“Although the development of large establishments, like international tourism and conference facilities, marinas, congress centres, etc. is often regarded as the symbol of successful tourism, it is actually based on numerous business activities of micro, small and medium size enterprises. Such large investments may be regarded as necessary, as symbols which draw the attention of guests to Montenegro. However, the establishment of tourism as an economic sector throughout the country and ensuring long-term sustainable development of tourism absolutely demands the completion of integrated tourism complexes and services by significant private sector investments. Such initiatives are not linked only with tourism activities (such as accommodation, restaurants, bars, etc.) but cover all the services and production directly or indirectly related to tourism.”
On the 18th session of the General Assembly of the UN Tourist Organization, which is held every two years, Montenegro participated in plenary part as full member, after it was admitted two years ago to this organization, which gathers 154 countries of the world and 370 admitted members.

Current matters of global interest in tourism were discussed Astana, in Kazakhstan, during three-day work of the General Assembly. The focus this year was on the world economic crisis, and risks that global climate changes impose on this sector, which is the biggest generator of employment opportunities in the world. A separate segment is dedicated to the issue of transforming the world economy into the so-called green economy and the place of tourism in this process.

Minister of tourism Predrag Nenezić addressed delegates in the first part of the plenary session. He informed the participants with strategic directions of the development of the Montenegrin tourism on sustainable basis, by successful facing the consequences of economic crisis and challenges that Montenegro is facing, primarily in quality preservation and improvement of natural resources. Pointing out the need to have clearly defined roles of the state and private sector, and the need for their full cooperation, Nenezic stressed in the final part of his speech the need for balanced regional development, both summer and winter tourism, and the challenges that Montenegro is facing on its way of creating a recognized prestigious and sustainable destination.

During the stay in Kazakhstan, Minister Nenezić held, together with the Head of the Cabinet of the Speaker of the Government, Vojin Vlahović and the Director of the National Tourist Organization, Saša Radović, a number of bilateral meetings with high representatives of the UNWTO Member States, including India, Malesia, Greece, Monaco, Slovenia, and the newly-elected General Secretary Taleb Rifai.

The World Tourist Organization (UNWTO) is a specialized agency under the United Nations and a lead international organization in tourism, whose main role is promoting development of sustainable and universal approach to tourism, especially in countries where tourism is a strategic economic sector.
MONTENEGRO GETS ELECTED TO BE VICE-PRESIDENT OF THE COMMISSION FOR EUROPE OF THE UNITED NATIONS WORLD TOURIST ORGANIZATION

The 18th session of the General Assembly of the World Tourist Organization of the United Nations, which gathered 154 countries of the world, was held in Astana in Kazakhstan.

During the three-day sessions, meetings of regional commissions and elections for the next two-year period were held. The Commission for Europe, which gathered 45 countries elected its Executive Council and management bodies. Slovenia was elected to be the presiding country, while two vice-presiding positions were given to France and Montenegro. Traditionally, this Commission plays the most important role in the work of the UNWTO and its work over a several decades has, inter alia, contributed substantially to positioning of Europe in the world tourism.

The election of Montenegro for this important position is the recognition of its consistency in implementing the policy of sustainable development of tourism, and the results it has achieved in the last decade. It was assessed that the tourist brand of Montenegro had been entirely repositioned in the past period, and the high-quality destination, which fully respects the needs of environmental protection was created gradually and persistently.

What gives a special importance to this election is the fact that Montenegro has been a full member of this Organization for only two years. This position, in addition to the opportunity to influence the world tourism policies, will without any doubt improve the global recognition of Montenegro.

The General Assembly of the UNWTO was visited by the President of France Nikola Sarkozy as well, within official visit to Kazakhstan.

Montenegrin delegation, Minister Nenezić, Head of the Cabinet of the Speaker, Vlahović and the Director of the NTO, Radović, held a number of bilateral meetings with high representatives of Kazakhstan, Turkey, Egypt, Poland, Senegal, South Africa and the UNWTO.
The 53rd meeting of the Board of Directors and the 77th General Assembly of the European Travel Commission (ETC) held in Hotel “Splendid Conference & Spa Resort” in Budva on 14 October of this year. The ETC gathers 39 European countries, their National Tourist Organizations. The main tasks of this organization, in addition to cooperation and exchange of experiences of Member States, is to promote Europe and create integral offer of tourism of Europe by promoting specificities and characteristics of each country on distant markets. This Commission was established in 1948, and Montenegro has been its member since October 2006 and has been more involved in Working Groups.

This Assembly was attended by more than 20 Member States, and Albania was present for the first time as an observer. Minister of Tourism Predrag Nenezić and the Director of the National Tourist Organization of Montenegro Saša Radović welcomed everyone present. In his speech, Minister Nenezić informed the delegates with tourism development in Montenegro and pointed out that the membership of Montenegro in the European Travel Commission gave our country an opportunity to ensure a position on the world market and within Europe as an integral tourist destination, and that he believed that Montenegro contributed to the richness of the total portfolio of destinations in Europe with its unique cultural heritage and richness of its natural attractions.

Saša Radović thanked the ETC on the support and cooperation so far and informed them with activities of the NTO MNE and the Tourism Development Strategy in Montenegro which relies on the principles of sustainability. The main topics of this meeting were related to launching of redesigned web-site www.visiteurope.com, branding destinations, projections for 2010, and reports of Working Groups were presented, marketing and further promotion on distant markets, as well as the study related to the survey of emissive market in India. Experiences were exchanged at this meeting with other European National Tourism Organizations.

The President of the European Travel Commission Arthur Oberascher and Minister of Tourism Predrag Nenezić launched the redesigned version of the web-site www.visiteurope.com which promotes Europe as a tourist destination throughout the world. Every member country of the ETC has its own presentation within this web-site and is also linked to national web-sites of each country.

