



CRNA GORA

MINISTARSTVO ODRŽIVOG RAZVOJA
I TURIZMA

tourism NEWSLETTER

JUNE, 2015. YEAR



**MONTE
NEGRO**

Wild Beauty

tourism

NEWSLETTER

JUNE, 2015. YEAR



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Dear readers,

This is the first issue of the Tourism Newsletter, objective of which is to contribute to the quality, affirmation and promotion of Montenegro's tourism offer, as well as to confirm our determination to continuously and comprehensively develop Montenegro's tourism, as the strategic developmental sector of our state. So far, we have shown that we have the potential, the strength and the determination to get closer to strategic objectives and that Montenegro can take an enviable place in the world maps of fascinating, attractive and also exclusive tourism destinations. Tourism has been recognized as the key economic sector, economic capacity of which is a precondition to a more dynamic development and growth of GDP in the forthcoming period. Although there is reason to be satisfied, we have to be aware that we are still not close to the objective.

According to analytical forecasts of the World Travel and Tourism Council (WTTC) for Montenegro, the tourism share in GDP will grow at an average rate of 8.8% per annum, in the period by 2024.

If we want to continue being in the very top of the list of the World Travel and Tourism Council, we have to significantly improve our competitiveness. We have to utilize the potential of our business environment, infrastructure and human resources in the tourism field.

The Government's commitment to make tourism the driving force of the economy is based on the fact that Montenegro has resources of importance for tourism development, and that this is the sector that generates development of other activities, such as transport, trade, banking, agriculture, civil engineering.

The state has to play a more active role in encouraging the investments in tourism until we reach an even higher place on the map of world tourism period, when the payback period will be significantly shorter. Montenegro has to keep the position of a desirable tourism destination and improve it further. To that end, activities aimed at creating a diversified quality offer are being implemented. We are certain that the measures we implement, those prepared that are about to be implanted, will contribute to our image of a desirable tourism destination and make the overall economic growth and development more dynamic.

I would say that our comparative advantage to majority of countries that are recognized as tourist destinations, is the diversity of the offer, natural resources and the opportunity to experience different adventures in a small area, in a short period.

This newsletter is, above all, of informative and educative character, and it will present in a digested form our activities aimed at achieving the strategic vision of Montenegro as a high-quality tourist destination. I am certain that, with our commitment to this issue and suggestions that we will be receiving from you, we will achieve the desired objective and result together.

Branimir Gvozdenović

Wild Beauty



TOURISM TURNOVER IN MONTENEGRO

NUMBER OF TOURISTS AND OVERNIGHT STAYS January - April 2015

According to the latest official data for the period January - April this year, the number of tourists in Montenegro rose by 19.7%, while the number of overnight stays rose by 14.4% compared to the same period in 2014.

NUMBER OF TOURISTS	January - April 2014	January - April 2015	INDEX 15/14
Domestic	17.906	22.566	126,73
International	73.317	86.517	118,00
TOTAL	91.123	109.083	119,71

Source: *MONSTAT*

NUMBER OF OVERNIGHTS	January - April 2014	January - April 2015	INDEX 15/14
Domestic	68.340	78.904	115,46
International	268.410	306.513	114,20
TOTAL	336.750	385.417	114,45

Source: *MONSTAT*

According to accommodation facilities types, in the first four months of 2015, in hotels and other collective accommodation facilities, the number of tourists was higher by 19.83% and the number of overnight stays was 14.51% higher than in the same period last year.

Turnover rose also in private accommodation, with the number of tourist higher by 18.68% and overnight stays by 14.34% compared to the same period last year.

NUMBER OF OVERNIGHTS	January - April 2014	January - April 2015	INDEX 15/14
Hotels and collective accommodation	81.311	97.438	119,83
Private accommodation	9.812	11.645	118,68
TOTAL	91.123	109.083	119,71

Source: *MONSTAT*

NUMBER OF OVERNIGHTS	January - April 2014	January - April 2015	INDEX 15/14
Hotels and collective accommodation	227.597	260.614	114,51
Private accommodation	109.153	124.803	114,34
TOTAL	336.750	385.417	114,45

Source: *MONSTAT*

AIRPORTS OF MONTENEGRO

In May this year, the number of air flights in airports of Montenegro fell by 3%, while number of passengers rose by 1%, compared to the same month last year.

Number of flights	may2014	may 2015	INDEX 15/14
Podgorica	496,5	458,5	92,34
Tivat	390	400,0	102,56
TOTAL	886,5	858,5	96,84

Passenger turnover	may 2014	may 2015	INDEX 15/14
Podgorica	58.252	58.495	100,41
Tivat	56.072	56.757	101,22
TOTAL	114.324	115.252	100,81

MONTENEGRO AIRLINES

In May this year, the number of Montenegro Airlines passengers on flights in regular air traffic rose by 1,170, or 2.85% compared to the same period 2014. This result was achieved with 22 flights more compared to the same period last year. The average load factor was 64%, in difference to last year, when it was 65%.

Regular air traffic	may 2014	may 2015	INDEX 15/14
Number of flights	560	582	103,93
Passenger turnover	41.084	42.254	102,85

In May this year, the number of Montenegro Airlines passengers in code-share flights was higher by 695, which is a rise of 69.08% compared to the same period 2014. This result was achieved with 6 flights less compared to the same period last year.

The average load factor was 66%, in difference to last year, when it was 58%.

Code-share Air traffic	may 2014	may 2015.	INDEX 15/14
Number of flights	124	118	95,16
Passenger turnover	1.006	1.701	169,08

In May this year, the number of Montenegro Airlines passengers in charter flights was higher by 3,336 or 102.08% compared to the same period 2014. The result was achieved with 38 flights less, compared to the same period last year. The average load factor was 58%, in difference to last year, when it was 47%.

Code-share Air traffic	may 2014	may 2015	INDEX 15/14
Number of flights	62	100	161,29
Passenger turnover	3.268	6.604	202,08

TUNNEL SOZINA

In May this year Monteput doo recorded vehicle traffic increase through the tunnel Sozina by 11%, and increase in revenue of 16% compared to the same period last year.

Traffic	may 2014	may 2015	INDEX 15/14
Number of vehicles	156.886	174.204	111,03
Revenue (€)	552.415	638.838	115,64

NATIONAL PARKS OF MONTENEGRO

In May this year, the Public Enterprise for National Parks of Montenegro recorded a rise in number of visitors by 66.09%, and rise in revenues of 47.30% compared to the same period last year.

Turnover	maj 2014	maj 2015	INDEX 14/15
Number of visitors	12.165	20.205	166,09
Revenue (€)	40.487 €	59.639	147,30

National Park Lovćen 2015

Through implementation of activities planned, PE National Parks of Montenegro have provided in 2015 a significant number of new offers in tourism and infrastructure facilities.

In the National Park Lovćen, over the past few years, a number of significant infrastructure segments for visitors have been provided, such as: the Visitors Centre, souvenir shops, open air classrooms, view sites development, a system of biking, walking and educational trails with interactive facilities, bungalows, resting sites for alpinists and cyclists, picnic sites as well as camping sites.

