On www.easier.com, within the British online Easier Media Ltd, in the “Travel Guides” section, an article on Montenegro has been published. This is just one in a series of articles run lately in various renowned magazines and on web pages.

The article points out that Montenegro is currently the second fastest growing tourism market in the world and that World Travel and Tourism Council figures reveal that for the past three years this emerging European destination has experienced a year-on-year growth of 20 per cent per annum.

The article cites the Director of NTO Montenegro Saša Radović: “Montenegro is committed to growth and maximisation of high quality investment in ways which are socially, environmentally and economically sustainable for the long term. As part of our commitment to develop inbound tourism, by the end of 2008 we will open a new tourist office in London.”

In addition, the article emphasizes that close cooperation with world-known hotel companies represents a significant factor of fast development of Montenegro’s tourism offer. The luxury Aman Resorts have signed a 30-year lease and management contract for the three most prestigious Montenegro’s tourism destinations: Sveti Stefan island resort, opening in 2009; former royal summer residence Miločer opening by the end of this year and Queen’s Beach resort opening in 2010. Four Seasons is also building a top class hotel as part of a mixed development in the historic port of Tivat, which will incorporate a super yacht marina.

The article claims that sustainability lies at the heart of Montenegro’s hospitality and real estate strategy. An example provided is the 1,450 hectare Velika Plaza project which is the largest real estate development in the region. An international competition was launched by the Government challenging architects and planners worldwide - to put together proposals to develop a sustainable community project for more than 60,000 inhabitants on a 13km stretch of the Adriatic coast. The winners of the competition will be announced at a press conference to be held on Tuesday, 11 November 2008 at the World Travel Market.

The article can be downloaded from: www.easier.com
In accordance with the conclusions of the Coordination Body for the Preparation and Monitoring of Tourist Seasons, the Minister of Tourism and Environmental Protection Predrag Nenezić held a meeting with the representatives of hotel and tourism industry. The meeting was attended by the Director of NTO Montenegro Saša Radović, President of the national carrier Montenegro Airlines Zoran Đurišić, President of the Montenegrin Tourism Association Predrag Jelušić and Deputy Minister of Finance Kovijka Mihajlović.

The issues discussed in the meeting included the forthcoming tourist season in the light of the global financial crisis and PPP activities to be undertaken between the Government, tourism companies and the national carrier with a view to eliminating or cushioning the effects of the crisis on Montenegro. In this context, measures were defined to be taken by way of preparation for the upcoming season, which imply continual activity, continual monitoring throughout the year and prompt response.

The meeting was used to set up two operative teams and appoint their members. The teams will deal with air traffic and tourism markets and define operating modes and principles in the forthcoming period. The second operative team will be in continual contact with the Montenegrin Government and the governments of the neighbouring countries, tour operators and other relevant factors in tourism business.

It was also concluded that a common campaign should be defined for the markets in the Region (notably for Slovenia, Croatia, Bosnia and Herzegovina, Serbia, Macedonia, Kosovo); that tasks should be clearly assigned and contacts used at all levels. Also, in cooperation with local tourism organizations and companies, and on the basis of the analyses of regional media ratings, NTO should work on signing partnership agreements with the most influential actors in the Region in order to promote Montenegro’s new tourism offer in the most effective manner. Defining a special campaign for Montenegro’s tourism markets in the Western and Central Europe, as well as Russia, was in focus, too.

It was agreed to consider the possibility of forming more competitive prices of accommodation and air traffic, particularly in the preseason and post-season, through a reduction in operating costs and possible support from the national level for the operation of this strategic branch. It was also suggested that special arrangements and advantages should be conceived in order to reduce the costs and budgets for the organization of meetings, incentives, conferences and events (MICE), which are expected to be particularly affected by the global financial crisis.

It was also agreed to intensify the cheapest and most effective presentation and promotion through the web portal, with updated information and exact prices of services, and to offer accommodation facilities for on-line booking with special prices for this type of reservation.

All representatives of tourism industry will be advised to form the prices for the next season very carefully and to be sensitive to the market changes.

Another meeting was agreed to be held within four weeks at the latest, where activities taken on the basis of the listed conclusions would be analyzed.

The representatives of the Government, hotels and tourism and transport companies agreed to set up two operative teams whose task would be to recommend measures within the next 90 days aimed at cushioning the effects of the global economic crisis on the next tourist season.
RECONSTRUCTION AND RECULTIVATION OF THE MOJKOVAC DUMPSITE

The Minister of Tourism and Environmental Protection Predrag Nenezić and the Director of the Directorate for Public Works Žarko Živković made a tour of the Mojkovac dumpsite on the occasion of the construction of a new waste water treatment plant.

Funds for the realization of the Project have been ensured by the Government of Montenegro, through the Ministry of Tourism and Environmental Protection and the Directorate of Public Works of Montenegro, with part of the funds being provided through foreign donations, too: notably the Czech Government within the donor aid and the Dutch Government within the Western Balkans Regional Environmental Hot Spots Programme.