The new web-site offers:
- Improved recognition of Europe as an integral destination, especially on distant transoceanic markets,
- A completely new design and branding which divides the web-site into 3 units: discover, plan, share – each section with specific purpose,
- Better overview of all topics and activities which are available in Europe.

At the press conference, which was held after the first session of the meeting, the President of the ETC, Arthur Oberascher and the Director of the NTO Saša Radović informed the journalists
about the ETC activities. Saša Radović pointed out that Europe was visited by more than 400 million tourists every year, and the number of tourists would exceed 700 million by 2020, especially tourists outside Europe and that Montenegro sees the membership in the ETC as an opportunity to position itself even further on distant markets, primarily those where the ETC has its groups such as China, Japan, Canada, Latin America, etc. At the same time, Radović reminded the journalists that Montenegro was elected to be the Vice-President of the Commission for Europe of the United Nations World Tourist Organization.

The President of the ETC, Artur Oberašer, presented a few information related to the global tourism development during this year. The most recent indicators say that there was a negative development of tourism of -7.4% in all regions except Africa. As for Europe, the drop was around -8.4%, but there were exception to this that achieved good results during this very difficult year, and those exceptions are Montenegro in the first place, Island, Sweden, Hungary, Macedonia and Serbia. In his opinion, the National Tourist Organization, in cooperation with the Ministry of Tourism and tourist economy, had implemented successfully the promotion and marketing for this year. However, according to recent indicators, the situation is stabilizing, but 2010 is expected to be challenging where quality service and innovative tourist products will have an important role.

The National Tourist Organization of Montenegro and the Montenegro Convention Bureau (MCB) are hosts and organizers of this meeting, and this was the occasion to promote natural, cultural and environmental values, and Montenegrin products as well. While organizing this meeting, we tried to integrate the best practices in environmental protection.

**ETC gathers 39 European countries, their National Tourist Organizations. The main tasks of this organization, in addition to cooperation and exchange of experiences of Member States, is to promote Europe and create integral offer of tourism of Europe by promoting specificities and characteristics of each country on distant markets. This Commission was established in 1948, and Montenegro has been its member since October 2006 and has been more involved in Working Groups.**

**MINISTER PREDRAG NENEZIĆ HOLDS A MEETING WITH THE AMBASSADOR OF THE REPUBLIC OF BULGARIA, MAJA DOBREVA**

During the friendly and constructive discussion, Minister Predrag Nenezić informed the Ambassador Dobreva with development and infrastructure projects aimed at tourism valorisation of Montenegro and achieving of strategic goal, a high quality sustainable tourist destination. The Minister presented continuous investment activities as well, which were substantially encouraged by the Agreement that was recently signed with the Orascom Company about long-term lease of the Luštica Peninsula.

The Ambassador Maja Dobreva expressed positive impressions related to dynamic development of Montenegro, the results of this year’s tourist seasons, which show positive growth trend, despite the current global crisis, and the overall progress of Montenegro as well.

It was jointly stated that transportation links between Montenegro and the Republic of Bulgaria should be improved, having in mind the interest of both tourists from Bulgaria and investors to spend their holidays and do business in Montenegro.

Minister Predrag Nenezić and the Ambassador Maja Dobreva agreed upon activities which should be implemented in order to sign the Bilateral Agreement on Cooperation between Montenegro and the Republic of Bulgaria as soon as possible.
Within the Conference on Climate Changes and Sustainable Development in the region of the Mediterranean and South-eastern Europe, on 17 October this year, a panel on climate changes, tourism and sustainable development was held, and it was chaired by the Minister of Tourism Predrag Nenežić.

The work of the panel was attended by: Jean-Claude Baumgarten, the President of the World Travel and Tourism Council (WTTC), Luigi Cabrini, the Director of the Sustainable Development Department of the World Tourist Organization under the United Nations (UNWTO), Ivica Trumbić (UNEP GEF), Margarita Astralaga (IUCN Centre for Mediterranean Cooperation) and Stefano Gatti (Director of International Relations of the EXPO Bureau).

In his introductory speech, Minister Nenežić stressed the need to face challenges which are imposed by climate changes, through cooperation at regional and global levels by appropriate policy of actions. Pointing out that global warming is the main threat to tourism, he invited to long-term, planned and studied actions at all levels. After a constructive discussion, participants of the panel proposed activities which, inter alia, relate to strengthening of the policy of the Government measures in facing challenges after the Kyoto Agreement, the support to tourism and travel industry through measures which will reduce emission of gases with the effect of greenhouses as a primary contribution to global warming, emission of energy and sources from accommodation capacities, airplanes and local transport companies.

The message was that opportunities should be investigated in order to preserve the Mediterranean and South-Eastern Europe as one of the biggest tourist destinations in the world, and to allow for the transfer of innovations and new technologies for supporting tourist economy and creating sustainable tourist destinations as a contribution to activities aimed at fighting climate changes and providing support to sustainable development.
It is my special honour and pleasure that I have the opportunity to welcome you on this occasion where we are, regardless of the differences, especially the differences related to the status in the UN Framework Convention on Climate Changes and the Kyoto Protocol, united in recognizing the danger of increasingly negative effects of climate changes. The participation in the work of the Conference on Climate Changes and Sustainable Development is a reflection of the striving towards common goal – preservation of life on the planet Earth. At the same time, such approach finds its reflection in centuries of existence of symbiosis of Montenegrin people and the environment.

Effects of climate changes affect all spheres of our lives, and their power is big enough to jeopardize all efforts invested in achieving goals of sustainable development, which include the broadly accepted Millennium Development Goals. The world environmental, economic and financial crisis, based on long lasting global problem of the lack of food and energy deficiency, requires responsibility and actions of every individual, every public and private actor, and ultimately requires a coordinated response of all of us, in all structures and at all levels.