In June, in the NP Lovćen, the visitors who want active holidays in the nature will have at their disposal the following tourism offer/products:

- A barefoot trail in Ivanova Korita, developed so that visitors pass a specific route, 2 km long, which consists

of 12 different surfaces in the form of a training site.

- At the end of June, another new tourism product will be offered – a specially designed location Reading Forest. Making of the Reading Forest includes provision of specific facilities, which consist of a system of easy-chairs and boxes for books. The idea is to offer the visitors, in the internet era, the enjoyment of reading a good book in the quiet of birch forests of Mt. Lovćen.

- For the youngest visitors, a children's playground made of natural materials is provided, which consist of various elements for development of motor skills and fun.

- In good view sites, specific Open door facilities are put in place, providing visitors with the opportunity to enjoy panoramic views.

- Development of a system of new signposts is underway, which will mark the main entrance points into the park, as well as new information boards to present tourism products, sports equipment for rent and price lists.

MAY TOPICAL ISSUES IN TOURISM

Minister Gvozdenović at the Annual Meeting of South East European Officials



Minister of Sustainable Development and Tourism, **Branimir Gvozdenović**, visited Bucharest where he participated at the **Annual Meeting of South East European Officials**, after the National Prayer Breakfast in Washington DC, is organized every year in one of countries of the region.

The event was attended by more than 100 officials from Europe and the world, with support and participation from members of the US Congress. This was the 12th Meeting of South East European Officials, while the host of this meeting in 2012 was Budva. Minister Gvozdenović highlighted the importance of organization of such events that contribute to promotion of coexistence and tolerance, as well as multi-ethnic harmony in the Balkans.

During this visit, Minister Gvozdenović met with representatives of tourist agencies and tour operators of Romania.

Innovation as a precondition to future tourism development

The State Secretary in the Ministry of Sustainable Development and Tourism, Predrag Jelušić, took part at the session of the United Nations World Tourism Organization Executive Council, organized from 27th to 29th May in Rovinj, Croatia.

The two-day agenda of the session was dedicated to development of international tourism, importance of this economic sector, innovations and finding new ways to extend the season.

“Use of new technologies and valorisation of existing cultural and historical monuments we will promote the potential and develop tourism throughout the year”, Jelušić said, underlining the importance of regional cooperation and continuous communication with representatives of the World Tourism Organization.



6TH FESTIVAL OF REAL ESTATE INVESTMENTS - FREI 2015 HELD IN BUDVA

The 6th Festival of Real Estate Investments - FREI 2015, took place in the period May 11 – 14, in hotel Maestral, in Miločer, under the sponsorship of the Prime Minister of Montenegro, Milo Đukanović, who opened the Festival with a special address on the topic “New Development Context and More Dynamic



Montenegro has to keep the position of a desirable tourism and investment destination



Minister of Sustainable Development and Tourism, Branimir Gvozdenović, spoke at the Festival of Real Estate Investments FREI 2015, and said, among others, that over the time, FREI had become one of the leading fairs of investments and real estate in the region.

“Being a part of an event as important as this one is always a pleasure, as it has been setting the trends from the very beginning and it has become an important platform for exchange of information, new ideas and experiences,” Gvozdenović said. An important number of renowned participants, from all areas of investment, economic and, also social actions, with thorough preparation and coordination of the festival will effectuate, this year, as well as before, quality solutions and ideas that can be implemented in future, in order to make economic development more dynamic and comprehensive, Gvozdenović said.

The topic of the Minister’s address in this year’s Festival was Montenegro’s response to new trends in tourism investments, since the current policy and developmental strategy of Montenegro identify tourism as the key economic sector, economic capacity of which is a precondition to a dynamic development and GDP growth in the future.

MONTENEGRO'S TOURISM OFFER PRESENTED IN PRISTINA

In Pristina, under the tourism fair "Travel Fair", in the period 6-9 May this year, Montenegro's tourism offer for summer season 2015 was presented to journalists and the public. Citizens of Kosovo were encouraged to spend their summer holidays in the Adriatic or in Montenegrin mountains, ethno villages and national parks, highlighting excellent transport communications, the prices at the same level as last year and a much improved and a more diverse tourism offer this year.



MONTENEGRO – REPUBLIC OF MACEDONIA: Memorandum of Cooperation signed



With a view to promoting cooperation in the area of promotion, marketing and support to tourism, a Memorandum of Cooperation was signed between Montenegro and Macedonia on May 7. The Memorandum was signed on the day when the Office for Economic Issues and Tourism was opened at the Montenegro's Embassy in Skopje.

Montenegro also took part at the tourism fair "Skopje Travel Market", organized in the period 7 – 9 May. At Montenegro's stand, the tourism organisations of Tivat, Budva, Bar and Ulcinj presented to citizens of Skopje and Macedonia the offer for the coming season.

MONTENEGRO'S TOURISM OFFER PRESENTED IN KRAGUJEVAC

On May 20, the National Tourism Organization of Montenegro promoted Montenegro's tourism offer in Kragujevac and visitors were particularly interested in events taking place on our coast during the summer months.

Representatives of the NTO and tourism organizations of Budva, Bar and Tivat, encouraged numerous visitors to spend their holidays in Montenegrin coast and mountains.



Montenegro at the Belgrade MANIFEST

As part of their regular promotional activities, the Ministry of Sustainable Development and Tourism and the National Tourism Organization of Montenegro have this year as well placed particular emphasis on promotion of Montenegro's tourism offer on Serbia's market. In addition to one-day presentations in May, organized in major towns in Serbia as part of the regional roadshow campaign, Montenegro's offer was presented also at the event Belgrade Manifest, organized May 22-24, at the Kalemeg-

dan fortress.

The stand of the National Tourism Organization of Montenegro at the Belgrade Manifest was visited by the Minister of Tourism, Trade and Telecommunications of Serbia *Rasim Ljajić*. He was welcomed by the Minister of Sustainable Development and Tourism of Montenegro, *Branimir Gvozdenović*, Montenegro's Ambassador to Serbia *Branislav Mićunović* and Director of the National Tourism Organization, *Željka Radak Kukavičić*.

Media and citizens in NOVI SAD show interest in summer in Montenegro

The promotion of tourism offer for summer 2015 was organized on May 26 at the shopping mall Big, in Novi Sad. The visitors had the opportunity to hear from representatives of the National Tourism Organization of Montenegro, local tourism organizations of Budva, Tivat and Bar, what new Montenegro has to offer for the coming summer. The youth was particularly interested in entertainment and cultural events in Montenegro this summer, as well as in active holidays in the mountains.



Road show campaign in BOSNIA AND HERZEGOVINA

This year, as before, the National Tourism Organization of Montenegro is to continue promoting Montenegro's tourism offer at the market of Bosnia and Herzegovina.

Tour operators from CHINA visit MONTENEGRO

A group of tour operators from China paid a visit to Montenegro in the period May 14-17, which was organized by the National Tourism Organization of Montenegro with support of tourism industry.

The group comprised representatives of 12 Chinese tour operators. The visit is a result of regional cooperation of national tourism organizations of Montenegro and Serbia and it is of great importance for further promotion of Montenegro's tourism in China's market.