Activities on the realization of the Project of reconstruction and recultivation of the dumpsite of the lead and zinc mine in Mojkovac have been planned and realized in two phases.

I PHASE – encompassing the preparation of project documentation, construction of a collector for the protection of the dumpsite from atmospheric waters, reconstruction and additional construction of a section of the sewage system and construction of a waste water treatment plant.

So far, an amount of around € 3 770,000.00 has been spent on the realization of this capital ecological project, with the following distribution according to the sources of funding: the Montenegrin Government, through the Ministry of Tourism and Environmental Protection and the Directorate of Public Works has ensured € 2 614,454.00 from the Budget of Montenegro; the Government of the Czech Republic has provided around € 905,546.00 in the form of donors’ aid; and the Dutch Government has granted € 250,000.00 within the Western Balkans Regional Environmental Hot Spots Programme, realized through the UNDP Office in Podgorica.

II PHASE – encompassing works on the final reconstruction and recultivation of the dumpsite

Construction of a drainage and covering vegetation layer, formation of a plateau and cultivation of the terrain are planned to take place throughout the building season in 2010.

The total estimated value of the realization of Phases I and II of this project is around € 10 720, 000.00

After extensive works performed within Phase I, we are pleased to state that in near future Mojkovac will solve the problem of the dumpsite and it will be the first town in the north of Montenegro to gain a modern sewage system.
PRESS CONFERENCE ON THE RESULTS OF THIS YEAR’S TOURIST SEASON – QUESTIONS AND ANSWERS

Financial and physical indicators realized in the period from January to October undoubtedly point to the conclusion that this year’s tourist season has been a good one, characterized by very good winter season in the north and in the south of the country alike, by excellent pre-season, relaxed peak season and successful post-season. Montenegro has clearly defined its strategy, which is: top quality destination, financial indicators rising faster than the physical ones, the physical ones rising thanks to the extended season, and a balanced regional development. By a wise policy and substantial efforts of the private sector, local self-governments and the Government itself, through efficient management and projection of the season, we have managed to achieve all that we have planned up to the present moment.

In the first ten months this year income generated by tourism in Montenegro amounted to 500 million euros exceeding the last year’s figure in the same period by 10.7 percent. A faster growth of financial indicators as compared to the physical ones has been achieved, too. The season has been extended, and the peak season made more relaxed. This year’s offer included 300 categorized hotels, 36 of which are new. The number of employees in tourism has risen by 11.3 percent in comparison to the last year figure. Eighteen Montenegrin beaches have been awarded the Blue Flag as a symbol of high ecologic standards. From January to October, a rise was recorded in arrivals from EU member states with a good image of Montenegro in the international market.

These are the basic features of this year’s tourist season for the first ten month, presented by the Minister of Tourism and Environmental Protection Predrag Nenezić and Director of NTO Montenegro Saša Radović at the press conference held on 7 November 2009 in Podgorica.

Stating that the goals projected by the Government’s Economic Policy for this year had been realized, Minister Nenezić and Director Radović announced that the income generated had exceeded the last year’s income; that the tourist turnover expressed in arrivals by the end of October had amounted to 1153,395; and that tourists had realized 7.6 million nights, thus surpassing the comparable last year’s figure by nearly 6 percent.

Good results of the season reflected also on the budget and economy. In the first nine months, budget revenues increased by 21 % and VAT by 34 %. Tax turnover. Montenegro Airlines produced similar results with a 17.2 % rise in the number of passengers, while the vehicle turnover at border crossings exceeded the last year’s turnover by 4.5 percent.

NTO Director Saša Radović stated that promotional activities - presentation in trade shows and campaigns on global TV networks, had produced good effects, mentioning that Montenegro’s first tourist office had been opened in Frankfurt and that another one was soon to be opened in London. Montenegro’s affirmation in the international tourism market was particularly contributed to by the renowned world media which had published stories and articles on Montenegro.

This season’s major event was certainly Madonna’s concert which generated an income of 6.5 million euros, with 80,000 nights realized and the occupancy rate of 60,000 visitors. During the promotional activities on global TV networks, among other things, the spot entitled “Experience Wild Beauty” was broadcast on CNN 1,300 times with a total of 187 million viewers; the same spot was broadcast on Travel Channel 1,300 times, too, with nine million viewers.
SIGNING THE AGREEMENT ON THE PROVISION OF CONSULTANCY SERVICES FOR THE DEVELOPMENT OF THE MASTER PLAN FOR SUSTAINABLE TOURISM DEVELOPMENT IN THE MUNICIPALITY OF KOLAŠIN

On 17 November 2008, the Minister of Tourism and Environmental Protection Predrag Nenezić and Marco Cremonini, the leader of the group formed by D’Appolonia S.p.A. – SGI Studio Galli Ingegneria S.p.A. – Favero & Milan Ingegneria S.r.l. – DFS Montenegro Engineering, signed the Agreement on the provision of consultancy services for the development of the Master Plan for sustainable tourism development in the municipality of Kolašin, which is developed within the activities on the implementation of the National Strategy of Sustainable Development of Montenegro.

