
“By applying sustainable development principles and objectives, Montenegro will create a strong position of a global high quality destination; tourism will provide to Montenegrin citizens enough jobs and increasing living standards and the Government will have stable and reliable revenues”.
MINISTER OF TOURISM AND ENVIRONMENTAL PROTECTION PREDRAG NENEZIĆ TOOK PART IN WORK OF MINISTERIAL SEGMENT OF XVII SITTING OF THE UN COMMISSION ON SUSTAINABLE DEVELOPMENT

At the ministerial segment of XVII sitting of the UN Commission on Sustainable Development, Minister of Tourism and Environment, Predrag Nenezic highlighted in his speech the importance of implementation of sustainable development policy and the Program of Work of this Commission at the national level. Minister Nenezic stated that out of the whole set of measures proposed at this year’s CSD sitting, measures concerning water resource and land management, sustainable agriculture and rural development as well as the issue of climate changes, as one of the biggest challenges in the area of living environment and social and economic development, were the most important for Montenegro.

At the same time, these measures correspond with goals and priority measures defined in the National Strategy for Sustainable Development in Montenegro. The Minister also highlighted the importance of integrated approach to forest eco-systems preservation and management as well as the importance of application of instruments and technologies which enabled efficient soil quality monitoring and recovery of degraded surfaces. These measures have a special importance for Montenegro particularly because some of the activities in the area of recovery of surfaces degraded by previous industrial pollution, activities of intensified afforestation, which were the issues addressed by the campaign “This Country Is Our Home” and the activities in the area of drafting spatial planning documentation, which should enable sustainable valorization of the resources at all the levels of planning, have already been undertaken.

In consultations and negotiations on the previously mentioned measures at the working level at this year’s sitting of the Commission on Sustainable Development which were later subject to discussion at the ministerial level, Mr. Ljubiša Perović, Chief of the Sustainable Development Office took part. At XVII sitting, on the first day of the ministerial segment, the first Preparatory Meeting for the Conference on Sustainable Development in the Context of Climate Changes, which will be held from 15th -17th October 2009 in Montenegro, was held. The meeting was chaired by the Minister Predrag Nenezic, and Ambassador Mr. Nebojša Kaluderović, Permanent Representative of Montenegro at the United Nations, Ambassador Mr. Gian Lorenzo Cornada, Deputy Permanent Representative of the Republic of Italy at the United Nations and Mr. Corado Clini, General Director of the Italian Ministry for Protection of Environment, Land and Sea took part.

Having regard to the necessity to provide conditions for fulfillment of duties coming...
from Sarajevo Declaration on Climate Changes that Montenegro has undertaken, which refer to establishment of the Regional Political Forum for climate changes and implementation of measures of adaptation in the area of tourism and coastal areas, Minister Nenezić stated that the Conference on Sustainable Development in the Context of Climate Changes was organized in order to support strengthening regional cooperation and identification of instruments needed to accomplish tasks of the ambitious Agenda. Since Montenegro and Italy have a successful cooperation in the area of living environment, the Italian Ministry of Environment, Land and Sea Protection is providing assistance to Montenegro in organization of ministerial conference. Apart from the discussion on the proposed Agenda for the Conference the meeting was the opportunity for the Ministers of Mediterranean countries to exchange their opinions on negotiations within preparations for the future Meeting of the contractual parties of the UN General Convention on Climate Changes in Copenhagen. In relation to this, representatives of the countries supported organization of this Conference in the context of its importance for the region as a whole as well as the efforts of Montenegro to implement living environment and sustainable development policy. At the same time, representatives of the most important UN agencies and international organizations, including the United Nations Development Program, Environment Protection Program, World Meteorological Organization representatives as well as the representatives of respective scientific and professional institutions in Mediterranean presented internationally undertaken activities aimed at mitigation of climate changes impact on nature and humans and their impact on social and economic development and their mutual multiple effects joined with impacts of the global economic crisis.

Having regard to the above mentioned, it was estimated that the Conference on Sustainable Development in the Context of Climate Changes would greatly help facing the challenges of climate changes, can be identified. The following Conference of contractual parties of the UN General Convention on Climate Changes and that it would also contribute to reaching the expected agreement on the post Kyoto period, particularly in terms of the expected new duties of developing countries. At the same time the Conference on Sustainable Development in the Context of Climate Changes also referred to the goals of the current chairing of the Republic of Italy with Group G8. Expectations of synergy with the goals of the forthcoming World Conference on Climate, which will be organized by the World Meteorological Organization in September this year, were also expressed. This means that new technical and financial possibilities, which will be made available within the application of the new financial instruments in the area of climate changes, can be identified.

After the priorities of the Conference were set, the participants expressed their belief that Montenegro would be a good host of a successful international conference which would greatly help facing the challenges of climate changes in the region of Mediterranean and South-Eastern Europe. At the same time Minister Predrag Nenezić met representatives of the most important organizations working in the area of living environment and sustainable development: UNEP, UNDP, IUCN, World Meteorological Organization and respective Ministries of Holland, India, Israel, Italy, Chile and Serbia.

Mr. Ljubiša Perović, Chief of the Sustainable Development Office also had several meetings on bilateral level including representatives of international organizations which have given a significant contribution to implementation of the policy of the Commission on Sustainable Development particularly UNEP and Rockefeller Foundation.
PARTNERSHIP ON A HIGH LEVEL IS THE KEY OF RECOVERY

Global Travel & Tourism Summit calls for closer cooperation of leading bodies in public and private sector in tourism

Announcement of the World Travel & Tourism Council from IX Global Travel & Tourism Summit held in London

The worst virus is not H1N1 virus but the virus of pessimism,” His Excellency Luiz Henrique da Silveira, Governor of the state of Santa Catarina said to the delegates gathered at the final part of IX Global Travel & Tourism Summit. “And I am an optimist and I believe in capability of mankind to face and overcome these challenges.”

London, UK and Florianopolis, Brazil – 19 May 2009. – “The worst virus is not H1N1 virus but the virus of pessimism,” His Excellency Luiz Henrique da Silveira, Governor of the state of Santa Catarina said to the delegates gathered at the final part of IX Global Travel & Tourism Summit. “And I am an optimist and I believe in capability of mankind to face and overcome these challenges.”

It is not a surprise that many hours of the Summit which took place in Florianopolis, capital of Santa Catarina, from 14th - 16th May 2009, were dedicated to numerous challenges that travel & tourism industry is facing all over the world. Global economy is experiencing the worst recession in the last 60 years and its impact and instable markets, shaken by economic and financial crisis, are making the outcomes and ending of H1N1 influenza even more uncertain.

However, the Summit “Real partnerships: injecting energy to economies “started and ended in a positive tone. Apart from the Government of the state of Santa Catarina, the Ministry of Tourism of Brazil and EMBRATUR (National Tourism Institute of Brazil), which were the hosts of the event, the Summit also hosted the President of Brazil, His Excellence Luiz Inácio Lula da Silva. When opening the Summit, President Lula said that he was one of the rare presidents of the states in the whole world who recognized a significant contribution of travel & tourism industry to international exchange, employment and social inclusion. “With regard to dynamical catalytic effect on other branches of economy”, President Lula said “Brazilian Government is decisive in joining efforts with this branch in order to strengthen its role in creation of jobs and achievement of social goals through the policy of responsible growth.”