At initiative of Montenegro's Embassy to Rome, and as a result of significant interest of Italians in Montenegro, visits of TV crews of: Rai2, programme Sereno Variabile and Rai3, author of the show Le falde del Kilimangiaro, have been announced for the coming period.



Montenegro's presentation in Milan, EXPO 2015

The National Tourism Organization of Montenegro organized on May 28, 2015, a presentation of Montenegro as a tourist destination at the prestigious world exhibition EXPO 2015, organized this year in Milan. The presentation was attended by representatives of tourist agencies, tour operators and media. Apart from a comprehensive presentation of natural and tourism resources

of Montenegro, which attracted the attention of numerous visitors of both Montenegrin pavillion and other pavillions of the Bio-Mediterranean cluster, a vocal group Alata from Podgorica was presented and visitors enjoyed the traditional specialities of Montenegro's cuisine, the culinary performance of preparing kačamak and tasting of wine made by company 13 jul-Plantaže.

Novelties in the law ON TOURISM

Single records on tourism turnover

Setting up the Information System of Single Records on Tourism Turnover is one of the most important novelties and a completely new institute laid down by the Law on Tourism, which should provide high quality and accurate data on the number and structure of visitors, number of overnight stays, duration of the visit, amount of the visitor's tax and other data of relevance for statistical processing, records and monitoring of tourism turnover.

The objective of the project of single records on tourism turnover is the need to provide accurate and up to date information on turnover made in tourism industry.

As one of advantages of these records is also the reduction in number of irregularities, inconsistent keeping of records on visitors (failure to report visitors or deletion of data on arrivals or the period that a person spent in accommodation facility in order to reduce the actual number of visitors and business records).

The moment a visitor is registered in an accommodation facility, the provider of the service is obliged to enter the data, using the electronic system of entering the data on temporary residence (check-in and check-out) kept by the administrative authority in charge of police affairs.

The data entered into the Register of Temporary Residence are electronically transferred into the Single Records of Turnover in Tourism, as follows:

- name and address, or first and last name of the accom-

modation services provider;

- reference number of the entry, and personal identification number of the accommodation services provider;
- check-in date of the visitor, with the name of the state issuing the passport, or ID;
- check-out date.

The electronic submission of temporary residence application can be done through a web service and/or web application.

The web service concerns those who already have visitors' registration software, mainly hotels, which enables them to upgrade their existing software in order to be able to use the data already entered to submit temporary residence application, and thus simplify the procedures. For all those who do not have software, electronic submission of temporary residence applications is enabled through the Internet, using the web application.

In order to enable the use of electronic submission of temporary residence application, the user has to submit to the e-mail address sit@mup.gov.me the following data:

- signed and stamped application,
- public key to the digital certificate.

Upon user registration, the Ministry of Interior will present:

- technical instructions for the web service
- user manual for the web application, and
- demo application.

For more information please visit www.mup.gov.me

The revenues of the National Tourism Organization of Montenegro (NTOCG) from visitors' tax collected accounts for 20% of the total revenues collected on those grounds, and the table below provides an overview of

revenues collected in the period January - April 2015, with comparative overview of last year, as well as amounts collected per municipality.

NTOCG revenues from visitors tax (€)			
Month	2014	2015	Index 15/14
January	8.282,36	9.170,08	110,72
February	9.579,41	10.425,56	108,83
March	11.449,7	10.266,42	89,67
April	15.115,35	18.265,4	120,84
Total	44.426,82	48.127,46	108,33

Source: National Tourism Organization of Montenegro

NTOCG revenues from visitors tax per municipality			
Municipality	2014	2015	Index 15/14
Budva	18.886,55	19.889,63	105,31
Tivat	6.187,47	5.024,86	81,21
Kotor	851,03	1.935,69	227,45
Herceg Novi	2.378,85	1.701,96	71,55
Bar	9.362,43	8.476,81	90,54
Ulcinj	300,43	1.113,31	370,57
Podgorica	3.108,77	5.413,97	174,15
Danilovgrad	1,80	2,04	113,33
Nikšić	127,34	186,18	146,21
Žabljak	146,56	1.529,79	1.043,80
Berane	89,25	71,80	80,45
Bijelo Polje	514,76	34,52	6,71
Kolašin	1.770,78	2.572,90	145,30
Rožaje	44,80	0,00	0,00
Cetinje	640,00	134,00	20,94
Andrijevisa	0,00	0,00	0,00
Plav	16,00	40,00	250,00
Total	44.426,82	48.127,46	108,33

Source: National Tourism Organization of Montenegro

CENTRAL TOPIC IN MAY

INTERVIEW WITH THE EXECUTIVE DIRECTOR OF THE UN WORLD TRAVEL ORGANIZATION

“Tourism provides numerous opportunities for development and enables preservation of the national heritage of a country.”

One of participants of the Festival of Real Estate Investments – FREI 2015, organized under the auspices of the Ministry of Sustainable Development and Tourism of Montenegro, was also Mr. Marcio Favilla Lucca de Paula, Executive Director of the UN World Tourism Organization, based in Madrid.

Mr. Favilla, your comment on the fact that tourism is one of the fastest growing economic branch in the world?

It is definitely the case, ever since 1950, when we produced the first statistical data. Last year, one billion and 135 million people crossed the international borders. After the global economic crisis, growth can be seen every year in tourism in the past 5 years. Our estimate in the World Tourism Organization is that tourism will continue to grow in the years to come.

What are the most wanted tourism products in the world today, and on the other hand, what are the opportunities that are still considered underutilized?

We have noted a significant change in demand in tourism over the last few years, worldwide. Sun and sea are important segments. However, increased interest in cultural tourism, but also in tourism products that include the sustainability component is notable. Montenegro has all the elements necessary to continue its development as

What are the forecasts of the World Tourism Organization for Montenegro’s tourism in the period to come?

Globally, we can see that tourism will grow in the years to come, at an average rate of 3.5% per annum over the next 15 years. Montenegro has been recording a higher average growth over the past 10 years. The vision of the national tourism policy is growth along with higher quality and sustainability. I think that it is the right path. Our estimates for the Mediterranean as a whole are that it will grow a bit less than the international average. However, new destinations, such as Montenegro, have a great potential for faster growth. I think that all the components necessary are there – political support, know-how, vision as well as the conditions needed for a faster development in the years to come.



an important tourist destination. It has a beautiful coast, one of the greenest in the Mediterranean, a very distinct natural and national heritage, which is very important for educational and cultural development of tourists. Such products need to be developed further. Youth offer is also very important. Montenegro has a lot to offer when it comes to adventure tourism. Furthermore, we must not neglect the interests of senior visitors, who dispose of larger income. Tourist destinations have to invest into accessibility, meaning that they have to make travel easier for tourists of all ages.

What is the importance of tourism and tourism investments for economic growth of a country?

It is true that tourism has an effect



on numerous economic and social activities. But, it is important to note that tourism, first of all, provides numerous opportunities at the market to young people, but also to citizens of all ages. It creates opportunities for employment, and for young entrepreneurs, who may have ideas but might not have sufficient capital to invest, but can start a new business to be developed over time. Therefore, the essence of tourism is that it provides opportunities at the labour market and enables preservation of the national heritage of a country.