The Master Plan (Preliminary strategy – sustainable tourism development in Kolašin), is part of the joint "Environmental Cooperation" project realized by the Montenegrin Ministry of Tourism and Environmental Protection and the Ministry of the Environment, Land and Sea of the Republic of Italy.

The project is being realized in Kolašin as this municipality has initiated its realization. The agreement will ensure the development of a study which will promote Kolašin as a future summer and winter tourist centre and it marks the beginning of the process of planning our towns in a modern and innovative manner looking into the future, employing green technologies, a new modern way of space use and a new approach to the promotion of the town itself. The Master Plan is to be completed in the first half of 2009, the funds for its realization being secured by the Italian Government.

Montenegro intends to take the leading position in the Mediterranean tourism offer, in which emphasis will be placed on the development of sustainable mountain tourism in the north of Montenegro. This will certainly contribute to an increase in investments and the generation of new jobs.

In future, Montenegro’s tourism offer will continue to be significantly based on raising the quality of the overall and hotel infrastructure alike, diversified sustainable tourism offer, cultural and historical heritage and environmental protection.

In Montenegro’s overall tourism offer Kolašin occupies a special place, among other things thanks to its uniquely diversified offer throughout the year, its vicinity of the Biogradska Gora National Park, Jezernine ski centre as well as other facilities in its immediate vicinity.
Adopting the Law on Waste Management, Montenegro established a legislative framework within which this area is regulated in line with the EU standards and directives. In the period from the day of its adoption to the day of its application, a number of factors pointed to the need to embark on the procedure of its changes and amendments.

There are two major reasons which created the need to write the Law on Changes and Amendments to the Law on Waste Management.

The first reason is the necessity in the process of European integration to harmonize our legislation with that of the European Union in certain areas. In the area of waste management, the fact is that since the adoption of the Law on Waste Management, five very important directives have been innovated or have taken effect in the EU, having a significant impact on the waste management policy in Montenegro, too. This primarily refers to the consolidated version of the framework Directive on waste (2006), as well as four Directives on special types of waste, i.e. waste products: Directive on packaging and packaging waste; Directive on end-of-life vehicles; Directive on waste electrical and electronic equipment; Directive on batteries and accumulators and waste batteries and accumulators.

The other major reason is the fact that the application of the Law on Waste Management is based on the realization of activities envisaged by the Strategic Master Plan for waste management at the national level whose implementation requires between € 110 and 120 million. By 1 November 2008, when the implementation of the Law was to commence, the following activities were supposed to be carried out: the necessary infrastructure was to be developed, landfills in the first place; national and local waste management plans and bylaws were to be adopted; municipal regulations were to be harmonized with this law; waste management companies were to be strengthened both in technical terms and in terms of professional staff, etc. However, due to the lack of funds, some of these obligations have not been fulfilled. Landfills are expensive projects and their construction creates the conditions for the implementation of EU directives which, due to the fact that they demand substantial investments, are also referred to as “heavy directives”. Here we should add obligations on the development of project documentation, as well as obligations on the creation of the necessary spatial and planning prerequisites, i.e. conditions for the (time-consuming) provision of the required approvals and licenses through the spatial and general plans of the municipalities on the territory of which the construction of a landfill is planned, as well as through detailed urban plans or location studies. Starting from the fact that the construction of landfills and their use represent conditions for the comprehensive implementation of the Law on Waste Management, the changes and amendments envisage the postponement of the application of some of their provisions by 1 January 2010. By postponing the deadline for their application, local self-governments would be given a chance to create the prerequisites for the full implementation of the Law.

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The first Ministerial Thematic Conference on Combating Climate Change in South-East Europe was held in Sarajevo, in the organization of the Regional Cooperation Council and the Regional Environmental Centre for Central and Eastern Europe. The conference was attended by the representatives of Montenegro, Albania, Bosnia and Herzegovina, Macedonia and Serbia, as well as the representatives of the European Commission and relevant international organizations involved in environmental cooperation.

Facing the need to take measures to combat and cushion the adverse effects of climate change on the environment, particularly in terms of its threat to biodiversity, as well as its impact on the economic and social development, SEE countries recognized the severity of this global problem, underlining it in their national policies and in regional cooperation. Starting from the projection of impacts of climate change given by the Intergovernmental Panel on Climate Change and accepted at the UN level, action has been taken on the establishment of regional coordination, in order to strengthen the position of the region in negotiations which are to follow after the meeting of the Parties to the UN Framework Convention on Climate Change (UNFCCC), in December 2008 in Poznan, i.e. during the negotiations on the post-Kyoto period.