Support expressed by the President of Brazil was additional incentive to two-day intensive discussions and debates which ended with unanimous call for stronger partnership and cooperation between the World Travel & Tourism Council (WTTC) and other international organizations and associations from public and private sector, among which the World Tourism Organization (UNWTO) is certainly the most important. “We have a clear program for future,” said Jean-Claude Baumgarten, President and Executive Director of WTTC. “Real partnerships can inject energy into economies and now we have to go further and strengthen cooperation for the benefit of our members, travel & tourism industry and our clients, that is, the people who travel.”

“Wider economy generated by tourism, directly or indirectly, generates more than 9% of the world GDP, which makes it one of the most important sectors of economy in today’s world”, Baumgarten added. “We have to realize that tourism means working places,” said Taleb Rifai, General Secretary of UNWTO. “which is something that people are still not fully aware of. We have to connect tourism industry with lives of ordinary people,” he added “or we will be perceived as a marginal branch of economy.”

Other most important conclusions from the Summit are as follows:

- When highlighting the advocating role of WTTC, which was the organizer of this year’s Summit, participants pointed out more than once, the importance of all the sectors of this industry all over the world speaking as one – because this is the only way to ensure that travel & tourism industry is perceived as a unique branch of economy and taken seriously by creators of public policies.

- “The present crisis is not only economic crisis but, in its hearth, it is the crisis of trust”– His Excellence, Predrag Nenezić, Minister of Tourism and Environment of Montenegro said. “That is why the role of governments is now more crucial than ever since it is the governments’ task to make environment more favorable for business and more attractive for investments in order to preserve both businesses and clients trust,” Nenezić added.
Minister of Tourism and Living Environment Mr. Predrag Nenezić and Mr. Vojin Vlahović, Advisor to Prime Minister took part in the Global Summit of the World Travel & Tourism Council (WTTC) which took place in Brazilian city of Florianopolis in Santa Catarina from 15th -16th May 2009. This year’s Summit gathered more than 1100 key leaders from the area of politics and business from 180 WTTC member countries. The Summit, whose main topic was impact of tourism on recovery of the world economy and getting out of the serious systemic crisis, was opened by the Brazilian President Mr. Luis Injasio Lula da Silva.

On the first day of the Summit, Minister Nenezić took part in the session dedicated to the world economies response to the present moment and how the governments and private sector address today’s global challenges, world economic crisis and challenges of protection of living environment. Minister Nenezić presented Montenegro Tourism Development Strategy and measures that the Government is undertaking at this moment in order to create more favorable environment for work of tourism industry in the light of economic crisis.

Minister Nenezić highlighted commitment of Montenegro to respect ecological principles on the way of the country’s its development and the intention of Montenegro to become the role model of successful development of tourism with minimal impacts on living environment which is in accordance with actual program of “greening the world economy”, presented by the United Nations Environment Program (UNEP).

On the second day of the Summit Minister Nenezić and Mr Vlahović had a set of bilateral meetings with high representatives of the World Tourism Organization and World Travel & Tourism Council, Minister of Tourism of Brazil Mr. Luis Eduardo Filhom and Governor of Brazilian state of Santa Catarina. After that, Montenegrin delegation met Executive Directors of the world hotel chains: Marriott, Sol Melia, Six Senses, Juliano’s and Intercontinental.

- “Travel & tourism industry can be a drive to faster economic recovery,” said Charles Petrucci, President of the Global Travel Services in American Express. “It can drive the recovery in the sense of new jobs and trade development.”

- Petrucci also added: “Most governments do not understand the unintentional consequences that travel & tourism industry can suffer from public policies aimed primarily at other sectors or only one segment our industry.”

- “The governments should stop imposing unfair taxes on this industry” said Christopher Rodrigues, Chairman of VisitBritain, “and introducing unreasonable travel limitations.”

Despite inevitable cancellations caused by fears and uncertainties driven by epidemic of H1N1 virus in some countries, IX Global Travel & Tourism Summit attracted almost 1,000 leaders from the world of travel & tourism, businesses, governments and media from 51 countries in the world.
Minister of Tourism and Environment Predrag Nenezić opened the First Sectorial Donors Coordination Meeting in which actual projects and proposals of the project ideas in the field of environment and communal services were presented. Purpose of this meeting was improvement of cooperation and synchronization and coordination of the activities of the public administration authorized institutions in Montenegro and international donors and financial community in realization of the projects in the above mentioned areas.

Representatives of international donors and financial community were presented the planned projects and projects whose realization is underway. Proposals of the project ideas and method of their financing that is possibilities of donation support for the purpose of creation of adequate legislative, institutional and infrastructural framework for protection of environment in Montenegro were subjects under discussion. All the present were acquainted with the above mentioned projects by the Assistant to Minister of Tourism and Environment Mr. Siniša Stanković.

Speech of Predrag Nenezić, Minister of Tourism and Environment at the First Sectorial Donors Coordination Meeting on Environment

“Ladies and gentlemen, honoured participants, I would like to welcome you all and express my satisfaction with the First Donors Coordination Meeting in the area of protection of living environment. Since this area represents one of the most important segments of international cooperation of Montenegro, particularly in the area of European integration and implementation of the global and regional initiatives, cooperation with you, international partners, gives a special contribution to implementation of current reforms at the national level.

Therefore, for the purpose of promotion of importance of improvement of our cooperation the Ministry of Tourism and Environment, supported by the National Unit for Project Implementation, Agency for Environmental Protection, Public Company “Center for Eco-Toxicological Research”, Public Company “National Parks of Montenegro”, Hydro-Meteorological Institute of Montenegro and Public Company - Coastal Zone Management organize the First Donors Coordination Meeting.

Successful implementation of measures in the context of internationally accepted attitudes towards the issues of environment is particularly important in terms of integration of Montenegro into the European Union and building of capacities for implementation of priority international initiatives and programs.

Successfulness of such actions depends on efficiency of use of mechanisms and technical and financial instruments available through different types of actions undertaken at international level.

This is the reason why all the activities of the Ministry of Tourism and Environment are based on the analysis of the needs and possibilities available through different forms of bilateral, regional and multi-lateral cooperation.

Data on the amounts of funds provided from donations, that is, loans for realization of the projects in this field show how important international cooperation is.
Namely, the Ministry of Tourism and Environment in the Environmental Protection Sector implements and coordinates projects whose estimated value is about €250 million out of €30 million are donors projects.

The most important sources and donors are the Global Environment Fund (GEF), IPA funds of the European Union, EU countries: Italy, Germany, Holland, Austria, Check Republic, Slovenia, Spain and others, and the USA for bilateral cooperation projects as well as the funds intended for cross-border and regional cooperation with neighboring countries.

The most important creditors in the area of waste management and regional water supply are: World Bank, European Bank for Reconstruction and Development, European Investment Bank and German KfW Bank.

At the event of selection of the projects, we have chosen those which promote the following:
- Successfully completed projects, which at the same time represent a good basis for realization of a set of priority projects;
- Projects, plans and programs which are in their initial phases and which represent the platform for inclusion of all interested parties through establishment of efficient partnerships;
- Projects whose realization depends on provision of funds needed for implementation of priority activities in accordance with previously developed project documentation;
- Project ideas as the grounds for realization of new projects.

I would particularly like to point out that when we were organizing this Donors Coordination Meeting we had in mind the fact that this form of communication with partners at international level is important from several aspects.

Apart from the efforts to establish mechanism for continuous monitoring and planning of current and new projects, we believe that donors coordination meetings should serve as the platform for building of partnerships between national and international bodies and international bodies on bilateral, regulatory and multi-lateral levels of action.

This particularly refers to harmonization of their actions where priorities are defined in the national strategic documents: National Sustainable Development Strategy, National Integration Program of Montenegro in European Union, National Environment Protection Policy and individual programs and action plans.