What are the strengths and what are possible risks in tourism for small countries, like Montenegro?

Every country, regardless of its size, and small countries in particular, must have a very clear tourism development policy, which includes quality and sustainability.

Sustainability has three pillars.

The first is the environmental pillar. Montenegro has significant natural resources – the coast, mountains, and

you have to preserve them through tourism.

The second sustainability pillar is the economic one. Companies, small and medium sized enterprises, have to make investments, create jobs and be sustained over a longer period of time.

The third is the social pillar. Tourism development has to have a positive effect on local communities, the social aspect of the society. The society has to understand the essence of the tourism and the feel the advantage of its development, as it is the instrument to promote the country's heritage. Montenegro has a distinct cultural heritage and its preservation and promotion is a part of tourism development.

How can the issue of seasonal character, which is a challenge for many countries, including Montenegro, be resolved by World Travel Organization standards?

True, it is not just a problem for Montenegro, but a problem for most of countries. If we take a look at

the global tourism statistics, 45% of international travels takes place between June and September in the northern hemisphere, and between December and February in the southern. That is a seasonal division. There is no single solution to fight it, as different tourism products have to be developed. Minister Gvozdenović spoke about development of ski resorts. Development of different forms of the offer is very important for tourism development. Adventure tourism can be attractive to visitors throughout the year. And development of conference tourism, too. There are destinations, locations in Montenegro where conferences, various international or national events can be organized. Therefore, there are various opportunities, but it is necessary to identify the potential of a country and each local destination.

Montenegro, with a rich cultural heritage, can develop the tourism offer also in that direction, which will generate income not only during the season, but in post-season period as well.

A NEW HOTEL OPENED IN MAY

Hotel „Atina” u Budvi

New hotel, Atina, was opened in Budva in May. According to the level of facilities and service it meets the standards of a four star hotel. The hotel has 12 accommodation units – rooms and suites with sea view. Sauna and a gym are

also at disposal of the hotel’s guests.

Pool and the terrace for relaxation are located in the pleasant and private garden of the hotel that is open throughout the year.



MONTENEGRIN BATHING



The temporary facilities plan for the coastal zone provides for 377 sections of the coastal zone that may be developed and used as bathing sites, of which, according to the classification set by the plan, **336 are public bathing sites, 33 are hotel bathing sites and 8 are special purpose bathing sites.**

During the summer tourist season, i.e. from May 1 to October 1, operation of bathing sites, proper working order of facilities and equipment, and safety standards in terms of fence, lifeguards and placing of information boards have to be met.

The basic facilities and equipment needed in a managed bathing site

include: a sanitary facility (1 permanent or mobile sanitary facility per 1000 m² of bathing site area), showers (4 showers per every 50 meters of bathing site's length), litter bins (placed at the distance of 10 meters each), changing cabins (2 cabins per every 50 meters of the bathing site's length).

Beach furniture includes beach umbrellas and sunbeds which, as a rule, are placed in the central area, one umbrella and two sunbeds on at least 8m² of the bathing sites. In order to prevent overcrowding with furniture: at least one half of the beach by length and by depth has to be free from beach furniture. Furthermore,

it is necessary to free from furniture the zone immediately by the sea at least 3 meters wide, as well as access paths to the sea, at least 1 meter in



width.

Safety conditions in a managed bathing site include organization of lifeguard service and marking of the

bathing site from the sea. Lifeguard service has to have at least one lifeguard, trained for rescue in water and issued with a Water Rescue Card valid for the current year, in accordance with the Law on Red Cross of Montenegro, on every 50 meters of the coast length in July and August, and on every 100 meters of the coast length in other months. The lifeguard service is organized at the lifeguard tower or lifeguard point that has to be

ing is prohibited. Marking of bathing sites is done at the sea by setting of a floating fence that consists of mutually linked white and red buoys, at the distance of 100 meters from the coast. Access to this fenced water area is prohibited for all engine and jet driven vessels. Furthermore, the area intended for swimmers has to be fenced and separated from the zone intended for sports and recreational activities. The bathing

at the entry to the bathing site, which includes the name of the beach, the name of the manager, category of the bathing site, telephone numbers for important institutions and inspectorates, the number of tourist hotline for complaints and praises, layout of the beach with a precisely marked areas with and without beach furniture, as well as a legend with explanation of pictograms; a board with the beach rules includes the information on the



marked visibly and equipped with the rescue equipment necessary. During working hours, lifeguard has to temporarily occupy the tower or the point, make control walks along the beach and always wear clearly recognizable uniform so as to make him easily noticeable by the swimmers. Furthermore, the lifeguard has the obligation to post signal flags at the lifeguard's tower or lifeguard's site, depending on the bathing conditions, and in immediate vicinity there has to be a board with clearly indicated meaning of each flag. According to ILS standards, flags in three colours are used signifying the following: GREEN – safe and hazard-free bathing, YELLOW – bathing is restricted and may be dangerous, RED – bath-

site may be visibly marked from the land with wooden poles, up to 60 cm high, linked appropriately (with a



rope, fishing nets, etc.). In order to provide swimmers with all the information necessary, 3 information boards are placed on each managed bathing site: the board with information on the bathing site, placed

beach rules and it is placed in the area of the bathing site; the board with information of safety of swimmers is placed onto or in the vicinity of the lifeguard tower or point, and it should include the information of the working hours of the lifeguard, the name of the beach, a clear explanation of flags colours and other information of importance for safety of swimmers in that beach. The control of compliance with requirements of each bathing site, on the basis of the requirements set and other documents issued, is carried out by commissions formed at the beginning of the bathing season in each of 6 coastal municipalities for the purpose of issuing the approval to operate business at a bathing site.

ANNOUNCEMENTS FOR JUNE EVENTS

Capital City, Podgorica

DŽADA FILM FEST

Where: **PODGORICA**

When: **01. – 07. JUNE**

The objective of the festival is to bring the streets of Podgorica to life by replacing the sound of the city flurry with the silence of a film projection. During the festival, seven major classic films will be shown in several locations, and fans of good movies will be able to enjoy the big screen projections under the clear sky in seven streets of Podgorica.

The festival will be opened by projection of the cult movie Casablanca, on June 1, in Svetozara Markovića Street. On Tuesday, June 2, in Blok 5, Velimira Terzića Street, The Girl I Loved will be shown. Wednesday is reserved for the Blade Runner, which will be shown in Zabjelo, in Kralja Nikole Street. Film fans will be able to enjoy the movie Some Like It Hot on Thursday, in Stari Aerodrom, between the Avda Međedovića Street and Boulevard Pera Četkovića. On Friday, in City Kvart, the Roman Holiday will be shown. The movie Rear Window will be shown on Saturday, on the Square of Sveti Petar Cetinjski, while the festival will be closed on Sunday with the Manchuran



Candidate, to be shown at the Square of the Republic. **All projections begin at 9.00 p.m. and gatherings are announced one hour before the beginning of the projection, except for the final day, when the gathering is scheduled for 7.00 p.m.**

UNDERHILL FEST

Where: **PODGORICA, CAFÉ SOUL II SOUL AND MONTENEGRIN NATIONAL THEATRE**

When: **03. JUNE - 12. JUNE**



An exhibition of documentary photography of Montenegrin artists is organized in cooperation with the Fine Arts Association. The exhibition selector is Lazar Pejović, Professor at the Faculty of Fine Arts in Cetinje. The opening ceremony for the 6th UNDERHILL Fest will take place on June 4 in Montenegrin National Theatre, at 8.00 p.m. On that occasion, the movie My Trade, a documentary on Arsen Dedić, directed by Mladen Matičević, will be shown.

