
- Presentation: "Results of the tourist questionnaire during 2009. and modern on-line trends in tourism"
- Workshop – Encounters of tourist agencies from the Region with the representatives of Montenegrin tourism industry with a view to improve the season of 2010.

NATIONAL TOURISM ORGANIZATION OF MONTENEGRO PRESENTED THE RESULTS OF THE TOURIST QUESTIONNAIRE DURING 2009 AND MODERN ONLINE TOURISM TRENDS AT THE TOURISM FAIR: "METUBES" IN BUDVA

Within the Tourism Fair "METUBES", NTO Montenegro held a presentation entitled: "Results of the tourist questionnaire during 2009 and modern on-line trends in tourism". The presentation was attended by the representatives of: hotels, tourist agencies and other economy subjects. The results of the questionnaire were presented by Mr. Emil Kukalj, associate in NTO Montenegro. It was emphasized that the aim of this project was to obtain an objective and representative image in terms of the satisfaction of guests during their stay in Montenegro, all with the aim of high quality development and innovation of tourism product, and its positioning on the European market. The attendants were also introduced with the methodology, assignments and results of this project which gave answers to significant questions such as: age group of tourists visiting Montenegro, their gender, monthly incomes, nationality etc. The special point of the presentation was dedicated to issues related to the stay of tourists in Montenegro: repeated visit to Montenegro, the most significant activities during the stay, tourism attractions visited in Montenegro, visits to the region and other. After Mr. Kukalj's presentation, Ms. Svetlana Tomković, e-marketing manager of NTO Montenegro informed the attendants with the online tourism trends. She said that current trend implies the existence of modern websites, where the existence of applications is necessary for: on line booking (of accommodation, flight tickets, arrangement packages), interactive maps, rout



planners, possibility of video watching, listening to the music, document exchange, etc. Apart from the existence of the website, its networking with other subjects is

also necessary, in case of NTO Montenegro these are digital kiosks, e-learning programme and Montenegro Customer care centre, as well as its good promotion on the TV, in brochures, on social websites. In the follow-up of the presentation, the prognoses were given on what can be anticipated in the area of on-line trends. This year, online travels will be a third of all travels in Europe, and in the following 5 to 10 years, experts anticipated that there will not be computers and websites anymore; yet, all information will be find via mobile phones only on one place - Google. Google has already gone towards that aim, since now profiles, photos can be put, maps can be created...

At the end of the presentation, all attendants were invited, before the arrival of "Google era", to send the data and their offers to NTO Montenegro and thus broadcast themselves free on the official website of Montenegrin tourism: www.montenegro.travel.

B2B WORKSHOP HELD IN THE ORGANIZATION OF NTO IN THE SCOPE OF BUDVA FAIR „METUBES”

On the 12th February this year, National Tourism Organization of Montenegro organized B2B workshop in the scope of Budva fair, in which representatives of Montenegrin tourism industry participated as well as representatives of tourist agencies from Bosnia and Herzegovina (Bio Tours, Centro Tours, Sirius, ZOI 84, VIP Travel and Relax Tours) and Ohrid Travel from Macedonia. Representatives of the Hotel “Queen of Montenegro”, agency R-Tours, Adriastar, Hotel Maestral, Montenegrin Tourism Association and others participated in the workshop.

The objective of this fourth workshop organized by National Tourism Organization is to link our tourism industry and agencies from the region and to get them acquainted with our tourism offer. Representatives of Montenegrin agencies and hotels were able to exchange contacts and agree cooperation with these agencies, which expressed great interest for involving Montenegro into their programmes. The greatest interest has been demonstrated for the price policy in the following tourist season.

Participants of the workshop considering diversified tourism offer of Montenegro, both coastal and mountainous area (hiking&biking, MICE, spa&wellness, eco, active&extreme,



nautical and other), for different target groups (business people, high-yield tourists, wide range of citizens, population oriented to sports, recreation, culture and other) were finding model of the most suitable arrangements in the light of financial and economic situation.

In the scope of Budva Fair on the Festival of Tourist Communications the prizes have been awarded, therefore in the category of prospects (flyer, brochure, catalogue) the prize has been awarded to the magazine “Explorer”, tourist magazine.