In that way the Ministry and other relevant national bodies will be able to set priorities according to the needs more efficiently, all in the context of further reform of legislation, building of institutional and administrative framework and technical capacities, along with efficient implementation of each phase. Since this the first donors coordination meeting, I have to mention that some imperfections in its organization occurred. The presented Brochure does not include all the current projects.

Thus we will concentrate on improvement of comprehensiveness, representativeness and systematic organization of the current and planned projects in the area of environment protection.

Also, in order to provide support for implementation of strategic actions, we have to course our actions towards ultimate users, that is, scientific and professional institutions, local governances and civil sector. We believe that this form of participation in the process is a necessary element for successful implementation of reforms at all levels and structures.

Hereby I would like to point out that without your help, that is a great help of our international partners we would not be able to make a dynamical progress in the area of living environment.

Therefore in the end I would like to thank you all for your cooperation and participation at the First Donors Coordination Meeting and to invite you all to continue our good cooperation in future. *
Minister of Tourism and Environment Mr. Predrag Nenezić and Director of the National Tourism Organization of Montenegro Mr. Saša Radović met with Director of Tourism Directorate of Slovenia Mr. Marjan Hribar, Director of the National Tourism Organization of Slovenia, Mr. Dimitrije Picig and Ambassador of Montenegro in Slovenia Mr. Ranko Milović on 25th May 2009 in Ljubljana.

At that event Mr. Hribar expressed his satisfaction with the visit of Montenegrin delegation and highlighted a good cooperation of these two states in the area of tourism and pointed out positive trends of Slovenian visits to Montenegro and vice versa. It was concluded that even though cooperation in the area of tourism was productive in the previous years, there was still enough room for improvement of this cooperation particularly through joint promotions of national tourism organizations of Montenegro and Slovenia in the markets other than European, which would be defined in new bilateral agreements. Minister Nenezić emphasized how important it was for Montenegro to use Slovenian experiences and knowledge of cooperation with international partners and use of EU funds.

Also the Minister supported the application of Mr. Hribar to the position of the President of the Commission for Europe within UNWTO since the interest of Montenegro is to see Slovenia taking a powerful position in international organizations. The Minister, apart from this, acquainted all the present with the current situation in the area of investments in Montenegro and expressed his satisfaction with the fact that Slovenian investors were present in Montenegro and had a good cooperation with Montenegro.

He also pointed out the importance of further improvement of Slovenian – Montenegrin cooperation since these two tourism economies could be complementary in many respects and he expressed his belief that signing of the innovative agreement in the area of tourism, which would be jointly prepared, would be one step forward in reaching that goal.
Ministry of Tourism and Environment of Montenegro and the Ministry of Environment, Land and Sea Protection of the Republic of Italy based on the Memorandum of Understanding signed in 2004 have developed numerous initiatives with the purpose to promote sustainable development.

Institute for Atmospheric Pollution of the Italian National Research Council (IIA-CNR) is identified as one of the parties in the process of implementation of the above mentioned activities and is responsible for technical part of the Project “Technical assistance to the Republic of Montenegro for the activities of air quality management” whose goal is to support local governance bodies in the process of establishment of the system of air quality management in Montenegro.

That system should include monitoring, regulations in the area of environment and specific instruments (management and control, economic and communication aspects) for implementation of these regulations. Many problems referring to living environment require integral approach. Therefore the above mentioned includes:

- Preliminary air quality assessment
- Planning of network monitoring
- 1 mobile station for air quality monitoring
- 1 fixed station for air quality monitoring
- Intensive training for the employees and technicians (during the project).

Air quality management represents one of priority activities of the European Union. As of early 1970s the European Union has been striving for the improvement of air quality through implementation of a set of measures which include: control of emission of harmful substances to atmosphere, improvement of fuel quality and integration of conditions of air protection from pollution into other sectors particularly in the sector of traffic and energy. Development of EU legislation is partly the result of a duty that the European Union has undertaken within international negotiations and agreements concluded in the area of environment pollution particularly in regard to the UNECE Convention on Long Range Trans-boundary Air Pollution from 1979.

At European level, important goals of the policy in this area have been established particularly by the Fifth (1992) and Sixth (2002) Environment Protection Action Programme, Community Strategy to Combat Acidification (1997), Clean Air for Europe Programme – CAFÉ (2001) and Thematic Strategy on Air Pollution (2005). Fixed station for air quality monitoring which was officially donated on 19th May will enable measurement of atmospheric pollution by use of most modern and most reliable instruments of nitrogen oxides, carbon monoxides, BTX, fine particles (PM10) and meteorological parameters.

General goal is to provide support to the authorized institutions in the process of air quality management to identify measures for mitigation and provision of support in the decision making process.
International workshop on “Sustainable development of tourism in the areas under protection of UNESCO in the South-Eastern Europe” was opened on 4th May in Podgorica, continued in Žabljak in the National Park “Durmitor” and ended on 8th May. At the press conference on opening of the international workshop, Secretary of the Ministry of Tourism and Environment Ms Željka Radak Kukavičić pointed out that that workshop was organized in cooperation with UNESCO’s Regional Bureau for Science and Culture in Europe, Center for World Heritage, UNEP’s Regional Office for Europe, National Park “Dolomiti Bellunesi” and relevant national entities: Ministry of Tourism and Environment of Montenegro, National Commission for Cooperation with UNESCO, Public Company “National Parks of Montenegro”, National Park “Durmitor”, UNDP Office in Montenegro and Central-European Initiative (CEI). She also pointed out that the Government of Montenegro was committed to provision of continuous stimulation of economic development and growth of employment since sectorial policies require planning corresponding with the principles of sustainable development.

This approach represents a basis for strategic commitment of Montenegro to develop tourism, as a priority sector of economic development, in accordance with the principles of protection of living environment and sustainable development. In accordance with that, relevant strategic documents such as the “National Sustainable Development Strategy” and “Tourism Development Strategy until 2020” are based on diversification of tourism offer through development of various forms of tourism: eco, rural, mountain and other forms of tourism and integration of the goals and measures for achievement of sustainable development in tourism development projects. Special attention was paid to application of instruments for control and mitigation of pressure of economic development on living environment.

In that way economic and social development of the northern part of Montenegro is greatly contributed to. In that context, in this part of Montenegro, areas of extraordinary natural values, particularly the National Parks “Durmitor” and “Bjelasica”, and the new National Park “Prokletije”, as well as the basin of the River Tara as UNESCO’s protected areas of nature represent a significant generator of revenues. These areas are the base of preservation of representativeness of, in many respects, unique biodiversity of Montenegro, but also a challenge in the context of improvement of the system of protected areas management and introduction of the instruments for sustainable economic valuation of potentials of protected areas such as “Payment Ecosystem Services” and values of eco-systems.

Secretary Radak-Kukavičić expressed particular satisfaction with the fact that “workshop dedicated to sustainable development of tourism in the areas under protection of UNESCO will be held in the National Park “Durmitor”, because within the ambitious plan of the reform of the present system of the protected areas, where special attention is paid to the system of financing, the National Park “Durmitor” has a special importance for the national network of the protected areas and in transboundary and international context. It is expected that the results of this workshop, primarily dedicated to strengthening of capacities for planning of sustainable valuation of natural potentials of this area, will significantly improve planning and establishment of tourism offer based on mutual dependence of the man and nature. Having in mind the fact that introduction of the
new management instruments, including development of management plans for protected areas, is a necessary condition for implementation of the goals encompassed by relevant national strategies and international conventions, particularly the Convention on the World Heritage, guidelines produced at this workshop should be used as valuable inputs in the process of drafting of Management Plan for the National Park “Durmitor” as the area belonging to the World Heritage. Apart from representatives of the Ministry of Tourism and Environment, the following persons also took part in the press conference: Marija Ražnatović, General Secretary of Montenegrin National Commission for UNESCO; Tomo Pajević, Director of the National Park “Durmitor”; Art Pedersen, representative of the “World Heritage Center” in Paris (UNESCO-WHC) and Nino Martini, Director of the National Park “Dolomiti Bellunesi”.