After the projection, a cocktail will be organized in the garden of the café Soul II Soul.

In the period June 5 – 12, projections will be organized every evening in the garden of the café Soul II Soul, Njegoševa Street No. 34, in Podgorica. The audience will have the opportunity to see the best documentaries from the world and the region. More information about the programme is available at www.underhillfest.me

THE CARP DAY

Where: **PODGORICA, PLAVNICA**

When: **06. JUNE**

The Carp Day event will be organized for the first time on June 6, with the objective to highlight the importance of environmental, traditional and tourism values of the Skadar Basin.



INTERNATIONAL LITERARY SHORT STORY FESTIVAL WHERE AM I CALLING FROM

Where: **PODGORICA**

When: **28. JUNE - 04. JULY**



The event International Literary Short Story Festival Where Am I Calling From is organized by the bookshop Karver, designed as a cultural event of regional and international importance.

ANNOUNCEMENTS FOR JUNE EVENTS

Old Royal Capital, Cetinje



MIT FEST 2015

Where: **CETINJE**

When: **02. JUNE - 22. JUNE**

MIT Festival will be organized in the spirit of the slogan – Find your revolt, your freedom, your passion.

ANNOUNCEMENTS FOR JUNE EVENTS

Northern region

THE LIM REGATTA

Where: **PLAV, ANDRIJEVICA, BERANE, BIJELO POLJE, PRIJEPOLJE**

When: **05. JUNE - 07. JUNE**



The regatta starts from Plav on June 5, on the World Environment Day, from the source of the Lim River, along a route around 130 kilometres long, which ends on June 7 in Prijepolje.

This event is important for all municipalities that the Lim is flowing through and it promotes the tourism development opportunities of the Lim, all these municipalities as well as of Montenegro and Serbia. The regatta gathers rafters from Montenegro, Serbia, Bosnia and Herzegovina as well as international visitors eager of good company, fun and adrenaline, numbers of which have been increasing every year. The event is becoming more popular and it contributes to promotion of tourism opportunities of the municipalities that the regatta is passing through, as well as extreme sports, such as rafting.

SUV RALLY "PLJEVLJA TROPHY 2015"

Where: **PLJEVLJA**

When: **MID-JUNE**

Off - road rally where all types of SUVs take part. It is driven on local, forest, non-categorized roads, through beautiful rural and mountain areas on the territory of the Municipality of Pljevlja.



ST. VITUS DAY'S POETIC VIGIL

Where: **PLJEVLJA**

When: **27 JUNE**



Every year, different poets from Montenegro, Serbia, Russia, present their poems related to the St. Vitus Day, in a programme that lasts for about one hour.

The organizers of the event are Eparchy of Budimlje and Nikšić, the Monastery's Administration, the Church Municipality Berane, with participation of poets from Montenegro, Serbia, Russia in the cultural and entertainment part of the event.

MOUNTAIN BIKE MARATHON “ON BIKE THROUGH SERBIA AND MONTENEGRO”

Where: **PLJEVLJA, ŽABLJAK, PLUŽINE**

When: **21. JUNE - 27. JUNE**

Sports-tourism event, promoting cycling as a sport, healthy life styles and active holidays.

The marathon lasts for 7 days, and participants are passing through hilly and mountainous areas of the two countries and are touring tourism centres, natural attractions and cultural, historical and religious heritage.

Marathon route: Kraljevo – Ivanjica – Nova Varoš – Sjenica – Prijepolje – Pljevlja – Žabljak - Plužine.



DAYS OF HUMOUR AND SATIRE “VUKO BEZAREVIĆ”

Where: **PLJEVLJA**

When: **18. JUNE - 20. JUNE**



Presentation of satirical stories, exhibition of cartoons, theatre plays

This cultural event gathers authors of cartoons, satirical verses and stories from Montenegro and the region.

COLONY OF SCULPTORS AND PAINTERS

Where: **PLAV**

When: **06. JUNE - 07. JUNE**

This event is organized in the eco-alpine settlement Hrid, in Babino Polje, near Plav. Participants are young artists from fine arts academies from Croatia, Bosnia and Herzegovina, Serbia, Montenegro, Macedonia and Bulgaria.



INHALE KOLAŠIN**Where: KOLASIN****When: SECOND HALF OF JUNE**

The event takes place at the central city square and it marks officially the beginning of the summer tourist season, where the best of what Kolašin can offer is presented. Visitors will have the opportunity to taste domestic agricultural products, ecological food from our mountains and get to know the customs of the region.

The tourism industry of the town will present a diversified offer of active and mountain tourism. The objective of the event is to present the potential of Kolašin, such as extraordinary natural resources, beautiful mountains and national parks.

**THE AMATEUR THEATRE FESTIVAL OF MONTENEGRO****Where: CENTAR ZA KULTURU I BIBLIOTEKA BIJELO POLJE****When: JUNE**

Amateur Theatres Festival of Montenegro was founded in 1970. Ever since, the Festival has been grown, showing that the amateur theatre in Montenegro is developed. The Festival has become a reference point for quality, not only in Montenegro, but in the region as well, as plays in this festival represent Montenegro in festivals in the region. Every year, 12 to 15 plays apply for participation in the Festival,

and the selector has a difficult task of selecting 7 to 10 that would compete. The decision on the winner of the Festival is made by a panel of judges, composed of renowned theatre experts of Montenegro.

The Amateur Theatres Festival is an event of positive vibrations, connecting people. During its seven days, the Festivals plays are viewed by at least several thousand people.



ANNOUNCEMENTS FOR JUNE EVENTS

Coastal region

INTERNATIONAL KLAPA FESTIVAL IN PERAST

Where: **KOTOR**

When: **26. JUNE - 28. JUNE**

The International Klapa Festival will gather the leading performers and theorists of klapa opus from the region. In the competition part of the programme, klapas will compete in male, female and mixed category as well as in the category new klapa song – songs written for their premiere in Perast.