For the purpose of successful facing the most important challenges of the present day, the loss of biodiversity and the consequences of climate changes, a successful response in global and national frameworks need to be based on the approach which makes these matters an integral part of the platform for implementation of the economic policy development, the platform for achieving goals of sustainable development respectively at all levels of human actions. Here, we must be aware of the fact that none of international actions, which are aimed at establishing of effective global and regional responses, can be successful without integrating environmental matter into sectoral framework of actions, and thus the policy of tourism development.

The tourism sector, as the lead sector of economic development of most countries of the Mediterranean, is exposed to both direct and indirect impacts of climate changes. Generally speaking, tourism is one of the most important generators of revenues, new employment opportunities and the increase of Gross Domestic Product. At the same time, it is clear that tourism is characterized by rather high carbon rate, carbon impression, which includes emission of greenhouse gases from local and international air traffic, road transport, consumption of fossil fuel for the purpose of power supply, and emission in agriculture and other sector sources of emission related to activities in tourism sector. It is known that tourism and travel contribute with 5% to global level of emission of greenhouse gas. Therefore, numerous analyzes were implemented which were aimed at ensuring carbon neutrality of tourist industry in order to improve attractiveness and competitiveness of tourist destinations.

The scope of potential responses in the context of applying adaptation measures of this sector is extremely broad. It ranges from purely technological, through changes of habits to administration and policy management. At the same time, there is a need for continuous building of our
abilities in terms of definition and implementation of the adaptation and mitigation strategy in a reasonable timeframe.

It is during these periods of economic difficulties that we can often hear from some parties that the commitment to real sustainability must wait, that it is too expensive, that now is not the right moment for investing in CO2 mitigation measures, and that such investments are a luxury. And, in fact, I am sure that the truth is on the other end. It is the building of “green” economy that is the essence of the prosperity of a sustainable economy, a sustainable destination and a strong competitor on the increasingly challenging market.

So, why focus on and invest in the link between climate neutrality and tourism? I think there are two key reasons for this:

Firstly, tourists pay attention to that — they already pay great attention to that, and it is increasing every day. Tourists who pay attention to the quality of environment in a destination they visit and the level of responsible management demonstrated by the destination are not a small isolated segment of the market. They ARE the market. Of course, the level of care, the method and intensity of the demonstration of such care varies considerably, which is to be expected. But it is obviously a central matter to so many people that if it is not seriously taken into account, it will reflect materially on attractiveness of destinations on the market. Those who say that all this eco-tourism thing, global warming just a momentary caprice, satisfying the caprice of the wealthy, momentary interest, etc., were probably those who used to say that the whole story that the Planet Earth was round had been just an intellectual wave, and not a turning point in the way how people saw the world. Everyone, regardless whether it is a political leader or a businessman, who diminishes importance of this increasingly present focus of consumers and tourists around the world, does so pretty much at their own risk.

Secondly, if attention is not paid to the link between tourism and environmental protection, tourism might become a destructive force, both in social and environmental terms, and ultimately, in economic terms. But that certainly does not have to be the case. Wise governments and serious businessmen, who work in real partnerships, can implement economic potential of tourism by responding to the need for reducing CO2 emission and by good environmental management. And they can use tourism for generating high income in order to create economic grounds for maintaining environment for future generations.

We must always keep in mind, no matter how obvious it may seem, that tourism is an economic branch based on locations. Visitors actually consume a destination, and it largely include, of course, physical surrounding as well. If tourism disturbs environment, than it diminishes the value or destroys the key segment of its offer, of the destination. For example, excessive or poorly planned construction, unsustainable use of space, may destroy what attractiveness of offer is based on. In other words, we could cut the branch we are sitting on.

For the purpose of improving the capacities of all players, both parties to Annex I and the developing countries, it is necessary to build mechanisms of cooperation from local to global levels of actions. In those terms, I am convinced that the Conference on Sustainable Development and Climate Changes will provide a substantial contribution to structuring goals of fighting climate changes by bringing us one step closer to achieving ambitious but necessary plan of the European Union for achieving reduced emissions by 20-30% compared to the level from 1990.

That is why it is of great importance to preserve natural richness as a resource base for achieving sustainable economic development. The unique values of natural, landscape and ambiantal units of the Montenegrin coast, together with national parks and mountainous regions in the north of Montenegro, must be a subject to careful management of the development policy and application of standards for environmental protection, primarily in the context of preventing unforeseeable consequences of climate changes on this specific feature of our tourist offer. These regions, which are characterized by the highest environmental, biological and regional standards, which are at the same time reserves of rare and endangered species, and unaltered natural processes, pose an imperative in terms of preservation and our pledge for future generations.

Directing actions towards achieving carbon neutrality, the Tourism Development Strategy until 2020 positions tourism sector in a way which makes it a platform for demonstrating and confirming the lead role of the Government in ensuring sustainable development by reducing the level of emission of greenhouse gases and mitigating effects of climate changes. This implies a tripartite approach in achieving carbon neutrality, i.e.: establishing the level of emissions, reducing those and initiating the so-called “off set” projects. Low-carbon measures must become a part of planning and acting.

One more aspect, which is not less important, is related to balanced implementation of binding rules of market functioning in accordance with provisions of the Kyoto Protocol, and implementation of voluntary mechanisms which introduces numerous opportunities for economic players into practice, in the context of their contribution to reducing emissions. The intention of activities aimed at introducing carbon imprint, as a sub-group of environmental imprint, and in relation to its application as a mandatory mechanism, is to create conditions for sustainable tourism to continuously encourage and build environmentally positive forms of actions. Efforts aimed at avoiding CO2 emission in tourism, especially in terms of providing the necessary accommodation capacities, transport, tourist services, recreation amenities, must be lead in a synchronized manner and in joint actions with the efforts in the context of providing positive financial trends of the implementation of such activities.