The magazine Explorer is issued twice a year as summer and winter edition. This is in the same time its 10th jubilee edition.

The winners have been selected by the following jury: Merin Smailagić as the chairman and two members, Slobodan-Bobo Mitrović and Predrag Jelušić. The jury evaluated high artistic, creative domains and overall design, and also its purpose and function. Idea and originality have been considered as well as aesthetic criteria and quality of development and also how much the provided material means advertisement and promotion of events in which it was created, how much it preserves basic principles of promotion, and how much they were applied in promotion of the publishing institution. The award has been received by the journalist Radmilo Tadić.



The objective of this fourth workshop organized by National Tourism Organization is to link our tourism industry and agencies from the region and to get them acquainted with our tourism offer. Representatives of Montenegrin agencies and hotels were able to exchange contacts and agree cooperation with these agencies, which expressed great interest for involving Montenegro into their programmes.

NATIONAL TOURISM ORGANIZATION OF MONTENEGRO PRESENTED RESULTS OF THE GUEST SURVEY IN 2009 AND ANALYSIS OF ECONOMIC IMPACT IN TOURISM

On the annual meeting of the group for market research of the European Travel Commission which was held in Budapest from 03 until 05 February, the associate of the NTO of Montenegro, Emil Kukalj, made presentation of the results of guests survey which was carried out last year in Montenegro and he presented the method of implementation of the Economic Impact Analysis in tourism. Beside European national tourism organisations, members of ETC, on the meeting the World Tourism Organization (UNWTO), European Tour Operators Association (ETOA) and European Cities Marketing, etc. took part as well.



ments, and also to support existing strategy of sustainable development of tourism in Montenegro; monitoring impact of decisions made in tourism; preparation of the basis for defining and introducing software which will enable anticipation of economic effects of investments in tourism. All attendants agreed that this kind of model is something necessary in

each destination.

Kukalj stressed that the aim of this project is to obtain objective and representative image of guests satisfaction during their stay in Montenegro, and all that for the purpose of quality development and innovation of tourism products, and also its positioning on the European Market. The attendants were also introduced with methodology, tasks and results of this project which gave answers on important issues such as: age of tourists which visit Montenegro, their sex, monthly revenues, nationality etc. Special item of the presentation was dedicated to the issues related to stay of tourists in Montenegro: return to Montenegro, the most significant activities during stay, tourist places visited in Montenegro, excursions in the region, etc.

Other presentations were held on this meeting too, and some of the most important subjects were: review of tourism in Hungary, analysis of tourism in 2009 and anticipations for 2010, studies on demographic changes, and presentations of the best examples in practice.

Also, the tasks, objectives and procedure of implementation in the project of Economic Impact Analysis were presented, and which is realized in cooperation with GTZ and Mas Contour Company from Germany. It was outlined that the results of this project will give answer to the following questions: the amount of revenues realized by certain types of tourism; how is it distributed demographically and regionally; the amount of investments required for development of certain type of tourism and other.

The goals of this project is to enable: anticipation of economic, social, cultural and environmental impacts of future invest-



Kukalj stressed that the aim of this project is to obtain objective and representative image of guests satisfaction during their stay in Montenegro, and all that for the purpose of quality development and innovation of tourism products, and also its positioning on the European Market. The attendants were also introduced with methodology, tasks and results of this project which gave answers on important issues such as: age of tourists which visit Montenegro, their sex, monthly revenues, nationality etc.

PRESS CONFERENCE OF TOURIST INSPECTION TOOK PLACE

Tourist inspector Mr Mladen Pavličić held press conference on realized activities of the tourist inspection during last year. On that occasion he outlined that according to the action plan of activities of the Ministry of Tourism and the plan of activities of the tourist inspection in the previous year, 23 tourist inspectors performed 16,553 inspection supervisions of the subjects to control. The legal framework which was the basis for implemented inspection activities of tourist inspection refers to enforcement of the Law on Tourism with related regulations, the Law on Inspection Supervision, the Law on Offences, the Law on Marine Resources with Regulation on Planned and Built Bathing Places, and other legislation which regulates hospitality and tourism activities. 11,222 irregularities were identified during inspection supervisions.