During the opening ceremony, the Minister of Tourism and Environmental Protection Predrag Nenezić gave a talk on the definition of a Framework for environmental cooperation in SEE. He pointed to the significance of the involvement of climate change issues in the platform for action of the Regional Cooperation Council (RCC) as an institutional framework providing support in the realization of developmental projects and the creation of political climate for the implementation of projects of wider regional character. In the context of positive results achieved in the period of reconstruction and stabilization, under the auspices of the Stability Pact, RCC is of particular importance in ensuring political support in the context of Euro-Atlantic integration of SEE region. As Minister Nenezić pointed out, goals defined within the UN Convention on Biological Diversity, UN Framework Convention on Climate Change, as well as within the UN Millennium Declaration and the Johannesburg Plan of Implementation, should be priorities in the national environmental policies of the countries of the region. Defining action in the national context in this manner, it is possible to achieve efficiency in the implementation of measures whereby the national systems adjust to the adverse effects of climate change and reduce the funds necessary to allocate for the adaptation of national economies.

Starting from the importance of regional cooperation, Minister Nenezić expressed Montenegro’s readiness to coordinate regional activities towards adaptation measures in the area of tourist and coastal zones. At the same time, readiness was expressed to support the establishment of the Regional Climate Change Forum for the Balkans, in order to establish a dialogue on the political level aimed at offering support to a more effective participation of the representatives of the SEE countries in the negotiations within UNFCCC and the Kyoto Protocol. Viewed as positive, the proposal was embraced by the Conference participants. This refers to highly significant negotiations at the international level, within which obligations of all countries will be defined upon the expiry of the timeframe for the Kyoto Protocol implementation, including the countries from our region, especially in terms of the obligation to reduce greenhouse gas emissions and the accompanying measures in the sectors of economic development. Therefore, the establishment of a regional forum at the political level is a necessary prerequisite for effective action at the expert level.

Minister Nenezić placed a special emphasis on the importance of using the new RENA instrument, to be used under the patronage of the European Commission to provide support to the countries from the region in the process of association and stabilization, including priorities in the area of climate change.
Mediteranean”, Trilateral Commission for the Adriatic and the
Sava Commission, Minister Nenezić stressed that guidelines
should be defined for environmental cooperation in the SEE
region.

Starting from the significance of the coordinated action of sub-
jects within the national borders, under the auspices of the “En-
vironment for Europe” process, the development of a regional
action plan has been initiated for climate change adaptation
measures. Within the morning session, chaired by Minister
Nenezić, the regional action plan was discussed which had
been prepared with the support of the Regional Environmen-
tal Centre for Central and Eastern Europe. It is a comprehen-
sive action plan which on the basis of the assessment of the
current state of affairs and projections for the period to come
defines special programmes to be realized in eight highly sig-
nificant sectors: health, safety and urgent action; water re-
source management, water resource availability and water
quality; agriculture and forestry; use of land, urbanization and
transport; tourism; coastal zones; biodiversity and ecosystems;
and energy. By a statement at the ministerial level, the regional
action plan was adopted, with the definition of mechanisms for
the coordination of implementation and with the support of the
Virtual Centre for Climate Change with its seat in Belgrade, set
up with the support of the Serbian Government and REC.

Later on, issues were discussed of relevance for the partic-
ipation of SEE countries in the forthcoming session of the
contracting parties to the UNFCCC Convention to be
held from 1-12 December 2008 in Poznan, Poland. The
Conference ended in the adoption of a Statement at the
ministerial level whereby, through the adoption of the re-
regional action plan for climate change adaptation measures
and the establishment of an Open Group for coordinating
participation of Balkan countries in negotiations under the
auspices of UNFCCC and the Kyoto Protocol, the proposal
was accepted to establish a regional forum for climate
change with the support of the Montenegrin Government.
This not only enables enhanced regional cooperation but
also the building of national capacities, especially in the re-
alization of priorities within the future implementation of the
First National Communication on Climate Change, as the
realization of CDM projects and climate change adaptation
measures in the sectors of tourism and coastal zone man-
agement.

Coordination of the work of the Regional Forum by Mon-
tenegro will enable the promotion of the national policy in
the regional and global contexts, which is of importance for
the availability of funds within the Global Environment
Fund, EU funds, as well as through bilateral support by de-
veloped countries, UNFCCC members.

"ENJOY MONTENEGRO” – NTO MONTENEGRO’S COMPETITION ON
TRAVEL CHANNEL

In cooperation with the Montenegro Airlines and Bianca Resort and Spa hotel, NTO Montenegro has launched a competi-
tion on one of the most widely-watched channels - Travel Channel. For this purpose, a 30-second spot has been made, which will be broadcast around 200 times in November inviting
viewers to visit the Travel Channel website www.travelchannel.co.uk, where a special page has been created about Montenegro with detailed information of the prize itself
www.travelchannel.co.uk.