Participants include also internationally and regionally awarded representatives of a capella singing, such as female klapas Oršulice (Vodice), Kapric (Zadar), Čakulone (Zagreb), Ankora (Podstrana), Neverin (Kaštel Lukšić), i muških klapa Kaše (Dubrovnik), Sagen (Zagreb), Sebeniko (Šibenik) and Bunari (Vodice). From Montenegro, female klapas Alata and Vox Mirus will take part and male klapa Assa Voce from Podgorica, then

female klapa Bellezza from Tivat, Maris and Incanto from Kotor and mixed klapa Stradioti from Tivat. In the non-competition part of the programme, the klapas will perform traditional songs from their regions and thus present to the public a wide spectrum of music styles. In order to make the klapa singing more popular, to protect and cherish this form of non-material cultural heritage, the festival magazine *Lirica* Issue No. 3 will be presented and promoted, the anthology of klapa songs of authors from the Bay of Boka Kotorska in 20th century and the book Ludvik Kuba: Dalmatian Songs from Boka, which, along with 155 music manuscripts from 1907 includes also the critics and studies of great importance for ethno-musicology of Montenegro.

*Klapa is a traditional a capella singing group



The 14th Don Branko's Music Days will bring this year the most voluminous programme of 16 concerts in the main programme and six in the off programme.

The concerts of various genres and styles, in different surroundings of Kotor, will be performed by renowned performers, majority of which will perform in Kotor and Montenegro for the first time: violinists Nemanja Radulović and Patrycja Piekutowska, pianists Elena Bashkirova and Albert Mamriev, soprano Katarina Jovanović, string quartet Henchel, Dubrovnik Piano Duo, conductors Mladen Tarbuk, Nikolay Lalov, Claude Villaret, Montenegrin Symphonic Orchestra, Symphonic Orchestra of Dubrovnik and the KotorArt Festival Orchestra.

The performers in the off programme are, among others, Gibonni with Matija Dedićem, and, like every year, special concerts have been planned: a concert of students of the Music School in Kotor, performance of sight im-

paired musicians from the region, with which the festival wants to draw attention to these extraordinary people and their thorny path to success in this region. A special concert, with participation of the newly formed Montenegrin vocal ensemble Luča, with participation of actress Varja Ćukić, will mark 450 years since death of Kotor Saint Blessed Osanna. A jazz orchestra that will perform in piazzas of Kotor will contribute to the idea of bringing city squares to life, with their night under the name The Dance, they will perform music hits of 1960s and 1970s.

A ten day workshop for children will be organized in squares of the city, under the name KotorarTić. This year's festival programme includes many premieres in Montenegro and one world premiere – work of the young Montenegrin composer Nina Perović, composed on the occasion of 450 years since death of Blessed Osanna, which was created within the KotorArt. Particular attention is paid also to the programme of the Festival Orchestra, which will play the music of countries that conductors come from - pieces from Brazil, Switzerland and Bulgaria, that have not been played in Montenegro before.

DON BRANKO'S MUSIC DAYS

Where: **KOTOR**

When: **25. JUNE - 14. AUGUST**

KOTOR ARTWhere: **KOTOR**When: **FROM MID-JUNE UNTIL MID-AUGUST**

At the international KotorArt festival more than 2,000 artists, performers and lecturers will participate through 8 festival segments: the Festival of Klapa Singing, the Festival of Children's Theatre, Don Branko's Music Days, KotorArt Theatre, Kotor APSS, Town Writing, Piazza of Philosophers and the Sea Rock Festival.

Over 48 days, 115 programmes will be performed in 27 locations in the Old Town, Kotor and the Bay of Boka Kotorska, with participants from 25 countries (Portugal, Italy, Germany, Russia, Austria, Belgium, Switzerland, Norway, Latvia, Poland, Spain, Chile, Venezuela, Mexico, Israel, USA...)

**PAŠTICADA FEST**Where: **PETROVAC**When: **20. JUNE**

The Festival promotes pašticada, a traditional coastal dish, along with a diversified music programme and programme for children, with the objective of promoting our cuisine, which is, at the same time, a part of the tourism offer, but also a brand of our country, and also to attract as many visitors as possible in order to make June more

interesting to tourists.

*Pašticada is a traditional beef stew dish

THE DAY OF BOKA'S NAVYWhere: **KOTOR**When: **26. JUNE**

DAYS OF MAGNOLIA AND TOURIST FLOWER

Where: **TIVAT**

When: **22. APRIL - 11. JUNE**



As part of the event the Days of Magnolia a traditional campaign Tourist Flower takes place, objective of which is to encourage citizens to give their contribution in horticultural sense, ahead of summer tourist season. The campaign is launched early May and early June, a commission visiting the entire Municipality of Tivat will select the best.

The categories selected are:
The best dressed gardens,

The best dressed garden in front of residential-commercial area,
The most beautiful balcony,
The most beautiful hedge fence,
The most beautiful magnolia tree, Originality in horticultural spatial development

In the first half of June a ceremony of awarding the best candidates in different categories is organized. The ceremony is accompanied with a diversified cultural and entertainment programme.

KITE SURF COMPETITION



KITE SURF COMPETITION

Where: **ULCINJ, VELIKA PLAZA (LONG BEACH), KITE SURF CLUB DOLCINIUM**

When:

13. JUNE - 16. JUNE

SPRING BREAK MONTENEGRO

Where: **BUDVA, KAMENOV**

When: **13. JUNE - 14. JUNE**

The festival was organized for the first time in 2012, by NGO Turist, at the Kamenovo beach. For four successive years it has gathered more than 3,000 young visitors, mainly students of Montenegrin universities and from the whole region. At the beginning, a one day programme was organized and since last year, the programme lasts for three days, with day-long parties, concerts with participation of many bands and globally popular DJs. This year, it will last for 2 days.



This project contribute to Budva's popularity and being a destination of choice when universities in the region decide which destination to choose for organized visits of students in early season, but it also encouraged those who have not yet decided so, to do that next year already.

TIVAT CULTURAL SUMMER - PURGATORIJE**Where: TIVAT, CENTAR ZA KULTURU****When: 27. JUNE - 15. SEPTEMBER**

The Cultural Centre Tivat organizes the most significant event - Purgatorije.

Most of the plays are performed at the summer stage of Tivat, situated in the summerhouse Buća.

The programme of the event Purgatorije includes participation of various and well known national and international theatre groups, plays, perfor-

mances, literary nights, arts exhibitions, etc. The number of visitors of this cultural festival in Tivat is growing, which is confirmed by the quality of the even's programme. The tourists visiting Tivat leave the town full of good impressions and are looking forward to coming back, thanks to the diversified programme of the Purgatorije.

**THIRD INTERNATIONAL MOTORCYCLE GATHERING****Where: TIVAT****When: 26. JUNE - 28. JUNE****SOUTHERN SOUL FESTIVAL****Where: ULCINJ, VELIKA PLAŽA (LONG BEACH)****When: 25. JUNE - 28. JUNE**

The venue of the festival is a true undiscovered jewel of Montenegro's tourism offer and covers around 2000m² of the beach. The proximity of four airports (Tivat, Podgorica, Dubrovnik and Tirana), proximity of the railway station in Bar, daily line with Italy through the Port of Bar, proximity of the Croatian highway linking our country to Europe, are advantages that provide strength for future development of this festival. Mild summer climate, delicious food, diversity of accommodation facilities in the region of Ulcinj, a rich sports and tourism offer and famous hospitality of people in this area are just an ad-

ditional motive for coming to the Southern Soul Festival.