A priority in the work of the tourist inspection were the controls which influence suppressing the start of engaging in activities without work permits and the control which directly influenced the protection of users of hospitality and tourism services.

In its regular activities the tourist inspection especially outlined complaints of citizens and reporting through the call centre and following reactions upon these reports in 24h time.

Pavličić stressed that there was need on the field for performing joint inspection controls with competent inspections (tax administration, sanitary inspections, Ministry of Interior Affairs) and also with inspections of the local governance in order to achieve better results.

During the winter season 2009/10 the work programme of tourist inspection included activities in tourist centres of Žabljak, Kolašin and also Nikšić and Cetinje as the areas where ski services are provided.

In the scope of tourist inspection new organization of work took place what gave more efficient results especially in the last quarter of the last year and in the first months of this year

which is especially reflected in suppression of illegal activities, said Pavličić.

Implementation of started activities will be continued in the following period including measures to be taken in the scope of actual competence of tourist inspection, and continue co-operation with other inspection services, especially for activities performed without previously obtained license for work in which case the tourist inspection will prohibit work of such facilities in accordance with its competences (placing official seal on business premises) and charge with offense against perpetrator.

Pavličić: "According to the action plan of activities of the Ministry of Tourism and the plan of activities of the tourist inspection in the previous year, 23 tourist inspectors performed 16,553 inspection supervisions of the subjects to control".

A priority in the work of the tourist inspection were the controls which influence suppressing the start of engaging in activities without work permits and the control which directly influenced the protection of users of hospitality and tourism services.

MEETING WITH REPRESENTATIVES OF THE UNIONS OF THE COMPANIES “IZBOR” AD FROM BAR AND UTP “PIVA” FROM PLUŽINE

The meetings organized by the Ministry of Tourism and Branch Union of Tourism and Hospitality were held on the 02nd of February this year in the premises of the Union between employees, management and owners of the companies “Cetinjeturist”, which is now part of the corporate system of “Izbor” AD from Bar and UTP (Company for Hospitality and Tourism Services) “Piva” from Plužine.

The Minister Predrag Nenezić, the Deputy Minister Nebojša Popović and the Chairwoman of the Branch Union Organization Čeda Milinić participated in the meeting. This is the first in line of the meetings in the following period in cooperation with the Union.

A fundamental topic of today's meeting was the current crisis, repayment of outstanding debts to the employees and creating possibilities for efficient operating of these companies in perspective. It was stated that there are numerous piled up problems in operating of these companies, which are deepened with current economic occurrences.

In case of Cetinje company, it was agreed that the bankruptcy procedure is not realistic option. It was agreed that the Grand Hotel in Cetinje will be opened in the middle of March this year with the information from the management that there are announcements on large occupancy during the summer tourist season. Although the owner managed to cover a big amount of receivables, and also outstanding taxes and benefits since 2004, already for seven months he is not able to regularly pay salaries to the employees which are now part of the complete system of “Izbor” AD – Bar.

It was concluded that this big problem must be resolved in the following period. According to that, it was agreed to make in the next 15 days additional consultations, submit an information on possible schedule of paying duties and after that to hold a meeting which will be attended by the representatives of management and owners for the purpose of making final resolutions for overcoming the crisis.

With UTP “Piva” very poor condition was noted in the process of privatization, which was carried out through sale of shares, and that the current economic crisis additionally worsen existing problems. It was concluded that very high debts of the company, and existence of the enforceable court judgement for charging certain debts of the company from the previous period. Having in regard incapacity of the owner after several recent interventions to additionally invest in the company from its own resources, all parties agreed that the bankruptcy procedure, in which it would be tried in maximum possible measure to protect the employees and their receivables, is the only realistic solution. The hearing session is scheduled for the 10th February.

Having in regard that after secured receivables, the biggest receivables towards the company are actually from the employees and that they will be the first priority class, which will be decided by the bankruptcy counsel on the model of bankruptcy, it was concluded that the representatives of the Union and Ministry of Tourism will make one more meeting before the hearing session with representatives of the Commercial Court, in order to review all aspects of possible solutions and make the best possible decision for quick overcoming from crisis.