Basic goal of the workshop is preparation and implementation of the Training and Exchange Program in the area of sustainable tourism with the aim to improve the concept of sustainable development of tourism and inspire national and local governments, private sector in tourism and NGOs to get engaged in application of Guidelines on Biological Diversity and development of tourism coming from the Convention on Biological Diversity. Effective sustainable development includes preservation of biodiversity and healthy economic management in tourism. Well defined process of planning represents a basic precondition for successful realization of sustainable development of tourism.

In order to establish methodology of planning process, the most important is permanent and interactive engagement of the community including all the interested parties: private sector, industries of economy and managers of protected areas and decision makers at the national and local level. Sustainable tourism management can be used as a strategic advantage for improvement and promotion of local/national goods and services. It can lead to the increased national economic growth and bring benefits to local people. On the basis of the strategy of the regional “platform for learning” developed by the World Heritage Center, protected areas such as UNESCO’s areas of the world heritage and bio-sphere reserves can be used as training centers for presentation of best practices in planning in tourism and strengthening of tourism management. During the workshop UNESCO, UNEP and IUCN-SEE will work out platforms for networking, exchange and coursing of actions (which will improve capacity building). During the workshop serial of publications: “Ecological Tourism in Europe (ETE)” on sustainable tourism, sponsored by UNESCO-BRESCE, will be promoted. Some of the reports are currently available on-line. Participants from 14 countries of the South-Eastern Europe took part in the workshop which took place in the National Park “Durmitor” from 4th to 8th May: Albania, Bosnia & Herzegovina, Bulgaria, Croatia, the Czech Republic, FRY Macedonia, Hungary, Greece, Montenegro, Romania, Serbia, Slovakia, Slovenia and Turkey.
12. May 2009

MEETING WITH COORDINATORS RUNNING THE REGIONAL PROJECT “ASSESSMENT OF THE REGULATORY INFRASTRUCTURE IN THE AREA OF NUCLEAR SAFETY AND RADIATION PROTECTION IN THE WESTERN BALKAN COUNTRIES”

Assistant to Minister of Tourism and Environment Mr. Siniša Stanković opened the meeting with coordinators in charge of running the regional project “Assessment of the regulatory infrastructure in the area of nuclear safety and radiation protection in the Western Balkan countries”. Mr. Stanković pointed out the importance of realization of this project for Montenegro in the sense of establishment of adequate legal framework and in the sense of strengthening of the national regulatory body in charge of radiation protection and nuclear safety and its final goal to build up institutional capacities.

This is Project is financed by IPA. Montenegro, apart from limited human resources faces financial limitations, and every support is significant.

This Project, which includes besides Montenegro, Serbia, Croatia, B&H, FRY Macedonia, Kosovo (UNSCR 1244) and authorized institutions, will be conducted by the Austrian Consulting Company ENCONET and Nuclear Safety Regulatory Body of the Republic of Slovenia (SONS). In the period from 6th – 8th May 2009 representatives of the authorized institutions in Montenegro - the Agency for Environmental Protection, Public Company “Center for Eco-Toxicological Research of Montenegro “, the Institute for Heavy Metallurgy - Nikšić, Clinical Center of Montenegro and representatives of the authorized ministries worked with consultants on implementation of the Project.

The Project is to be completed by the end of this year.

BROADCASTING OF THE PROGRAM “ECO-TERMS” HAS STARTED

Advisor in the Ministry of Tourism and Environment Ms Ivana Bulatović organized on 14th May a press conference on the beginning of broadcasting of the program “Eco-terms”. Mr Antonije Pušić (Rambo Amadeus), known as a big fighter for living environment, was also present at the press conference. The Government of Montenegro, in cooperation with University “Educons”, in organization of the Ministry of Tourism and Environment, made a TV serial called “Eco-Terms” in which the audience was acquainted with major terms and phenomena in the area of living environment through ecological terms presented in a popular and understandable way.

Every nigh at 19.20 just before broadcasting of the news, Public Service presents one eco-term which begins with a specific letter (for example “S”- smoke or “W”- waste and the like) related to natural resources, living environment, energy efficiency, waste recycling and ecological safety. The serial consists of 30 five-minute-shows each presenting one eco-term.

These eco-terms are presented from two different angles: professional, presented by engineer Mr. Vladimir Lale Janković and entertaining angle, presented by Mr. Antonije Pušić (Rambo Amadeus). Purpose of the serial is to raise ecological awareness of the people. “Eco-terms” is intended for young people, future decision-makers who will shape their living environment, but also those who wish to know something more about living environment, to preserve and improve it.
Deputy Minister of Tourism and Environmental Protection, Mr. Sinisa Stankovic, Mr. Nicola Bertolini, Chief of Operations in the Delegation of the European Commission to Montenegro, and Mrs. Jadranka Vojinovic, Director of the National Project Implementation Unit (PROCON) held a press conference on May 19, which was dedicated to the topic: “Previous EU support programs and planned projects in the field of communal activities and environmental protection”. The press conference was an opportunity to discuss the EU support programs that Montenegro is using, the approved and planned projects in the field of communal activities and environmental protection, as well as the newly established National Project Implementation Unit.

Mr. Nicola Bertolini, Chief of Operations in the Delegation of the European Commission to Montenegro spoke about the importance of and the implementation mechanisms for the pre-accession assistance (IPA) that Montenegro has been using since 2007, and which represents a financial instrument of the European Union aimed at supporting the harmonization with the EU regulations, institution building, civil society development, improvement of regional and cross-border cooperation, human resource development, and rural development. In his speech, he said that the adoption and implementation of the EU legislation in the area of environmental protection represents a serious challenge for any national parliament if it really wishes to reach the European standards in the area of environmental protection. He called upon the local self-government units to improve their mutual cooperation, as well as the cooperation with the Government, in order to provide for a more beautiful and healthier environment.

Chief of Operations in the Delegation of the European Commission to Montenegro also said that over 12.5 million Euros have been spent on the environmental protection projects within the CARDS Program in the past five years. Mr. Bertolini also said that the establishment and capacity building of the Environmental Protection Agency within the Government are very important. Annually, Montenegro receives the amount of EUR 32 million from the EU instrument for pre-accession assistance (IPA) for all sectors, and out of that amount the environmental protection receives approximately EUR 5 million. In the period 2002-2007, the amount of EUR 9.8 million has been provided for environmental protection through the CARDS program. If we look at the period from 2002 to 2009, Montenegro received over EUR 23 million for the area of environmental protection.