By entering the right answer to a ques-
tion about Montenegro, viewers be-

come potential winners of a ten-day holiday in Kojašin.

According to the report of the Euro-

pean Media & Marketing Survey, Travel Channel is one of the most widely-watched and successful interna-
tional TV channels in Europe. Travel Channel is currently watched in 73.9
million homes in over 116 countries in Europe, the Middle East and Africa with over 6.7 million viewers per month. In the first half of 2008, NGO Montenegro’s promotional spot was broadcast on this channel around 1,300 times and, ac-
cording to the EMS data, the spot was seen by around 9 million viewers, i.e.
it was seen around 58.6 million times.

With a view to promoting the competi-
tion more effectively, NTO Montenegro designed a postcard which was distrib-
uted to all visitors to the stand of the NTO Montenegro and Travel Channel at WTM held last week in London.
GOVERNMENT “JOB FOR YOU” PROJECT RESULTS PRESENTED

The Minister of Tourism and Environmental Protection Predrag Nenezić, accompanied by the directors of the Fund for Development and Employment Agency – Dragan Lajović and Zoran Jelić, deputy director of the Directorate for Small and Medium-Sized Enterprises Marija Ilčković and the representative of the Ministry of Agriculture, Forestry and Water Management Vukota Stanisilić, has visited the municipalities of Žabljak and Kolašin within the presentation of the results of the “Job for You” programme.

In accordance with its programme, the Montenegrin Government provided support for employment stimulation in Montenegro, with a special emphasis on the northern region. The Government defined measures and activities aimed at continual stimulation of employment and entrepreneurship, provision of support to entrepreneurs in the sector of agriculture, forestry and water management, start-up support and financing the development of SMEs. The main goals of the project running under the slogan “Job for You” include: reducing unemployment, cushioning the socio-economic consequences of transition and stimulating a balanced and even development of Montenegro. The listed activities are realized through the Ministry of Agriculture, Forestry and Water Management, Directorate for the Development of Small and Medium-Sized Enterprises, Fund for Development and Montenegro Employment Agency.

During the first visit in the Municipality of Žabljak, at the meeting with Mr Isail Šljivančanin - the Mayor, the issues discussed included the current state of affairs in the municipality, the planned infrastructure projects of significance for this municipality, and preparations for the winter and summer seasons. It is encouraging that in this municipality new accommodation capacities will be available for the next season, mostly in small hotels and private accommodation, and that reconstruction of larger hotels has started, too. Ministar Nenezić informed Mayor Šljivančanin that the Action Plan for the preparation of the winter tourist season was being deliberated under the Government procedure, whereby measures and activities had been defined in order for the municipality to be prepared for the forthcoming tourist season.

After the meeting in the Mayor’s Cabinet, Minister Nenezić, together with the Mayor and the Director of the Montenegro Employment Agency, distributed decisions on credit to the users of Employment Agency credits. The total value of the funds approved in the municipality of Žabljak amounts to 930,000 euros, for projects which will create 63 new jobs. The projects are mostly related to the area of tourism, as well as wood-processing and building industry. The following day in Kolašin, 14 decisions on credits were presented and distributed; it was announced that another seventeen projects were currently in the procedure and should be deliberated by the end of this year. Through the realization of these projects around one hundred new jobs will be created in the municipality of Kolašin and around half a million euros will be approved by the state.

In the meeting with Mr Milet Bulatović - the Mayor of Kolašin, the issues discussed were the current state of affairs in the municipality and the planned infrastructure projects. It was stated that in the past period a large number of activities had been realized and that the municipality of Kolašin had very ambitious plans. The mayor and his associates, among other things, informed Minister Nenezić of the development of the spatial plan documentation, pointing out that sixteen location studies were already being realized. This creates conditions for sustainable development of tourism and other complementary activities which in a broader context will position this municipality as the centre of winter and summer mountain tourism.

Through the realization of the “Job for You” programme, the municipalities of Kolašin and Žabljak will be allocated around 1.5 million euros, for projects which will generate over 150 new jobs, which can be regarded as a satisfactory result with the statement that there is more space and funds available for new applications.
The Ministry of Tourism and Environmental Protection, in cooperation with UNESCO and UNDP as an implementation and executive agency, organized an introductory workshop for the project: “Sustainable Use of Dinaric Karst Aquifer System (DIKTAS)\(^1\). The workshop was opened by the representatives of international agencies which will be in charge of the implementation of DIKTAS project: Mr Vladimir Mamaev on behalf of UNDP, and Mr Holger Treidel on behalf of UNESCO. On behalf of the Ministry of Tourism and Environmental Protection the participants were welcomed by Jelena Knežević, independent advisor.

During the two-day workshop, a platform for a dialogue was established between the countries in which the DIKTAS project will be implemented: Albania, Bosnia and Herzegovina, Croatia and Montenegro, with the possibility of involving other countries, too (Serbia, Macedonia).