For the purpose of improving the capacities of all players, both parties to Annex I and the developing countries, it is necessary to build mechanisms of cooperation from local to global levels of actions. In those terms, I am convinced that the Conference on Sustainable Development and Climate Changes will provide a substantial contribution to structuring goals of fighting climate changes by bringing us one step closer to achieving ambitious but necessary plan of the European Union for achieving reduced emissions by 20-30% compared to the level from 1990. The respect for the past, and the responsibility towards generations to come, impose an obligation of successful negotiations prior to Copenhagen, and a responsible approach to goals of new international agreement after 2012.
On 23 October of this year, in Villa Gorica, the Prime Minister of Montenegro, Milo Đukanović, Minister of Tourism Predrag Nenezić and the Mayor of Tivat Miodrag Kankaraš signed agreements with the president of Egyptian Company “Oraskom” Samih Saviris. Agreement was achieved for selling 90 per cent of emitted share capital of “Luštica Development” – Shareholding Company, Podgorica, and the lease of the land on Luštica Peninsula for the period of 99 years, and the construction of a small town – exclusive tourist complex which will provide employment opportunities to around ten thousand workers. The Project will cost around 1.1 billion euro. This will be a strong incentive for the economy, and Montenegro will be brought closer to the vision of a destination of high-level tourism.

Minister of Tourism Predrag Nenezić reminded that a large tourist complex would be built on around seven million square meters on this Peninsula in 12 years, which will comprise eight hotels with 3,300 rooms, 700 villas, 600 apartments. Around 60 per cent of capacities will be in hotel accommodation, golf courts, marina, small centre with bar restaurants, a school, a clinic will be built. The first phase will be completed in four years, and ten million euro has already been paid.

Every citizen, who proves to be the owner of land on Luštica, will be compensated, and the Government did so in all earlier projects, said the Minister Nenezić.

There are many compensation models, including shareholding, payment of the value of land... Around 44,000 square metres have been defined as disputable so far, which is less than one per cent of the overall ownership, explained the Minister.

Nenezić pointed out that thirty per cent of shares of the overall project on Luštica will be offered for sale to all adult citizens of Montenegro, with estimation that the model is very quality and agreed with the Investor. In this way, citizens of Montenegro will be co-owners of the Project, and they will be guaranteed the repurchase of shares in a certain period if they would want to sell them.
Minister of Tourism Predrag Nenezić opened the seventh meeting of international donor organizations and strategic partners. On this occasion, the Minister pointed out that constructive cooperation and support of international donor organizations in the last years had provided a significant contribution to restructuring of existing and introducing new tourist functions in Montenegro, thus contributing to stabilization of economy and sustainable economic development.

The process of strategic planning of tourism development, which lasted almost two years and which involved a large number of partners, is completed and the next phase is implementation of the Project goals established by the Tourism Development Strategy of Montenegro until 2020, which are aligned with the goals of the National Strategy of Sustainable Development, and Millennium Goals.

Advisors to the Ministry of Tourism, Goranka Lazović and Dušanka Pavićević, and the Advisor to the National Tourist Organization, Kirsi Hyvaerinen, presented projects and programmes with planned results and financial construction, which are identified as priorities by the Ministry, and whose implementation requires the support of donor organizations, and this was followed by the discussion.

Minister stressed the importance of holding such a meeting having in mind that it is important to coordinate these projects in the right manner and, in those terms, establish the highest possible synergy between donor organizations, Government, local governments and non-governmental sector.

Priorities of the Ministry are aimed at harmonizing joint efforts for the purpose of developing and maintaining tourist infrastructure and nature-based activities, a more comprehensive use of information technology in marketing, promotion and communication, improving the statistical database for the purpose of better planning and better transparency, broadening the vocational education and management curricula, promoting specialized occupations and the implementation of Unique Accounting Standards (USALI). After the discussion, it was agreed that the Ministry receives feedback from donor organizations regarding professional, financial and technical support to projects, not later than in four weeks.

The next step is broadening these meetings to involve local governments, local tourist organizations and non-governmental sector for the purpose of providing support to the implementation of their projects.
The President and the Executive Director of the World Travel and Tourism Council (WTTC) Jean-Claude Baumgarten gave a lecture at the Faculty of Economy of the University of Montenegro in Podgorica on 15 October of this year. During the lecture, students were given an opportunity to learn about the main role of the World Travel and Tourism Council, and with recent developments in tourism sector, challenges it faces, measures that are undertaken and plans for the period to come.

Inspired by interesting lecture, the students participated in the discussion in a constructive manner, and asked Mr. Baumgarten a number of questions related to trends in tourism, both in the world and in Montenegro.

The World Travel and Tourism Council (WTTC) is a global forum for business leaders in the sector of travel and tourism, which gathers 181 Member States with tourism as a dominant sector. With presidents and general directors of 100 lead companies in the sector of tourism and travel in the world as its members, the WTTC has a uniform mandate and an excellent insight in all matters which are related to travel and tourism, and represents the most important tourist institution in the world.

The Council advocates raising awareness about the sector of travel and tourism as one of the world’s largest economic sectors, which employs more than 220 million people worldwide, and generates more than 9% of the world’s GDP.

Jean-Claude Baumgarten has performed the function of the President and the Executive Director of the WTTC since October 1999. Additionally, he is the Advisor to the Government of France and the President of the Tourism Commission. He won numerous awards for contribution and achievements in tourism. Among others, he was awarded the “Golden Medal for Tourism” by the Government of Portugal in 2004 and 2008, and in 2009, the Government of Santa Catherine awarded the golden medal “Anita Garibaldi” to him.

The visit of Baumgarten to Montenegro with the purpose of participating at the regional Conference on Climate Changes and Sustainable Development in the Mediterranean and countries of South-East Europe, which is held in the Hotel Splendid in Bečići, 16-17 October, was an occasion for the Ministry of Tourism to organize lectures of this expert for tourism in a few Faculties in Montenegro.