IN 2009 SIGNIFICANT GROWTH OF TURNOVER IN NAUTICAL TOURISM WAS NOTED

In 2009 tourist activities also took place in the ports of nautical tourism (marines) in Montenegro whereas significant growth of traffic of vessels and passengers was realized.

2,807 foreign vessels put ashore for entertainment and sport i.e. yachts, 7.6% more compared to the previous year, with 11,078 tourists or 3.72% more than last year.

The biggest number of yachts arrived from the USA – 409, then Croatia – 330, Italy 309, Great Britain – 286, Austria – 205, Germany – 142, France – 126, Slovenia – 57, the Netherlands – 40, Scandinavian countries – 35, Switzerland – 22, Greece 16, Albania – 2 and other countries 828. The yachts were staying in Montenegrin marines for 7 days in average.

Beside this, 268 foreign vessels put ashore in Montenegrin ports on circle tours, so called cruisers, which is 9.38% more compared to the previous year, with 70,749 tourists on the ships, which is 39.94% more compared to 2008. They stayed 92 days in total in Montenegrin territorial waters.

Circle tour is tourist trip which lasts several days according to developed plan of circle trip. According to the flag under which they were travelling the structure of boats which sailed in Montenegrin waters this year was the following: Malta – 70, Bahamas – 40, Belgium – 34, Croatia – 24, Portugal – 21, France – 15, Luxembourg – 12, Marshall Islands – 12, Greece – 10, Panama – 7 and others.

The reports on foreign vessels for entertainment and sport and also arrivals of foreign vessels on circle tours are submitted monthly to the Statistical Agency of Montenegro in prescribed statistical forms (TU-17 and TU-19) and are used for tourist activities as the element to create development of nautical tourism in Montenegro. This kind of tourism has tendency of growth every year.



LAUNCHED INTERNATIONAL PUBLIC INVITATION FOR THE LONG-TERM LEASE OF MONUMENTAL COMPLEX OF STRUCTURES OF EXCEPTIONAL IMPORTANCE “SAINT JOHN FORTRESS” IN KOTOR

Kotor Planning and Construction Directorate launched international public invitation for long-term lease of structures of monumental complex of exceptional importance “Saint John Fortress” in Kotor, which was enlisted into UNESCO list of World Natural and Cultural Heritage.

Initiating project of tourist valorisation of the Fortress, symbol of the town of Kotor, was motivated by the project of construction of modern lift which will make additional quality of offer of Kotor, the Bay of Kotor and Montenegro, and whose construction is planned until the end of 2011. Rehabilitation, reconstruction and revitalisation of the Fortress' interior and existing structures will enable creation of hospitality, business, cultural and sale facilities and create facilities for panoramic view of the town, hiking tours and holding events as well.

The trend of growth of cultural tourism and the fact that it makes between 6 and 8% of international tourist movement, is good argument for realization of this project. Cultural offer of Kotor destination and its surroundings make significant potential for development which offers authentic experience specific for this area. The fact that Kotor is visited by 140,000 tourists each year, nautical visitors and excursionists with growth tendency of 9% annually speaks its self on economic potential of tourism in this area.

Realized similar projects, such as the lift in Graz and connected with gondolas mountain of Sugarloaf above Rio de Janeiro, have become highly profitable protected brands of those tourist destinations.

Respecting significance of tourist valorisation of the above mentioned monumental complex of “Saint John Fortress”, the National Tourism Organisation of Montenegro through promotional channels and marketing instruments started the process of promotion of this important project. Therefore, the information has been disseminated to over 4000 relevant addresses of partners in tourism business, investors, media, public institutions, non-governmental sector, educational institutions, diplomatic-consular representatives and others in the country and abroad. The process is continued through presentations and promotions in the scope of regular activities of the National Tourism Organisation of Montenegro, and also in direct communication with partners.

Public invitation is opened until the 2nd of March this year until 10.00h. Documentation is submitted to the archives office of Kotor Planning and Construction Directorate in the place called Škaljari, Kotor.

International public invitation has been published on the web pages www.opstinakotor.org and www.kotor-direkcija.co.me.