Mr. Sinisa Stankovic, Deputy Minister of Tourism and Environmental Protection, spoke about the approved and priority projects in the area of communal activities and environmental protection, which are financed from the Instrument for Pre-Accession Assistance and the Infrastructure Assistance Program. He emphasized that the funds have been approved for two priority projects in the sector of environmental protection from the IPA program for 2008, and those are “Design and construction of the waste water processing plant in Niksic”, worth EUR 3.5 million and the twinning project “Capacity building for environmental management”, worth EUR 1 million. With regard to 2009, Montenegro applied with the project of the sanitary landfill in Bijelo Polje, and the implementation of this project requires the assistance in the amount of EUR 4 million. Besides, through the IPF project, the amount of EUR 5 million has been provided for the construction of the waste water processing plant in Pljevlja and Bijelo Polje, that is, in Cetinje and Plav, explained Mr. Stankovic. He emphasized that since 2002, through the CARDS program, Montenegro managed to implement three strategic planning documents – the Master Plan for Waste Management at the state level, and two strategic Master Plans for the southern and central and northern part of Montenegro. Funds from the CARDS program were also used to build waste water processing plants in Virpazar and Rijeka Crnojevica, to support the city of Podgorica in the reconstruction of this type of facility, and to provide support to the public communal enterprises in Montenegro.
SUCCESSFUL PREPARATION OF 3 REGIONAL PROJECTS IN THE AREA OF ENVIRONMENTAL PROTECTION

The projects in the area of biodiversity and climate change are directly related to the implementation of the obligations derived from the UN Conventions on Biological Diversity and Climate Change. The eco-system value assessment represents the basis in planning the economic valorization of the natural resources, especially the potential of the protected areas, that is, harmonization of their use with the sustainable development principles. Through the implementation of this project in Montenegro, we wish to raise the awareness regarding the fact that nature and biodiversity in Montenegro represent a unique resource and a basis for sustainable economic development. A necessary prerequisite in all that is the information about capacities and values of the ecosystems. Such an approach is fully based on the current international initiatives. It suffices to mention the fact that the most developed European countries base their actions on the principle according to which the green economy is the economy of the 21st century. In that context, the activities are aimed at allowing the “greening of the economy” to bring about revenues amounting to EUR 400 billion and to create 500,000 new jobs by the year 2020. The existing allocations for “greening of the industry”, which varies from state to state, must reach the average level of 25% of GDP. At the same time, this would also contribute to the implementation of the tasks of the Global new green agreement, the new initiative raised by UNEP, in order to coordinate the activities to mitigate the global economic crisis and the effects of climate change. In parallel with these activities, in cooperation with UNDP, within the use of funds available in the fourth implementation period of the Global Environment Fund, we have initiated two new projects dealing with capacity building of the protected areas, and improvement of the existing systems and expansion of the territory of the existing protected areas, and the reform of the existing system of financing. Total value of these two projects is USD 2.2 million. The need to strengthen the cooperation between the countries of South East Europe with regard to the implementation of the UN Framework Convention on Climate Change (UNFCCC) and the Kyoto Protocol, especially in the context of the expected agreement on the post-Kyoto period at the 14th meeting of the contracting parties...
of the Conventions on Climate Change in Copenhagen, has been recognized at the Conference on Climate Change in October 2008, in Sarajevo, through the adoption of the Joint Statement of the ministers for environmental protection of South East Europe. In accordance with the identified priorities of the countries with regard to implementation of the Framework Action Plan for Adaptation, which was adopted at the time, the Ministry of Tourism and Environmental Protection of Montenegro prepared, in cooperation with the United Nations Development Program, a Regional program for climate change for SEE.

The project primarily supports the implementation of activities in the area of adaptation in the coastal areas and the tourism sector, as priority areas for which Montenegro has adopted the responsibility to coordinate implementation at the regional level. Aware of the importance of establishment of a specific framework for action at the political level, which is harmonized with the expert and political level of action, especially within RENA network, this project supports the establishment of the Regional political forum for climate change, for which Montenegro will act as a host country. This forum will have a special role to play in the Post-Kyoto period and the implementation of the expected agreement from Copenhagen. Besides, at this occasion we also wish to announce another activity that is compatible with the previous ones, and that is the organization of the Ministerial Conference on Climate Change and Sustainable Development, for the regions of Mediterranean and South East Europe, in October 2009, in Montenegro. The Conference will be organized by the Ministry of Tourism and Environmental Protection, with the support of the Ministry of Environmental Protection, Land and Sea of the Republic of Italy. In relation to that, under the auspices of the Seventeenth Session of the United Nations Sustainable Development Commission, the First preparatory meeting took place, and besides the ministers from the countries of the Mediterranean and South East Europe, the meeting was also attended by the representatives of the most important international organizations in the area of environmental protection and sustainable development: UNDP, UNEP, World Meteorological Organization, and other UN agencies and institutions active in this area, as well as the representatives of the scientific and professional institutions. The meeting was chaired by Mr. Predrag Nenezic, Minister of Tourism and Environmental Protection of Montenegro, with the participation of Ms. Stefanie Prestigiacomo, Minister of Environmental Protection, Land and Sea of the Republic of Italy. We believe that this conference will contribute significantly to the visibility of the Mediterranean region, and South East Europe especially, from the aspect of the needs in the area of environmental protection and support of the international entities to the national and regional efforts in that respect.

Ms. Sanja Bojanic emphasized at the press conference that since November 2007, through its Office in Montenegro, the United Nations Development Program has been coordinating the implementation of the regional program worth EUR 15 million, financed by the Government of the Netherlands. This program includes 5 countries/territories and has 3 basic goals: a) further development of the already established regional cooperation in the sense of exchange of experiences, creation of a regional network of experts, and the "network of know-how", which will all together contribute to finding the right solution to the environmental problems; b) identification and creation of the model of financing that will secure the funds for these activities, using the experiences of the countries of the region, as well as the new EU member states – the Czech Republic and Slovakia, which have done a lot with respect to these issues; and c) capacity building at the national and local level, with regard to environmental management, as a continuation of the previous efforts.

This contributed to the quality of implementation of the project activities and proved to be very important, having in mind the complexity of the environmental problems on one hand, and the limited capacities in the region, on the other. In essence, based on the previous experience and feedback obtained from the participating countries/territories, it can be concluded that this model is functioning successfully for now with regard to efficient implementation of the national activities related to recovery, as well as the promotion of regional cooperation. On the basis of all that, close cooperation between the Government and the United Nations Development Program has been established, with the aim to use the positive experiences in the preparation of new regional projects. Our experience with this specific program, but also numerous research and project evaluations by various donors, show that the key thing for successful project implementation, especially the complex projects of a regional character, is the preparatory stage itself, that is, the MANNER, and the PROCESS in which the project is developed and formulated, and its relevance is directly related to the involvement of all stakeholders. And that is exactly what we have been doing with the Government of Montenegro for almost half a year, focusing on the preparation of these regional projects. UNDP helped with the organization of regional workshops, involving all countries, securing relevant expertise for the formulation of projects. Why regional programs? Regional cooperation is important from the political aspect and it has been recognized in that context as a priority of this region and a prerequisite for successful process of European integration from the economic point of view. Namely, it is well known, and the experience with our project confirmed it, that savings can be made, things can be speeded up and simplified if good practices are copied, if experiences are exchanged, and if the limited resources and expertise are used efficiently.

Having all that in mind, the new regional project in the area of recovery of environmental hot spots focuses on the following: a) further development of the already established regional cooperation in the sense of exchange of experiences, creation of a regional network of experts, and the "network of know-how", which will all together contribute to finding the right solution to the environmental problems; b) identification and creation of the model of financing that will secure the funds for these activities, using the experiences of the countries of the region, as well as the new EU member states – the Czech Republic and Slovakia, which have done a lot with respect to these issues; and c) capacity building at the national and local level, with regard to environmental management, as a continuation of the previous efforts.
OPENING OF THE HIKING & BIKING SEASON IN THE NATIONAL PARK “BI-ogradska Gora” WITH THE PROMOTIONAL RIDE IN AN “ACTIVE TOURISM TRAIN”

At the occasion of the official opening of the hiking & biking season in the national park Biogradska gora, on May 25, a promotional ride of the “Active tourism train” has been organized, and it took all the active tourism fans to one of the most beautiful regions in Montenegro.