National experts from the four countries presented the hydro-geological status of the aquifer system, as well as the legal and institutional framework for sustainable management and protection of water ecosystems. On the other hand, representatives of international institutions presented the ongoing and planned projects aimed at capacity-building and promotion of regional cooperation towards the preservation and sustainable use of water resources – surficial and underground aquifers and the sea. The necessity to employ the ecosystem principle was emphasized, in terms of integrated protection and use of waters.

The basic results of the introductory workshop include: defining the work dynamic of the preparatory phase of the DIKTAS project, which encompasses the Transboundary Diagnostic Analysis and Strategic Action Plan, which will define the activities to be realized during the implementation phase of the project. The Strategic Action Plan must be agreed upon between the implementing countries, which will confirm the commitment of each individual country to the DIKTAS project goals. The project will be prepared for approval by the Global Environment Fund (GEF) – with the expected donation for the four-year implementation amounting to 2.6 million dollars. Donor support of individual countries is expected, too. Activities planned within the preparatory phase of the DIKTAS project are to be completed by June 2009.

The recommendation of the introductory workshop is that the implementation of the project should include the involvement of competent ministries and executive and expert institutions dealing with both water management and the protection of water ecosystems and sustainable development.
ShermansTravel, the leading publisher offering advice on top destinations to visit, has included Montenegro among the top 10 hot spots of 2009. ShermansTravel hot spot list has been taken over by a number of most widely-read web portals, including the most influential Yahoo travel.

According to ShermansTravel:
"Montenegro has come a long way since its shaky days following Yugoslavia’s breakup. With medieval cities and ancient monasteries, over 200 miles of coastline, soaring Dinaric Alps, four national parks, and two UNESCO World Heritage Sites, this gem of a country — offers travellers a spectrum of outdoor and cultural experiences — at much more reasonable rates. Why Go In 2009: Currently ranked as the second fastest growing tourism market in the world (falling just behind China), you’ll need to head here fast, before rates rise to match Montenegro’s mounting popularity. Luckily, travel will be easier than ever as of June 2009, when Montenegro Airlines expands its service to Tivat via London Gatwick. Meanwhile, Aman Resorts is slated to celebrate the opening of its newly branded Sveti Stefan island resort, a former fishing village and modern-day celebrity retreat that closed for the Aman takeover and luxury makeover last year. This highly anticipated development has consequently sparked other luxury hotel negotiations in the region (the Four Seasons among them), as well as the pending transformation of Tivat’s Port Montenegro into a marina for mega yachts." Apart Montenegro, 10 hot spots of 2009 include: Tasmania, Victoria Falls (Zimbabwe), San Juan (Puerto Rico), Cappadocia (Turkey), Austin (Texas), Tel Aviv (Israel), South Korea, Salvador (Brazil), Willamette Valley (Oregon).

This is a continuation of a series of highly affirmative texts on Montenegro, in print and on-line editions alike. In the period ahead, NTO Montenegro will pay special attention to the communication with influential web portals, as they are in expansion and the influence they have on potential tourists is much bigger than that of the conventional communication modes.

"CULTURAL CORRIDORS IN SOUTH EAST EUROPE"

In the period from 29-31 October 2008, in the organization of the Council of Europe in Belgrade, a meeting was held on the theme “Cultural Corridors in South East Europe: Improving the Concept and Developing Pilot Projects”, which was attended by the NTO Montenegro.

The concept of cultural corridors was initiated within the Regional Programme for Cultural and Natural Heritage in South East Europe (RPSEE), whose activities are partly carried out as joint programmes of the Council of Europe and European Commission.

Cultural corridors represent a new approach to sustainable and just economic development, based upon cultural exchange and networking which extend beyond sectoral and geopolitical borders.

The key element in the Council of Europe’s approach to regional development is an emphasis on diversity and dialogue between cultures.

Cultural Corridors Programme will be based upon four processes: confirmation of the regional context, identification of the existing initiatives /networks/ of regional projects as potential cultural corridors, evaluation of the nominations of such initiatives and identification of the existing gaps or needs hindering their development as cultural corridors, involvement in major actions: (expert guidance, training and education, awareness-raising campaigns, networking-related events, financing concrete projects and activities, technological and legal support, etc.) in order to help such nominations to achieve the full scope of goals connected to the concept of cultural corridors.

The participants in the meeting assessed that there was potential for Enological Tourism Exchange as a cultural corridor matching the major concept of using cultural treasures (vine and wine-making culture and tradition) as a core around which a large and diverse network develops the initiatives which may lead to transboundary and inter-sectoral exchange, bringing economic gain to all parties engaged and functioning as a springboard for regional development.
This year’s World Travel Market (WTM) in London took place from 10 to 13 November. The world’s major travel trade show brought together around 5,000 presenters from over 200 countries.