The Mission of the Southern Soul Montenegro Festival is promotion of the said music genres in Montenegro and the region, setting the foundation to festival tourism that European countries cannot imagine their tourism strategies without, promotion of Montenegro and in particular the region of Ulcinj, as well as promotion of early summer season.



THE GIANTS OF PATAGONIA

Where: **BUDVA, SAJAM**

When: **01. JUNE - 31. AUGUST**

One of the most spectacular dinosaur exhibitions, of the author Grupo Cultural from Argentina, which has been a huge success worldwide, will be presented in the premises of the Fair in Budva, on an area of 1200m², under specially prepared exhibition conditions.

The Giants of Patagonia are the most authentic and comprehensive exhibition of dinosaurs found in southern hemisphere. The dinosaurs of Argentina belong to the oldest species known, showing more extreme characteristics than in their North-American relatives. The exhibits include the biggest carnivore that ever populated the planet, the smallest animals, from the first to the last species, flightless birds of the Cretaceous period,



dinosaurs that learned how to fly and many others. This exhibition has so far been seen by more than one million people throughout the world. More information on this exhibition is available at the website of the NGO DIV www.ngodiv.me

NOTE: Organizers reserve the right to change the date and cancel the event due to bad weather conditions and other reasons.

INTERNATIONAL MEDIA ON MONTENEGRO

WEB SITE LOVINTENDS.COM RECOMMENDS MONTENEGRO AS A DESTINATION WORTH VISITING



„7 Up And Coming Travel Destinations“, lovintends.com

For all those who love to travel and who want to avoid crowds, the website lovintends.com recommends Montenegro as a destination worth visiting.

“Amazing beaches and bays, mountains and canyons that are not dissimilar to

the Grand Canyon in Arizona, USA, old towns full of things to do and see; in one word, this tiny country in Europe has it all” the website lovintends.com writes.

The author of the text, Louise Johnston particularly recommends the readers to enjoy the culinary delights of Montenegro.

MONTENEGRO IN THE RENOWNED MAGAZINE VANITY FAIR, ITALIAN ISSUE



„La terra dei giganti“, *Vanity Fair- Italy*, 13 May 2015

“Baroque villages, exclusive resorts, crystal clear sea like in Hawaii, a long history and one of the youngest countries worldwide,” states the editorial of the Vanity Fair on Montenegro. The author of the article, Giacomo Bretze, colourfully depicts Montenegro and its natural beauty.

“On the road leading to Kotor, a view of the biggest fjord in this part of Europe opens up, that is where the true wild beauty, characterising this country, is felt and inhaled.”

The author recommends the readers to visit the Resort Aman Sveti Stefan, former fishermen’s settlement, visited by Liz Taylor and Richard Burton, Josephine Baker, Sofia Loren, Andrea Bocelli and many other celebrities.

MONTENEGRO ON THE BRITISH WEB SITE WWW.UKF.COM



„10 Cool Facts About Montenegro: home of Sea Dance festival“, 2.05.2015.

Ahead of this year’s Sea Dance Festival in Budva, the ukf.com portal states 10 interesting facts about Montenegro, the country that inspired English romantic poet, Lord Byron.

“At the birth of the planet, the most beautiful encounter between land and sea must have been on the Montenegrin coast”, the introductory part of the text states.

“St. Tripun cathedral in Kotor is more than 50 years older than Paris’s Notre Dame cathedral, while the Old Town in Ulcinj was believed to inspire famous Spanish writer

Miguel de Cervantes to write Don Quixote” the text states.

Skadar Lake, the largest lake in the Balkans is where pelicans can be found and it is also home to a large number of endemic plant and animal species, including 10 million birds, is recommended as a site worth seeing.

“Flamingos, the Tara Canyon as the deepest canyon in Europe, Montenegrin mountains, the old olive tree in Bar, the Sveti Stefan island visited by world celebrities like Brad Pitt and Angelina Jolly, the Rolling Stones, Madonna and many more, as well as Montenegrin cuisine is something you will find nowhere else.”

2ND UNWTO CONFERENCE ON DESTINATION MANAGEMENT IN THE MEDITERRANEAN

“Quality: The key driver for success in the mediterranean destination”

Budva, Montenegro, 22-24 June 2015



PROVISIONAL PROGRAMME

BACKGROUND AND RATIONALE:

* The Mediterranean is one of the most important tourism regions in the world and it accounts for one in three international tourists worldwide and over a quarter of total tourism receipts.

* For decades, Mediterranean destinations, along with their natural and cultural attractions, represented a trinomial model of “sun, sea and sand”, essentially for specific markets and for mass tourism.

* Taking into consideration the adverse impact of recent political and economic dynamics, the general concern on sustainability and quality issues, changing consumer patterns and new business models as well as the differences in the level of tourism development and performance in the region, there is need for a paradigm shift to new modalities to maintain the sustained growth and to better respond to the current and future challenges.

* According to UNWTO’s long-term research, tourist arrivals in the Mediterranean destinations will reach over 500 million in 2030 although the market share will slightly decline. Yet, the region still has the opportunity to high-

light its unique selling point through close cooperation among the destinations.

* Along with other issues, “quality visitor experience” has also become a significant challenge for the success and performance of many of the destinations in the Mediterranean region. Given the fact that “quality” is vital for the success of a destination and is one of the key decisive competitive instruments for the consumer, the Mediterranean destinations need to form strategic alliances to improve the quality for the consumer, for the industry, for the local community and for the natural, cultural and man-made environment.

* The conference aims at i) creating a platform for Mediterranean destinations and all the relevant partners for dialogue on the current and potential challenges/opportunities facing the region’s tourism competitiveness, ii) enabling participants to acquire an overview of the current tourism policies and strategies and to discover how to build synergies for co-competition in the region and iii) exploring ways to develop and implement a quality oriented approach to Mediterranean tourism.

MONDAY, 22 JUNE 2015

- 14:00 – 19:00** **Registration of participants**
Venue: Conference and Spa Resort Splendid
Conference room: Petrović / Crnojević
- 20:00 – 21:00** **Opening ceremony with Ministerial interventions**
- H.E. Mr. Branimir Gvozdenovic, Minister of Sustainable Development and Tourism, Montenegro**
H.E. Mr. Lazar Raenovi, Mayor of Budva, Montenegro
Interventions from invited Ministers
Mr. Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO)
- 21:00 – 22:00** **Welcome reception**
Venue: Conference and Spa Resort Splendid, Pool Bar, 1st floor

TUESDAY, 23 JUNE 2015

- 08:00 – 09:00** **Registration of participants**
Venue: Conference and Spa Resort Splendid
Conference room: Petrović / Crnojević

SESSION 1

Setting the Scene: Positioning the Mediterranean Tourism in the Global Market – Opportunities and Challenges:

09:00 – 11:00

Tourism in the Mediterranean has developed differently depending on the tourism capital and the political and economic dynamics of each country. Despite being competitors, the challenges and opportunities also vary across the Mediterranean destinations in terms of level of development, performance and positioning

and therefore the priorities and the key policy initiatives need to respond the specific needs of the regional diversities. This session will mainly focus on the current and future quantitative/qualitative aspects regarding the positioning of the Mediterranean destinations in the global market-place.