UDG in Podgorica

The President and the Executive Director of the World Travel and Tourism Council (WTTC), Jean-Claude Baumgarten, had a meeting with the Dean of the UDG, Veselin Vukotic, and gave a lecture at the Faculty of International Economy, Finances and Business of the UDG University. At the beginning of the lecture, Mr. Baumgarten informed students about the main role of the World Travel and Tourism Council and presented trends of the global tourism economy, short-term and long-term.
Further lecture was dedicated to current trends on the tourist marker and changes which become increasingly obvious every day, and the challenges that the world economy is facing, where tourism and travel contribute with 9.4%.

The discussion was marked by very interesting and constructive questions which were related both to global market and current situation, development projects and perspectives of Montenegro as a tourist destination.

**Faculty of Tourism and Hotel Management in Bar**

Jean-Claude Baumgarten, the President of the World Travel and Tourism Council (WTTC) visited the Faculty of Tourism and Hotel Management of the Mediteran University in Bar on 16 October, where he gave a lecture.

Mr. Baumgarten had a meeting with the President of Atlas Group Mr. Duško Knežević, the Rector of the University Mediteran Stevan Popović, the Mayor of the municipality Bar Žarko Pavičević and the host of today’s very successful visit, the Dean of the Faculty of Tourism and Hotel Management Sanja Vlahović.

After the meeting, Mr. Baumgarten presented the current situation on the global market, development directions of destinations in the world and trends to the full amphitheatre of students, post-graduates, master’s students, doctoral students, and professors and deans of the University Mediteran.

Mr. Baumgarten specifically reflected on Montenegrin tourist product, development in the last couple of years in terms of the implementation of defined Strategy.

After an inspiring lecture, students and professors discussed with Mr. Baumgarten the key issues related to tourism and travel industry.

**Faculty of Tourism and Hospitality in Kotor**

Jean-Claude Baumgarten, the President and the Executive Director of the World Travel and Tourism Council (WTTC), after the Faculty of Economy, UDG and the Faculty of Tourism in Bar, gave a lecture at the Faculty of Tourism and Hospitality of the University of Montenegro in Kotor as well.

On this occasion, he had a meeting with the Dean of the Faculty, Dr. Tatjana Stanovčić who expressed great pleasure with his visit and informed him about the way of work and activities which are implemented at the Faculty.

The Baumgarten’s lecture, which was organized by the Ministry of Tourism in cooperation with the Faculty, was welcomed with great interest of students.

More than three hundred students, post-graduates and doctoral students had an opportunity to learn about the structure, activities, main ideas and goals of the World Travel and Tourism Council (WTTC).

During the lecture, the President of one of the most important tourism institutions in the world presented recent developments in the sector of tourism, challenges it faces, and measures that are undertaken and plans for the period to come at global level.

The presentation was followed by inspiring discussion, during which the students were given answers to numerous questions, which mostly related to measures, strategy and activities which should be implemented in order to develop and improve tourism in Montenegro.
October, 2009

MINISTER OF TOURISM PREDRAG NENEZIĆ IN WORKING VISIT TO TIVAT

The Minister of Tourism Predrag Nenezić visited the municipality of Tivat on 02 October of this year.

At the meeting with the Mayor Miodrag Kankaraš and his associates, the Minister was informed about solid results of this year’s tourist season in the light of the global crisis. With the statement that there was an increase in the number of tourists in Tivat by around 100% from 2004 until the present day, Mr. Kankaraš informed the Minister with the planned dynamics of implementation of infrastructure projects, and with the progress in the construction of the by-pass and the boulevard. In that context, he pointed out that adoption of spatial-planning documents for the municipality of Tivat was expected by the end of this year.

Minister Nenezić informed the management of the Municipality of Tivat about the planned visits to municipalities in Montenegro for the purpose of identifying developmental needs on the spot, and the Ministry of Tourism and the Government of Montenegro will take active part in their implementation. He pointed out that the dynamics of developmental projects in Tivat could be a good example to other municipalities, and in addition to the marina project Porto Montenegro, the works on Sveti Marko Island are expected to start soon, and the signing of Agreement for the largest project in the history of tourism in Montenegro, tourist valorisation of the Luštica Peninsula. The Minister informed the participants about the soon to be adopted new Law on Tourism, which will include suggestions and solutions that contribute to better conditions of business and income of tourism economy and municipalities. At the meeting with representatives of tourist economy, Tourist Organization Tivat and the Airport Tivat, which was attended by the Mayor of the Municipality as well, the Minister expressed satisfaction with good organization and quality public-private partnership between the municipality and the local tourist organization with the sector of tourism and local and international strategic partners.

Joint assessment of representatives of the sector of tourism is the tourist season took place in the conditions of global economic crisis, and that solid results were achieved, which will be in line with the planned minor one digit drop of tourist turnover and income by the end of the year. Encouragement comes from the fact that on today’s date (02 October) there are by 22% more tourists in the municipality of Tivat than in the same period last year, and the fact that inquiries for the next tourist season are substantially more frequent, which is a result of intensive promotional campaign which was implemented by the local tourist organization in cooperation with the National Tourist Organization. Based on this, it can be expected that the next tourist season in the municipality of Tivat will be up to 50% better than the current season.

Minister Nenezić and the Mayor Kankaraš visited the Porto Montenegro marina, where they met with Mr. Piter Mank and discussed the dynamics of the project implementation. They agreed that Tivat would soon be, after the completion of the Porto Montenegro Project and through other development projects, well-positioned as a high quality tourist destination on the global market.
Minister of Tourism Predrag Nenezić visited Mojkovac and Kolašin in 21 October of this year. During the visit to Mojkovac, Minister Nenezić met with the Mayor Miladin Mitrović and the Director of the local tourist organization Dejan Medojević and their associates.