This year around 48,500 tourism professionals turned up from all over the world, out of which 48% from Great Britain and 52% from other countries. Every year, the travel trade show is attended by a host of media companies; this year over 3,000 media representatives attended the event. Also, this year’s WTM was attended by high officials from all over the world, managers of world-known companies and renowned economic analysts.

Montenegro’s tourism offer was presented by the Ministry of Tourism and Environmental Protection and NTO Montenegro in cooperation with their strategic partners and tourism companies. Presented at the 74.25m² stand were the strategic partners of the Ministry of Tourism and NTO Montenegro: “The Queen of Montenegro” hotel, “Beppler & Jacobson”, “Budvanska Rivijera”, as well as the representatives of Montenegro’s tourism companies: hotel group “Montenegro Stars”, hotel “Princess”, tourist agencies “Montenegro Adventures” and “Adriatic Express”, and local tourism organizations of Budva, Kotor, Podgorica and Žabljak.

During the travel trade show, Minister Predrag Nenezić and NTO Director Saša Radović met with the Secretary General of UNWTO Francesco Frangialli, as well as with the President of the World Travel and Tourism Council Jean-Claude Baumgarten. They also gave a large number of interviews to the representatives of the major British media, such as: CNN, BBC, Travel Mole, ABTA etc.

Within the activities of the Montenegro Convention Bureau during the trade show, numerous meetings were held with tourist agencies specializing in MICE tourism, as well as with a large number of media representatives, with a view to promoting MICE offer in Montenegro in a more effective way, since this type of tourism is expected to be particularly affected by the global economic crisis. At the same time, interest in Hiking & Biking in Montenegro proved to be exceptionally high and a great number of agencies specializing in this kind of offer visited Montenegro’s stand.

According to the official statistical data, by the end of September this year Montenegro recorded over 11,000 arrivals from Great Britain with around 63,500 nights realized. Bearing in mind that on 15 June the national carrier Montenegro Airlines opened a direct Montenegro-London route running three times a week, NTO Montenegro expects a rise in arrivals from the British market. In addition, in the coming period NTO Montenegro plans to open a tourist office in London.

Montenegro’s tourism offer is included in the programmes of the following British tour-operators and tourist agencies: Thomson, Holiday Options, Balkan Holidays, Saga Holidays, Inghams, Bosmere Travel, Original Travel, Cosmos, Mercian Travel Centre, Regent Holidays, Adriatic Adventures, Exodus, So Montenegro, as well as the Irish tour-operators Concord Travel and Croatia Tours.

WORKSHOP ON THE PROCESS OF DEVELOPING A MANAGEMENT PLAN FOR THE PROTECTED AREA OF THE HISTORICAL CORE OF CETINJE

From 10-12 November this year, a workshop was held on the Process of Developing a Management Plan for the Protected Area of the Historical Core of Cetinje. The major aim of the Workshop was to familiarize the participants with the principles, practice and methodology of planning as the starting point for the process of developing a Management Plan. The presented methodology for developing a Management Plan was based on the following: methodology given in the Management Guidelines for World Cultural Heritage (Feilden, B.M., Jokilehto, Jukka, ICCROM, Rome, 1998); comparative experience in developing the Management Plan of Kotor; experience so far in developing Management Plans for the countries of the region; international experiences; and European principles for the protection of immobile cultural heritage.

During the workshop, consensus was achieved on the values and vision of the protected area of the Historical Core of Cetinje, as well as factors which threaten the values and development potential. With the general management goals defined, the creation of the Preliminary Content and Action Plan, a general framework was provided for further development of the Management Plan of the Historical Core of Cetinje. On the last day of the Workshop, a presentation was organized for all participants on the premises of the Ministry of Culture, Sports and the Media in Podgorica. The guests were Mr Damir Dijaković, UNESCO BRESCE Office, Venice; Prof. Gianclaudio Macchiarella, University of Venice; and Prof. Maurizio Boriani, University of Milan. Through the presentations of the Italian professors, the participants had an opportunity to hear some concrete proposals for the future valorisation of Cetinje.
NTO Montenegro and Montenegro Airlines have organized a study visit to Montenegro for representatives of the Italian media and tour-operators. During their stay, the group from Italy visited the major hotels in our tourism industry: Bianca Resort & Spa, Rivijera in Petrovac, Queen of Montenegro, Maestral, Splendid, Avala Resort & Spa etc.

On 15 November, on the occasion of their arrival, a joint press conference was held by Montenegro Airlines and NTO Montenegro, where the media representatives were addressed by the President of Montenegro Airlines Dr Zoran Đurišić and the Director of NTO Montenegro Saša Radović.