This activity was initiated by the Austrian-Montenegrin partnership for Bjelasica and Komovi, and organized together with the Railway Transport Company of Montenegro, the Austrian Railway (ÖBB), 3e travel, National Tourism Organization of Montenegro and the municipalities in the region of Bjelasica and Komovi mountains. The program for the opening of the hiking & biking season started with the train leaving Bar, via Podgorica, to Mojkovac, and then the guests were directed to the Biogradsko Lake, where the press conference took place, in the premises of the Visitors’ Center, together with the presentation of the movie “Through the pristine forest to the heights”. The season was officially opened by the welcome speech of Mr. Darko Brajuskovic, Director of the National Park “Biogradska gora”. He expressed his pleasure for being able to testify that Biogradska gora, as one of the three last pristine forests in Europe, and the only preserved one, managed to develop a concept of its tourism offer, based on the experiences of the Austrian national parks, which are completely visitor-oriented. All the visitors are offered accommodation facilities, consisting of 32 bungalows, souvenir shop, visitors’ center, meeting room, restaurant, center for reproduction of autochthonous fish species, educational walking path that is 3.5 km long, which includes a bridge that is 360 m long, space for children, and the observatory at the height of 20 m.

His Excellency, Mr. Florian Raunig, Ambassador of Austria to Montenegro, added in his statement that there are plans for the future to use the “Nostalgia train”, in order to show how beautiful Montenegro is, which is very important for the promotion of the Montenegrin railway company, and these types of train tours can represent a project of its own.

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The participants in the press conference, who took the floor, were the Director of the Austrian-Montenegrin Partnership for Bjelasica and Komovi, Ms. Doris Polet Kamerlander and Ms. Olivera Vukanovic, member of the Greens of Montenegro, with regard to the promotional movie. The visitors had the opportunity to experience the hiking and mountain biking tours, and to get a tour of the Lake, with a guide.

The National Parks have a relatively high share in the total surface area of Montenegro; together with NP Prokletije, they will represent approximately 10% of the territory, and this year they have the opportunity to offer much more than in the past.

This occasion was also used to promote the tourist map of Bjelasica and Komovi, which was prepared in a quality manner, in the size 1:50,000.
PROMOTION OF THE TOURISM OFFER AND OPENING OF THE REPRESENTATIVE OFFICE IN SARAJEVO

On May 05, the Minister of Tourism and Environmental Protection, Mr. Predrag Nenezic, opened the representative office of the NTO MN in the center of Sarajevo. At the opening of this office, speeches were given by the Director of NTO MN, Mr. Sasa Radovic, the Ambassador of Montenegro to the Federation of Bosnia and Herzegovina, Mr. Ramiz Basic, and the Director of the Representative office, Mr. Faruk Caluk. After the official opening ceremony, Minister Nenezic and the Director of NTO MN, Mr. Sasa Radovic, presented this year’s tourism offer of Montenegro to the numerous representatives of the political, economic and public life of the Federation of Bosnia and Herzegovina. The opening of the Representative office of NTO MN drew a lot of attention and interest of the media from the Federation of Bosnia and Herzegovina, so all the most important electronic and printed media reported on the opening and the presentation, and Minister Nenezic and Director Radovic gave a whole set of interviews: to TV B&H, TV PINK BH, TV Hyatt, TV Alfa, RTV Vogosca, TV studio 99, TV Sarajevo, radio Sarajevo, BH radio 1, Oslobodjenje, City review and other media. When opening the office and during the presentation of the Montenegrin offer, Minister Nenezic emphasized the importance of this office, not only in tourism terms, but primarily with regard to the improvement of good political and economic relations between Montenegro and the Federation of Bosnia and Herzegovina. The opening of the Representative office of NTO MN drew a lot of attention and interest of the media from the Federation of Bosnia and Herzegovina, so all the most important electronic and printed media reported on the opening and the presentation, and Minister Nenezic and Director Radovic gave a whole set of interviews: to TV B&H, TV PINK BH, TV Hyatt, TV Alfa, RTV Vogosca, TV studio 99, TV Sarajevo, radio Sarajevo, BH radio 1, Oslobodjenje, City review and other media. When opening the office and during the presentation of the Montenegrin offer, Minister Nenezic emphasized the importance of this office, not only in tourism terms, but primarily with regard to the improvement of good political and economic relations between Montenegro and the Federation of Bosnia and Herzegovina. The Director of NTO MN presented to the guests and the media representatives the new, higher quality, and more attractive Montenegrin offer for this year, adjusted to the current situation of the global economic and financial crisis, expressing his expectations that the market of Bosnia and Herzegovina will increase its share in the tourism turnover in Montenegro this year. Last year, approximately 100,000 tourists from the B&H market visited Montenegro.

PROMOTION OF THE TOURISM OFFER IN LUKAVAC – TUZLA

After the official opening of the NTO MN representative office in Sarajevo, and the presentation of the tourism offer in Hotel Holiday Inn, which were reported in all the relevant media in Bosnia and Herzegovina, the Road Show 2009 campaign continued in Lukavac, in the Tuzla Canton. On the first day of the tourism fair in Lukavac, NTO Montenegro held a presentation of the tourism offer for this season, together with the tourism organization from Herceg Novi.

Ms. Ljiljana Cukic, Manager in NTO MN, Mr. Bogdan Kocetanovic, Director of TO Herceg Novi, and Mr. Faruk Caluk, Director of the newly opened Representative office of NTO MN in Sarajevo, talked about the tourism offer and the tourism product, as well as the activities and measures taken by the Ministry of Tourism and Environmental Protection and NTO Montenegro in order to prepare a successful summer season, having in mind the effects of the global economic crisis in all markets.

Representatives of the Ulcinj Riviera, from Ulcinj attended the event on behalf of the tourism companies from Montenegro.

After the presentation, there has been a cocktail organized, with Montenegrin specialties served, and it was attended by approximately 30 guests, representatives of the Tourism organization of the Tuzla Canton, businessmen from Lukavac and Tuzla, representatives of the tourist agencies from the Tuzla Canton and representatives of the media, including the journalists from RTV TK and RTV Lukavac. The journalists asked a lot of questions during the event, and asked for individual interviews for their news programs, interested in the prices for this summer season, border crossing points and road infrastructure, touristic events, etc.

The presentation of the tourism offer was also held in Banja Luka, in the press hall in Hotel Vidovic.
The Minister of Tourism and Environmental Protection, Mr. Predrag Nenezic, the Director of the National Tourism Organization of Montenegro, Mr. Sasa Radovic, the Mayor of Ulcinj municipality, Mr. Gzim Hajdinaga, and the Sales Director of Montenegro Airlines Company, Mr. Cedo Djurisic, attended the opening of the Third tourism fair, held in Pristina, on May 6-8. The Ulcinj municipality, in cooperation with the National Tourism Organization of Montenegro, is presented for the third year in a row in that Fair, where significant interest of the tourist agencies for package travel offer for Ulcinj Riviera and Montenegrin tourism offer as a whole has been expressed, just as in the previous years. Minister Nenezic, Director Radovic and Mayor of Ulcinj, Mr. Gzim Hajdinaga, discussed with the Minister of Trade, Industry and Tourism of Kosovo, Mr. Lufti Zarku the possibilities for improvement of cooperation and increase in the number of tourists from Kosovo in the overall tourism turnover in Montenegro. At the press conference, they presented the tourism offer of Montenegro for the upcoming season, which is characterized by improved, innovative, high quality offer, adapted to the effects of the current global economic crisis.