Mr. Mitrović informed the Minister about the completion of spatial-urban plan of the Municipality, which was mostly dedicated to development of tourism and agriculture in Mojkovac Municipality, and the development of the concept for valorisation of Bjelasica. It was stated that the project of rehabilitating of the tailings pond is about to be completed, and according to the project, this area is a combination of sport-recreational-entertainment content, and the tender was launched for its planning. The Municipality of Mojkovac developed the project of the building of the local tourist organization, which was applied with several international organizations. The funds for its implementation are not ensured yet, but this certainly remains to be one of the priorities of the municipality. It is also planned to build ethno-village in Sinjajevina, and a nature park as well.

The local tourist organization also implemented a number of activities aimed at promoting of both Mojkovac and the whole north region of the country. Projects related to kayaking, hiking and cycling, and affirmation of active tourism and spending time in nature, creates conditions for Mojkovac to become a tourist gate of National Parks Durmitor and Biogradska gora.

Minister Nenezić expressed his satisfaction with the development of spatial-urban plan which is focused on tourism and agriculture, and promised full support in implementing planned activities and projects in Mojkovac. For the purpose of tourist valorisation of natural resources, he provided support to the Regional Tourist Organization and the establishment of future regional tourist organizations, pointing out that communal infrastructure is being developed in parallel with the development of tourism, which will make Mojkovac one of the first municipalities in Montenegro. Minister pointed out the invaluable importance of the completion of the project of rehabilitation of the tailings pond and turning of this area into an entertainment-cultural-sport and tourist complex. He pointed out that this project, in addition to a number of other projects which are being implemented or are planned to be implemented, will in mid-term create conditions for dynamic development of tourism in Mojkovac, give the options for active nature-based holiday, which is a trend on global market.

After Mojkovac, Minister Nenezić and his associates visited the Municipality of Kolašin as well, and had a meeting with the Mayor Mlleta Bulatović and his associates. Mr. Bulatović reminded of the successful privatization of former Ski Centre Bjelasica, which now has 2 modern hotels and a ski resort “Jezerine”, and the full commitment of the Municipality to further dynamic development, placing an emphasis on the better tourist valorisation of the National Park Biogradska gora. He pointed out that municipality services would undertake all necessary activities related to maintenance of communal infrastructure during the preparation and implementation of the forthcoming tourist season, and activities related to better statistical coverage of turnover and revenues in tourism of the Municipality, and specific activities are planned for that.

Emphasis was also placed on the need to maintain the road from Kolašin to Jezerine, given the importance of this ski resort for quality tourist season in Kolašin. It was also agreed to improve the cooperation of tourist inspectorate with local inspectorate in the process of registering tourists and charging residential fees.

Minister informed the Mayor about the planned intensive promotion of the forthcoming winter season on the markets in the region, and organized groups of journalists will visit Kolasin and Bjelasica, and other ski centres in Montenegro as well in early November.

Mayors of Mojkovac and Kolašin municipalities were given CDs with strategic planning documents of the Ministry, which provide good guidelines for future development of tourism of Montenegro in line with international standards.
A business meeting of representatives of hospitality of Montenegro and tour-operators and tourist agencies from Russian market was organized by the National Tourist Organization, under the sponsorship of Montenegrin Embassy in Russia, and it took place in the assembly hall of the elite hotel “Korston” in Moscow on 19 of October of this year.

The participants were welcomed by the introductory speech of the Ambassador of Montenegro in Russia, Slobodan Backović, and he wished everyone a successful work and pointed out the need for even closer cooperation between tourist sector of Montenegro and business circles from Moscow and Russia.

The Director of the National Tourist Organization of Montenegro, Saša Radović, presented tourist potentials and offer of Montenegro for winter seasons 2009/2010 and presented the results achieved during the season and pointed out the continued growth trend from this market during this crisis year. Montenegro was visited by 110.000 of tourists by the end of August, who realized 850.000 overnight stays.

The meetings were attended by representatives of the following Montenegrin hotels and groups of hotels: “Adriastar Hotels & Resorts”, “Montenegro Stars Hotel Group”, “Maestral”, “Korston The Queen of Montenegro”, hotel “Mediteran”, and the National Airline Company “Montenegro Airlines”, while the tourist agencies from Moscow that attended the meetings were “R-Tours”, “Travel Centar”, “Brezna Tours”, “Talas M”, “Černogoria Tours”, “VKO Travel”, “Paks”, “Apelsin”, “Tur Imperia”, “Adriatic Tours”, “Megapolis”, “Ultratour”, “Akvamarin”, “Apriori Group”, “Prometeus”, etc.

This meeting was extremely positively assessed by local tourist agencies and tour-operators, and Montenegrin hospitality representatives as well. Tour-operators and tourist agencies from Russia welcomed the intention of Montenegrin hospitality to directly address the market of Russia by adjusting prices of accommodation in post-season and attractive arrangements for New Year’s holidays and the forthcoming winter season. A specific presentation was given on the Ski Centre Kolašin.

The National Tourist Organization continues to organize similar business meetings on other emissive markets as well.
MEETING OF THE DIRECTOR OF THE NATIONAL TOURIST ORGANIZATION SAŠA RADOVIĆ WITH THE AMBASSADOR OF BOSNIA AND HERZEGOVINA BRANIMIR JUKIĆ

The Director of the National Tourist Organization Saša Radović met the Ambassador of Bosnia and Herzegovina, Branimir Jukić.

Radović informed the guests about the results of summer tourist season and expressed satisfaction with its course, and especially the increase in the number of tourists coming from this neighbouring country by 10%. He briefly informed the Ambassador Jukić about global trends in tourism, current situation in this sector in Montenegro, planned investments and projects on the coast and in the north of Montenegro, trends and plans defined by the Tourism Development Strategy until 2020. It was stated by both sides that the trend of increase in the number of tourists from B&H was also influenced by opening of a tourist representative office in Sarajevo, and adequate and intensive campaign of the NTO MNE which was conducted prior to this summer.