Mr Saša Radović acquainted the media with the current state of affairs as well as with some new initiatives undertaken in order to continue the successful growth and development of Montenegrin tourism (hiking & biking, development of MICE market, new modern Internet portal www.montenegro.travel and other major projects). Also, guests were informed about good traffic links between Italy and Montenegro (Montenegro Airlines flights to Milan and Rome, as well as ferry routes Bar – Bari and Bar – Ancona), and, of course, about the historical connections between the two countries. Italian journalists and tour-operators showed great interest both in Montenegro’s natural beauties and in cooperation with Montenegrin hotels and tourism companies. This was confirmed by a large number of interviews and questions that the Director of NTO Montenegro answered.

Great interest in Montenegro was proved by the large number of journalists and tour-operators, the most important of whom include: Giorgia Governale from ANSA, Carla Pagliai from RAI, Igor Righetti and Massimo Curti from Radiouno, Laura Io Turco from Turismo & Attualita, Katiuscia Laneri from Giornale del Turismo, Chiara Caprio from Travel Quotidiano etc.

The major tour-operators included: Beatrice Gianni and Sergio Sbrana from Cedok Italia, Alessandra Galito from La Sicilia, Maria Paola Quaglia from Trenda, Antonella Pino D’Astoro from Travelling Interline, Emiliano De Carolis, Vivere Sette Turismo, Libero, Estland, Pentatur, Teconotourism, Edreams, Lastminute.com, Opodo, Expedia, Eurotravel and others.
E – LEARNING MONTENEGRO - TRAINING FOR PROFESSIONALS IN TOURISM

NTO Montenegro has selected FVW Mediengruppe from Hamburg to implement the E-Learning programme for major international markets of relevance for Montenegro, for the minimum period of one year.

FVW is one of the leading tourism magazines both in its print and electronic editions and one of the creators of the public opinion in tourism in Germany.

The aim of E-Learning Montenegro is to present Montenegro as a new and attractive tourist destination with something to offer for any taste: sun and beaches, nature-oriented tourism, active holiday, cultural sights etc. Its main goal is to train programme participants – sales agents in numerous European tourist agencies, in order for them to become specialists in Montenegro who will be able to sell arrangement in our country in a qualified and motivated manner.

The launching of the programme will be accompanied by adequate media coverage, in the print editions of FVW and Travel Talk magazine, as well as on the official FVW website as the most frequented German tourism site among professionals.

Attendance at the programme is totally free of charge. The only condition is registration in order for a tourist agent to be assigned a username and password to access E-Learning programme.

With a view to raising the consciousness and enhancing commitment of tourist agents, active participants who have successfully completed the training and passed the exams organized at the end of the course, will be given an opportunity to win a journey - a free holiday in Montenegro. These incentive travels would not be possible without the support of the partners in the project from Montenegro’s tourism industry.

The German version of the programme will be released on 1.12.2008 while the English, Italian and French versions are expected to appear between January and March 2009.

This project announces 2009 as the year of E-marketing in NTO Montenegro.
The Minister of Tourism and Environmental Protection Predrag Nenezić, accompanied by the representatives of the public enterprise “Regionalni vodovod Crnogorsko primorje” (Regional Water Company for the Montenegrin Coast) and the Electric Power Company of Montenegro, has visited the construction site at the Bolje Sestre water spring of the regional water supply system for the Montenegrin coast in order to gain field information about the realization of the project defined by the Montenegrin Government as one of top priorities.

Starting from the significance of the regional water supply system for the life and work of all citizens and business companies on the Montenegrin coast, but also for the development of tourism as Montenegro’s strategic line of development, the Montenegrin Government has provided nearly 60% of the total funds necessary for the construction of the system, whose value has been estimated at around 100 million euros. The remaining funds have been secured through very favourable loans from the European Bank for Reconstruction and Development and the World Bank.

Works on the construction of the regional water supply system are planned to be completed by 1 June 2009, while the system should be put into operation in September 2009. The entire system is planned to be completed in 2010. Upon the completion of the project, Montenegrin coastal municipalities will be receiving 1,000 l/s from this system in the first phase and another 500 l/s in the second phase, the realization of which is planned for 2020.

According to the words of Minister Nenezić, the water spring is the “heart” of the entire system and the works there are being carried out at the pace which should ensure the observance of timeframes. Works at the water spring and the construction of other facilities in the regional water supply system (pump stations, reservoirs and the like) have been entrusted to the “Jedinstvo” company from Užice.

Apart from this company, another five contractors have been included in the construction of the regional water supply system: “Integral Inženjering” - Banja Luka, carries out works on the installation of pipelines for the northern part of the coast; “Gintas” Turkey, for the southern part; and “Shtrabag” Austria, for the continental part. The reconstruction of the hydro-technical tunnel “Sozina” has been entrusted to the Austrian company “Alpine”, while the examination of the existing pipelines from Budva to Tivat is performed by a specialized Hungarian company. Electromagnetic plants for the needs of the regional water supply system will be constructed by the Electric Power Company of Montenegro. Works are under way at 15 locations.

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