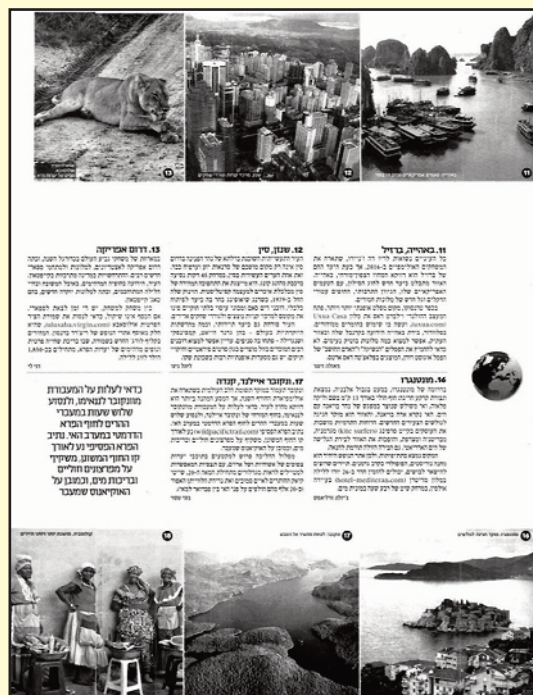


MONTENEGRO IS ONE OF THE TOP DESTINATIONS IN ISRAELI MAGAZINE "THE MARKER"

In the opinion of leading Israeli financial magazine "The Marker" Montenegro is one of the top 20 destinations for 2010.

Montenegro has been presented as "destination which has unusual nature, especially interesting southern part until border with Albania, the location of fantastic "Long Beach" which is heaven for surfers at the Adriatic Coast".

In 2009, significant growth of number of Israeli tourists was noted. According to the data from Monstat (Statistical Agency of Montenegro) Montenegro was visited by more than 11,000 Israeli tourists (4,600 tourists in 2008) who realized over 20,200 overnights. National Tourism Organisation of Montenegro will for the first time in the period from the 09th until the 10th of February present consolidated Montenegrin tourist offer on the tourism fair ITMT in Tel Aviv.



MONTENEGRO IN THE FIRST EDITION OF THE GLOBAL EVENT PLANNER

Montenegro as congress destination was presented in the first edition of the Global Event Planner for 2010 issued by specialized magazine C&IT from the Great Britain's Market. Congress offer of the Great Britain and 20 leading MICE destination has been presented in this Planner which were reported as leading or rising destinations by the readers (organisers of conferences, congresses and events) of the magazine C&IT. In addition to Montenegro, Croatia was presented as one of the countries from the region, and all other European countries in this planner (Spain, Italy, France, Germany, Poland) have been leading destinations on MICE market for many years and they already have congress industry developed. This is certainly excellent sign for Montenegro which only two years ago established its own Congress Bureau and started with promotion of MICE offer. However, Montenegro was ranked fourth in top 10 rising destinations according to the C&IT 2009 Official Industrial Report.

Every country presented in this planner contains reference of some of the leading conference organisers from Great Britain who talk about potential of the country visited or in which they held some events. Graham Frazer, one of the owner of the Grass Roots Event Company which is event organiser for some of the leading companies such as car companies Jaguar, Rolls Royce, Škoda, then Barclays Bank, Haagen Dasz, O2, talked about Montenegro. According to his words, "Montenegro is fresh and untouched, ideal combination for clients seeking new and unexplored destinations. The coast is similar to the Croatian coast ten or more years ago. This destination offers good service quality which corresponds to the price". Further on, he outlined that his two special places are the Old Town of Kotor and the Old Town of Budva "which looks like mini Dubrovnik with galleries and good restaurants, but less commercialized. The

mountains are magnificent and excellent place to escape for a day or two". He proposes the months of June and beginning of July, and also September and October as the time to visit. Out of hotel capacities he proposes St. Stephan after renewal, then Villa Montenegro and Avala Resort and Villas.

This planner will be distributed to all important decision makers, while C&IT the publisher of the Planner is highly appreciated and read by the professionals in the area of MICE tourism. This monthly magazine is read by more than 18,000 agencies and planners responsible for planning, organising and financial decisions for MICE travels.