- 09:00 – 09:20** **KEY NOTE ADDRESS: MR. ROLF FREITAG, PRESIDENT, IPK INTERNATIONAL, GERMANY**
- 09:20 – 10:45** **Panel presentations**
- MODERATOR** **Prof. Silvana Đurašević, PhD, Dean, the Faculty of Tourism, Bar, Montenegro**
- PANELISTS** Ministry of Tourism of **Croatia** (speaker to be confirmed)
Mrs. Corinne Lespinasse-Taraba, Deputy Director for Engineering, Engineering & Development Department, Agency of Tourism Development of France, **Atout France**
Mr. Günter Ihlau, Special Representative, BTW (Federal Association of the German Tourism Industry), **Germany**
Mr. Charles de Gheldere, Director, Business Intelligence Services, International Air Transport Association (IATA)
Mrs. Željka Radak Kukavičić, Director, National Tourism Organization, **Montenegro**
Mr. Miguel Payeras, Managing Director, Cluster for Technological Innovation in Tourism of the Balearic Islands "BalearsT"
- 10:45 - 11:00** **Questions and answers**
- 11:00 - 11:15** **Press-conference (restricted)**
- 11:00 - 11:15** **Coffee/tea break**

SESSION 2: Product development, Diversification and Innovation: A Strategic Approach for Developing Sustainable, Quality and Innovative Tourism Products:

11:15 – 13:30 *Many Mediterranean destinations are experiencing serious challenges with subsequent market shifts towards other regions and alternative tourist products; the region has begun to lose its share of the international travel market. The session will explore the strategies and tools to improve the “quality visitor experience” through sustainable and innovative products, in particular to capture a wider range of market niches and minimize seasonality.*

11:15 - 11:35 **Key note address: Prof. Frédéric Dimanche, SKEMA Business School, Sophia Antipolis – Nice)**

11:35 - 13:15 **Panel Discussions**

MODERATOR **Prof. Rade Ratković, PhD, Dean, the Faculty of Business and Tourism, Budva, Montenegro**

PANELISTS
Mr. Miguel Mirones, President, Institute of Spanish Tourism Quality (ICTE), **Spain**
Mrs. Annita Demetriadou, Acting Director General, Cyprus Tourism Organization, **Cyprus**
Mr. José Pintor Aguilar, Senior Adviser at the Energy Division of the Secretariat of the Union for the Mediterranean, **Spain**
Mr. João Pinto Barbosa, PR & Communications Manager, European Spas Association (ESPA), **Portugal**
Mr. Iaki Gaztelumendi, UNWTO Consultant of food tourism, **Spain**
Mrs. Jelena Žarić, Advisor for International Cooperation and European Integration – Ministry of Culture of **Montenegro**
Dr. Emad Hijazeen, Deputy Chief Commissioner, Commissioner for Petra Archeological Park/Cultural Heritage and Tourism Affairs of the Petra Development and Tourism Region Authority, Petra, **Jordan**

13:15 – 13:30 **Questions and answers**

13:30 – 15:00 **Lunch**
Venue: Conference and Spa Resort Splendid
Main Restaurant La Bussola, 2nd floor

SESSION 3: Cruise and Maritime Tourism: Challenges and Opportunities:

15:30 – 17:30 *The rapid expansion of the cruise and maritime tourism during the last decades and the intense interest of destinations for developing regional markets have raised various issues mostly related to the sustainability of the activity. The Mediterranean area represents almost the 20% of the global cruise market and it emerged to be the world's second most popular cruising destination behind the Caribbean. The cruise sector may become a development pillar and accelerate local economies in the Mediterranean. The session will highlight issues regarding the challenges on environmental sustainability as well as the benefits for the local destinations and all the involved actors in the cruise supply chain (i.e., tour operators, travel agencies, cruise line companies ports and marinas, etc.)*

15:00 - 15:20 **Key note address: Mr. Franz Lamplmair**; Advisor, Directorate-General for Maritime Affairs and Fisheries, **European Commission**

15:20 - 17:00 **Panel Presentations**

MODERATOR **Prof. Đurđica Perović, PhD, Dean, the Faculty of Tourism and Hospitality, Kotor, Montenegro**

PANELISTS

Mrs. Olivera Brajović, General Director for Tourism Development and Standards Directorate, Ministry of Sustainable Development and Tourism, **Montenegro**
Mr. Francesco di Cesare, President, Risposte Turismo and Scientific Director of Adriatic Sea Forum
Mr. Guy Antognelli, Deputy General Manager, Monaco Government Tourist and Convention Authority
Mrs. Despina Schistou, Head, Department of Siting of Tourist Ports, Directorate of Spatial Planning and Infrastructure, DG Tourism Policy, Ministry of Economy, Infrastructure, Maritime Affairs and Tourism, **Greece**
Prof. Srećko Favro, PhD, Adriatic expert, **Croatia**
Mr. Kristijan Pavić, Senior Vice-President of MedCruise & Port of Dubrovnik, MedCruise Association
Mr. Tony Browne, Director, Porto Montenegro Marine

17:15 – 17:30 **Questions and answers**

20:30 – 22:00 **Gala dinner**
Venue: Hotel Mogren, Budva on the Upper Terrace

WEDNESDAY, 24 JUNE 2015

SESSION 4: **Effective Governance and Policy Instruments - Success Stories:**

09:00 – 10:45 *This session will identify the different possible areas of co-operation and partnerships between the central, regional and local governments and the private sector and civil society to improve the competitiveness of Mediterranean destinations.*

09:00 - 10:30 **Panel Presentations**

MODERATOR **Mrs. Jelena Rađenović, Director, Local Tourism Organization of Budva, Montenegro**

PANELISTS

Mr. Predrag Jelušić, State Secretary, Ministry of Sustainable Development and Tourism, **Montenegro**
Ms. Günnur Diker, Advisor to the President, TÜRSAB (the Association of Turkish Travel Agents), **Turkey**
Mr. Javier Vall de Porcioles, Member, Consulting company DPT21, **Spain**
Mr. Leslie Vella, Marketing Director, Malta Tourism Authority, **Malta**
Mr. Adnane Jelb, Chief of Services and Strategy, Direction of Strategy and Cooperation, Ministry of Tourism, **Morocco**

10:30 – 10:45 **Questions and answers**

10:45 – 11:00 **Coffee/tea break**

SESSION 5: Technical conclusions

11:00 – 11:30

Ms. Esencan Terzibasoglu, Director, Destination Management and Quality, World Tourism Organization (UNWTO)

11:30 - 11:45 Closing Remarks

H.E. Mr. Branimir Gvozdenovic, Minister of Sustainable Development and Tourism,
Montenegro

H.E. Mr. Lazar Rađenović, Mayor of Budva

Ms. Esencan Terzibasoglu, Director, Destination Management and Quality, World Tourism
Organization (UNWTO)

11:45 – 13:00 Free time

13:00 - 16:00 Technical visit – Boka Bay Tour

Any interested parties may find more details about the Conference at the Conference official website:
<http://destination.unwto.org/event/2nd-conference-destination-management-mediterranean>