Minister Nenezic emphasized the strategic commitment of Montenegro to focus on the markets in Central and Western Europe, but also to the markets of this region. He also mentioned the new investments in the hotel-tourism sector, as well as the importance of the presence of the biggest international hotel brands in Montenegro, such as Aman Resorts, Kempinski, Merriott, and soon Banayan Tree, as well.

The Mayor of Ulcinj, Mr. Gzim Hajdinaga, invited the citizens of Kosovo to spend their vacation in Montenegro, emphasizing a whole set of activities that the municipality has implemented in order to increase the diversity of the tourism offer in Ulcinj.

The Director of the National Tourism Organization of Montenegro, Mr. Sasa Radovic, presented the novelties in the Montenegrin tourism offer, characterized by quality and attractiveness, but significantly lower prices, as well, which are even 10 to 35 percent lower than last year, in the overall tourism service chain.

Having in mind the interest expressed from this market, the Montenegrin tourism offer has been diversified, representing now an excellent combination of coastal and mountain regions of Montenegro, cultural and historic offer, offer in the national parks, and active vacation. Mr. Radovic emphasized the importance of good image and position of Montenegro in the global market, as well as the continuation of the high level of interest in Montenegro expressed worldwide.

On the first day of the Fair, the Sales Manager of the Montenegro Airlines Company, Mr. Cedo Djurisic, discussed with the partners in Kosovo the possibility to introduce a new flight between Pristina on one side and Podgorica or Tivat on the other.
Minister Predrag Nenezic, Ambassador of Montenegro to the Republic of Macedonia, Mr. Dusko Lalicevic, and the Director of NTO Montenegro, Mr. Sasa Radovic, presented in Skopje the tourism offer of Montenegro for this year. Emphasizing the continuous growth in the number of tourists from the Republic of Macedonia in the past few years, Minister Nenezic invited the citizens of Macedonia to visit Montenegro, while presenting the new offer and quality of the tourism offer in Montenegro, adapted to the effects of the existing global economic crisis.

The Minister informed numerous guests and representatives of the media about the direct flight that will soon be introduced between Skopje, and Podgorica and Tivat, which will significantly contribute to the faster and easier arrival of tourists from Macedonia.

Ambassador Lalicevic emphasized the good relations between Montenegro and the Republic of Macedonia, and the need to improve the economic relations, and expressed his pleasure with the interest that the Macedonian citizens are showing in Montenegro as a tourism destination.

Director of NTO MN, Mr. Sasa Radovic, presented the diversified tourism offer, the possibilities for combined vacation in the Montenegrin coast, mountains and national parks, with an attractive calendar of events that will additionally attract tourists.

From 2003 to 2009, the number of tourists from Macedonia has increased six times. Last year, the Macedonian tourists contributed with 240,000 overnight stays to the Montenegrin tourism season, and we expect the same this year. After the presentation, a cocktail was organized for all the guests, with the possibility to taste traditional Montenegrin beverages and national dishes, and it was attended by approximately 200 guests, including numerous representatives of the tourist agencies and tourist companies, as well as media representatives – ALFA TV, ALSAT TV, NASHA TV, MTV1, MTV2, DIGITAL CENTAR, MRT, journalists from the printed media Vest, Makedonsko sonce, Vecer, Turizam biznis, Forum, Svet and the news agency MIA, as well as the journalists from the Macedonian national radio station.

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The campaign of the Ministry of Tourism and Environment and National Tourism Organization of Montenegro (NTO), under the slogan “Take a Deep Breath, Montenegro” has been also continued on the Slovenian market, with its presentation in Maribor on 20th May. At the presentation ceremony, Adviser to the Ambassador Mrs. Dušanka Jeknič opened the event and welcomed the audience by pointing out to many years long and traditionally good friendly relations of the two countries. She reminded the audience that these relations were particularly enhanced with the restoration of Montenegrin independence, whose third anniversary was celebrated these days. She also emphasized good economic relations and reminded of the beginning of the privatization process in the Montenegrin tourism, by the entry of highly regarded Slovenian company “HIT” from Nova Gorica to the project of reconstruction and management over the hotel “Maestral”, which is nowadays one of the most successful hotels in Montenegro. Foreign media and tourism workers followed with due attention the promotion of the Montenegrin tourism offer for the 2009 season, which was presented by the Director of the National Tourism Organization of Montenegro Mr. Saša Radović. In his speech, Mr. Radović pointed out to measures and activities undertaken by the Ministry of Tourism and the Montenegrin NTO in cooperation with the tourism industry on preparation of the upcoming summer tourism season. Guest were also introduced to the wide range of tourism products, different possibilities depending on the tourists’ affinity such as vacation on the beach and mountains, visits to national parks, mountain biking and trekking project and others. The presentation also encompassed new hotel capacities and summer vacation possibilities in Montenegro, adjusted to different tourists’ payment power. At the end of his presentation, once again Radović invited guests to spend their vacations in Montenegro with words of welcome, in the spirit of the campaign “Take a Deep Breath” reminding them of numerous and well known manifestations that will be taking place throughout all tourist resorts. The media attending the event the RTV Slovenia, daily “Večer” and “Horizont” showed great interest in transportation relations between Slovenia and Montenegro, particularly in the possibility of opening a ferry connection between Kopar – Montenegro. Representatives of H.T.P. “Budvanska rivijera”, along with the partner agency “Relax” from Slovenia also attended the presentation. The presentation was followed by the cocktail party accompanied with the traditional Montenegrin cuisine and wines.

**NOVO MESTO**

The campaign of the Montenegrin NTO, which has aroused even more interest in Montenegro this year, was continued on the Slovenian market with the promotion event organized in Novo Mesto on 21st May. Advisor to the Montenegrin Embassy in Slovenia Mrs. Dušanka Jeknič greeted the guests at the beginning of the presentation. She emphasized that she was especially pleased and honored to talk about friendly relations between the two countries and further strengthening of their mutual cooperation on the Independence Day of Montenegro. In his presentation, the Director of the Montenegrin NTO Saša Radović, reiterated recommendations of the Ministry of Tourism and Environment and NTO Montenegro aimed at the acceptance of more moderate pricing policy in the upcoming tourism season, accompanied with the preservation of the service quality level. The presentation also encompassed new hotel capacities and possibilities of spending summer vacation in Montenegro adjusted to different tourists’ payment power, vacations on gorgeous beaches and mountains along with a wide range of tourism products. His presentation was also directed to the improved infrastructure, easier and faster road connections between Slovenia and Montenegro, along with additional information on the beginning of negotiations for the opening of the ferry connection between Kopar – Kotor (or Bar). Tourism agencies from Novo Mesto and neighboring places showed great interest in Montenegrin tourism offer. Their questions were mainly directed to the pricing policy of hotel owners and private accommodation as well, because as they emphasized it represented a priority for tourists from this area when choosing their holiday destination, taking into account current economic situation. At the same time, they showed growing interest in active vacations, hiking and biking, mountaineering, rafting and other types of tourism offer in Montenegro. However, even apart from the information given during the presentation, the TV “Vaš kanal” from Novo Mesto and the radio “Kroka” showed keen interest in giving their viewers and listeners a better idea on potentials and tourism offer of Montenegro. Therefore, during the interview with Mr. Radović, they asked for additional information that would please the viewers and listeners from their broadcasting area who showed burning interest in Montenegro as a tourism destination. On that occasion, the Director of the NTO Montenegro pointed out to potentials of four national parks, their possibilities and offer, especially of the Tara canyon and rafting, as well as wellness offer within new hotels, congress tourism capacities, or the entire range of new high quality services that Montenegro offers this year.
Minister of Tourism and Environment Mr. Predrag Nenezić and Director of National Tourism Organization of Montenegro Saša Radović concluded their three-day long promotional activities with the presentation of this year’s tourism offer of Montenegro in Ljubljana.