The Ambassador Jukić expressed conviction that cooperation in tourism would be additionally improved by inter-country agreement in this field to be signed soon.

Emphasis was placed on the need for more intensive cross-border cooperation in tourism, because that is the only way for both countries to be interesting to distant overseas markets, which are currently expanding. With established air transportation options and further improvement of infrastructure, two-way flow of tourists has a potential to grow further. It was pointed out that citizens of Montenegro travel more frequently to Bosnia and Herzegovina in the past years, which is especially noticeable during holidays and winter season.

PROFESSIONAL DEBATE HELD IN RELATION TO PROPOSAL OF THE LAW ON TOURISM

Representatives of the Ministry of Tourism held a professional debate in Budva on 22 October of this year on the Proposal of the Law on Tourism with representatives of coastal municipalities and the Old Capital Cetinje, representatives of the PE “Morsko dobro”, Montenegrin Tourist Association, local tourist organizations and GTZ. Deputy Minister for general legal and inspection matters, Mr. Nebojša Popović informed the participants about the most important developments and proposed legal solutions which are aimed at as quality and as comprehensive organization of service provision in tourism as possible. Mr. Popović, among other things, pointed out that the said Proposal fully incorporates EU Directives related to tourism, which regulate in more detail tourism and hospitality sectors, and the recommendations of the Working Group for removing business barriers. In those terms, provisions of the Law, which relate to the method for issuing and the content of the application for issuing work permit for all types of tourist and hospitality activities, are defined more closely. The most important novelties in the Law are: introducing the Central Tourist Register, Uniform Records of turnover in tourism, introducing work permits for activities in bathing resorts, precise regulation of service provision in nautical tourism, singling out of rafting and rent-a-car as separate tourist activities, detailed regulation of the field of camps, suspending mandatory penalties for facilities which do not hold work permit, and introducing sealing of facilities on the spot.

Representatives of public sector and economy gave full support to the said Proposal, and they pointed out satisfaction with the progress achieved in comparison to the existing legislation by close definition of rights and obligations of players in tourism, and harmonizing it with the practice in performing tourist-related activities. The participants pointed out that the said Proposal would have a positive effect on increased market competition, on increasing the quality of tourist and hospitality services, and the reduction of “grey economy” in tourism. In addition, the participants have a number of suggestions by outlining the solutions which would improve efficiency of the Law enforcement in practice and improve the quality of control in performing tourism and hospitality activities. The Ministry of Tourism will organize a number of professional debates in the forthcoming period on the Proposal of the Law on Tourism, and on Tuesday, 27 October of this year, it will organize the next debate with representatives of municipalities of the central and northern regions of Montenegro and the representatives of the Federation of Employers.
Montenegro participated for the first time on the Adventure Travel World Summit, which was held from 19 to 22 October in Quebec, Canada. More than 500 leaders in travel industry and representatives of media, governments and associations from 53 countries gathered to discuss trends in the field of sustainable travelling and global changes.

For the seventh year in a row, this gathering has provided leadership in matters such as sustainable tourism in developing destinations, cooperation in the chain of offer, marketing on the internet and social media, standards, best practice, volunteering, and many more.

As a lead innovative platform on the market which provides for new relations between business players, and media relations, the gathering proved to be very precious for Montenegro as a developing destination, whose tourism development strategy is based on sustainability.

“Having in mind sources of the most recent knowledge and experiences which it offers to Montenegrin tourist agencies, the membership in Adventure Travel Trade Organization (ATTA) – whose membership is currently 500 companies from 56 countries – would be the next logical step”, assessed Mrs. Kirsi Hyvaerinen, Advisor to the National Tourist Organization of Montenegro.

The next Summit will be held in Scotland from 4 to 7 October 2010. One week after that, selected tour-operators and media representatives will be proposed study tours to Montenegro. The USAID STARS Programme committed to providing this initiative.
A special anniversary edition of the National Geographic Traveler – 50 places of a lifetime was published in USA and Canada on 2 October. As announced, a photograph of Sveti Stefan is on the front page of this Magazine, and the text of Milisav Popović is a lead text in the segment “Country Unbound”.

The author’s essay about six locations in Montenegro is titled “Balkan Showpiece”. It describes: Perast, Sveti Stefan, olive groves in Bar, Ostrog Monastery, Žabljak and Tara. Written in the so-called ethno style with the use of some elements of local legends and myths, the quality of the essay of Mr. Popović opened the door to attention of 40 million audience, who follow the edition of the National Geographic.

The famous tour-operators in the world such as Globus, Antarctic cruises, Neckermann, Trafalgar, Insight also expect to get soon the full – extended version of the edition which is published in October every ten years. The fifty places of a lifetime were presented by invited people, famous people, who were selected by editors of the “National Geographic Traveler” based on special criteria of writers. In addition to Milisav Popović, those are the writer Richard Preston, a geographer and the Director of famous Canadian Canoe Museum James Raffan, the founder of the Eco Bolivia Rosa Maria Ruiz Organization, Mexican journalist and poet Jennifer Clement, professor of creative writing at the University of Atlanta Lyanna Williams, the descendant of 39th generation of the most famous vine producers from Florence Lamberto Frescobaldi, Indian writer and the UN Undersecretary Shashi Tharoor and Canadian actor and director Daglas Coupland.

The first edition of special edition of the National Geographic Traveler – “50 places of lifetime” was published in October 1999. Only four European countries found their place in the new edition (Italy, Montenegro, Switzerland and Greece). The next edition of the NG Traveler – 50 will be published in 2019.
Title of the Article is: “Is this Europe’s most beautiful town?”

David Whitley, the author of this text described how he had experienced Kotor and why he sees it as the most beautiful town in the world. Kotor is located in the biggest fiord of south-east Europe, and Boka Bay is essentially a valley which was flooded centuries ago. It may be described as a spectacular slice of Norway that has been transported to the Balkans.