The press conference was organized in cooperation with the Embassy of Montenegro in Slovenia in the premises of the Slovenian National Tourism Organization. Mr. Dimitrij Poiga, the Director of the Slovenian Tourism Organization expressed his satisfaction at hosting the event. At the press conference, Montenegrin Ambassador in Slovenia, His Excellence Mr. Ranko Milović also greeted the guests and invited Slovenians to visit Montenegro – the unique destination on the Mediterranean – on 21st May, the day when Montenegro celebrates the third anniversary since the restoration of its independence. In addition, he reiterated that Slovenia was one of countries which had always been a great friend of ours and with which we had rich and universal cooperation.

Minister Nenezić presented all the novelties when it is about the Montenegrin tourism product and emphasized that the one of Montenegro’s strategic goals is to become a high quality destination in all segments of its offer, partially the elite destination, but also the destination to suit everybody’s pocket. At the same time, he introduced the audience to the achieved results in this area, confirming that we are on the right track.

Traditionally good trend in number of tourist visits from Slovenia to Montenegro depicts the fact that 18,000 Slovenian tourists with 88,000 overnight stays visited Montenegro in the last year. Given the fact that still there is a room to increase the tourism ranking, at this conference, the Slovenian citizens had an opportunity to get to know with the entire Montenegrin tourism offer and the reasons why it would be worthy to visit it.

NTO Director Mr. Radović emphasized that the main goal of the National Tourism Organization was to improve Montenegro’s image as a top tourist destination in order to make it more competitive on the regional and international market. He highlighted that Montenegro, for the generations who already know it well as the destination, diversified the concept of offer in the direction of congress tourism, wellness and other modes of tourism that are increasingly attractive for modern tourists. However, younger generations, who are just in the process of exploring Montenegro, we have prepared programs for active vacations, mountaineering and extreme sports, apart from already well known offer. The presentation was followed by the cocktail and tasting of Montenegrin wines, where Minister Nenezić and Director Radović conducted talks with numerous representatives of the Slovenian tourism industry and gave interviews for various Slovenian media such as: “TV Vaš kanal”, “Dnevnik”, Delo” and others.
Montenegro Convention Bureau in cooperation with the members of the Bureau presented the MICE (meetings, incentives, conferences and exhibitions) offer of Montenegro at one of the leading international fairs of MICE tourism “IMEX 2009”, which took place in Frankfurt in the period from 26 to 28 May this year. The fair gathered around 3,500 exhibitors from 157 countries, over 15,000 professionals from the tourism industry and over 3,700 hosted buyers in charge of planning, organization and financial decisions for the afore mentioned travels. During this show, apart from a great number of individual appointments, there were six group appointments with hosted buyers from more important markets: Belgium, Benelux, Great Britain, Russia and others. The visitors were mainly interested in the incentive travel offers, as well as in conditions for organization of conferences and congresses. After this show, we also expect concrete queries from clients for programs during 2010.

Montenegro offers excellent conditions for development of this type of tourism and it is interesting to clients and business people who always search for new and appealing destinations. Montenegro’s advantage lies in the fact that it holds wide natural and cultural diversities on a relatively small surface, as well as in the possibility that a majority of its attractive sites can be visited in one day.

Montenegro also has at its disposal modern objects and services for this type of tourism and it is relatively close to almost all bigger European cities. However, in order to entice bigger conferences we lack a congress center, for currently only Hotel Splendid Conference and Spa Resort (780 places in conference room) and Hotel Mediterranean (750 places in the big conference room and about 1,300 in the entire congress center) may host bigger number of participants. Montenegro also lacks better flight availability from certain markets. The last year’s research conducted in Slovenia showed that a participant in a three to five-day long conference spends on average four or five times more money than an average tourist.

Having this finding in mind, the MICE tourism is very important for Montenegro because it affects the prolongation of the tourism season and increase of revenues in the tourism industry. At the Montenegrin stand, there were representatives of the following hotels: Adriastar Hotels and Resorts, Maestral, Montenegro Stars Hotel Groups, and agencies: Luminalis Events, Montenegro Holidays and Talas M DMC.

Apart from this fair, Montenegro Convention Bureau also planned other numerous promotional activities, such as the organization of road shows in bigger cities throughout Germany, where we will present our country’s MICE offer, participation in the EIBTM fair in Barcelona, and in cooperation with the congress bureau in the region we also plan promotion of congress offer on far away international markets.
With the aim to better engage the tourism industry, raise awareness on the importance of the on-line media, as well as the use of the internet in the tourism promotion, the National Tourism Organization of Montenegro, during the month of May, organized a promotional campaign of the official website of the Montenegrin tourism, Montenegro Customer Care Center and Digital Info Counters throughout Montenegro.

The campaign was conducted in the following towns: Pljevlja, Žabljak, Rožaje, Mojkovac and Kolašin, Danilovgrad, Cetinje, Bar, Budva, Tivat, Kotor, Herceg Novi, Ulcinj and Podgorica.

The presentation was intended to hotels, private accommodation, tourism agencies, restaurants, cafes, sports clubs, institutions, shops, ordinations, and all those who want free of charge promotion on the national portal.

The promotional spot “Don’t Leave Tourists in the Dark”, which is at the same time the slogan of the campaign, was also produced for the purpose of this campaign.

The fact that 44% of tourists organize its trip and arrival to Montenegro via Internet represents a significant indicator, which sets new challenges, but also opens large possibilities for the development of on-line Montenegrin tourism industry.

Having in mind increasing significance of the Internet in the modern tourism business operations, as well as its limited use on the side of the Montenegrin tourism workers, the National Tourism Organization launched the project “2009 – Year of E-Marketing in Tourism”. 
Increasing number of guide books published at foreign markets testify for the increasing interest and popularity of Montenegro as a tourist destination. Apart from guide books published this year at the British market – “Bradt Travel Guide” and “Rough Guide”, first guide book in Spanish has been published. In cooperation with the National Tourism Organization of Montenegro, publisher “Laerts” from Barcelona published the first guide book in Spanish to Montenegro and Dubrovnik. This guide-book appeared at the market in April 2009 with circulation of 5,000 and will be distributed in Spain and Spanish-speaking countries of the South America. The guide-book begins with quotation of the Russian scientist, revolutionary and publicist Pavel Apolonovich Rovinski who visited Cetinje at the end of XIX century: “I don’t know whether there is another small place in the world which can attract as many curious travelers as Cetinje or another state which can draw as much attention and show as brightly its political role as Montenegro. Reasons for this lay in their rich history and the spirit of its people and its governance.”

First section of this guide book presents general data on geography, culture, politics, history, climate, economy and social life in Montenegro. In the section called “Montenegro from A to Z” the guide-book leads us in alphabetic order through the cities and places to visit, which includes the information on restaurants, hotels, important addresses, events and the like, while the section “What to do in Montenegro” describes what you can do in Montenegro and where to go out. In the section “Practical advice” useful information on the country, currency, transport and the like are presented. This section also includes a small dictionary with basic information on Montenegrin language as well as the list of outstanding Montenegrins and their actions. Apart from this guide book, publisher “Lonely Planet” is going to publish another guide book. Since this publisher has exceptional distributive network, this guide book will certainly be sold all over the world.