Mr. Whitley points out that Kotor has largely been spared the ravages of mass tourism and listed on itineraries of numerous cruisers and agencies, which bring organized groups of tourists. He describes with a lot of passion the architecture of Old Town. He is fascinated by the fact that everything in the town is built of limestone from the surrounding mountains, that the sea is practically splashing against walls, numerous squares, narrow streets, churches, pizza places and coffee bars. He especially points out the Cathedral of St. Tryphon for which he says it is the most photographed building in Kotor, followed by hotels and private palaces, which are built in Venetian-baroque style. At night, coffee bars in the Old Town turn into party zone, which gives the town exquisite entertaining amenities. In the opinion of the author (who visited 46 European countries and, as he points out, he’s yet to see anywhere else that manages to combine such a charming Old Town and such a sensational natural location), one of the world’s greatest views spreads from the St. Ivan’s Fortress (San Giovanni) above the Old Town. He gives a detailed description of the path to the fortress, and he said it was very demanding and consisted of (depending on the guide) of 1250 to 1540 steps.

He describes the wall which connects the Old Town and the St. Ivan’s Fortress above it as “the most bizarre city wall in the world”, but practical because, according to the author’s theory, this wall (4.5 km long) was used to defend the city from the upper side, the Lovcen side. Whitley expressed his thrill with extraordinary location of Kotor as well, which makes climbing up to the fortress memorable because of the heat as well.

He points out that the Old Town is on the UNESCO’s list of protected world’s heritage, that the Adriatic Sea is of “rich” blue colour, and that rocks in the distance appear to be “so white the mountains appear to be painted on a gauzy curtain.” “It’s a truly magical setting and is the extra ingredient that makes Kotor arguably the most beautiful town in Europe!”

Mr. Whitley provided instructions on the easiest way to get to Kotor; he proposed places to stay and advised readers to visit the web-site of the local tourist organization for all information.

Article can be viewed on http://www.smh.com.au/travel/is-this-europes-most-beautiful-town-20091016-h0
In recent years, Montenegro has firmly followed its goal related to tourism development, and now defies economic crisis, points out the journalist of the REISE Magazine, JULIANE MATTHEY.

"After previously completed military task, the next thing is environmentally friendly tourism: Yugoslavian army built a road in steep rocks of the Mrtvica Canyon, which used to be inaccessible. Increasing number of paths is built in the mountainous inland of the country. Large hotels are located on the coast, for example, around Budva.

The path goes along the coast in the length of 182 km. Eyes often wonders off to the Adriatic, but excursionists do not come here for swimming. Besides, the sea is anyway inaccessible to them: the transversal road "Primorska Planinarska", which leads from Herceg Novi to Albanian border stretches along the mountain massif Dinaridi in the inland, at the altitude of several hundreds of metres. Nebojša Vasiljević leads a group of tourists along this karst landscape, which in nice weather reminds of an astonishing Norwegian fiord under the midnight light. On dull days, however, it appears dark and threatening. It must have been one of such days in the 15th century when the Venetians sailed in here and named this region Montenegro.

This country is not bigger than the German state Schleswig-Holstein, but it is practically blessed by effective tourist attractions. There is the Adriatic coast almost 300 km long, with many beaches and stone small towns. Similarities with Italy are not accidental, because this region used to be a Venetian colony for a long period of time.

Mountains more than 2000 m high rise nearby. Since the end of wars in the Balkans, and especially since the declaration of independence of Montenegro from Serbia in 2006, tourism in the country has been successful. Over the recent
years, Montenegro has continuously been European tourist country with the highest growth. In 2007, the country was visited by as many tourists as there were before the first war on the Balkans. In 2008, the number of overnight stays increased by 6 % and amounted to 7.7 million. Additionally, the population of this country is barely 600 000. This would not be possible to achieve without the support of international organizations (for example, German Investment and Development Company - DEG, German Technical Cooperation - GTZ) and, above all, the knowledge, skills and ambitions of young Montenegrins, who returned from abroad after the declaration of independence.

“If you have 40 years of communism behind, followed by years of disorientation, then wars, then you become impatient”, says Thomas Waldraff, Regional Director of GTZ in Podgorica. “As the independence became more certain, the people felt that they could actually make changes.” Still, it was mostly giving up on blind actionism and compliance with the Tourism Master Plan, which was designed in 2001 together with the DEG. The goal was to design a good tourism concept, which would compile enormous potentials of Montenegro. This way promised the best success to a country which strives for fast economic development, but whose other resources are limited. What most probably encouraged young Montenegrin to come back from abroad was a good administrative framework and widespread optimism. Nebojša Vasiljević is one of them. The son of emigrant worker from Dusseldorf, he left the job at the church order of ivanovci and made his dream to become a tourist guide true. “Not a lot has happened on the financial side”, he says, but he is passionate in doing his job, and that it what’s the most important. This 40-year-old does not regret his decision.

“Ideal of a state which generates income in environmentally justified way is grounded in the Constitution”

Regional cooperation of mountain villages is established, guides printed, the development of culture tourism is encouraged around treasures such as: Old Capital Cetinje, mosques and orthodox monasteries. The GTZ expert Waldraf says that many returnees from the USA and Western Europe in the last couple of years brought back a lot of good ideas related to nature-friendly sustainable tourism, for example, the ‘hiking and biking’ concept, education paths in nature or ecological katuns.

Nebojša Vasiljević’s travel agency, which he manages from his German hometown, Erkelenz near Dusseldorf, is the only agency in Germany which is specialized for individual and nature-based tourism in Montenegro. Sustainability and ecology are officially grounded in Montenegrin tourism. The Minister of Tourism is at the same time the Minister of Environmental Protection, and the ideal of ecological state is a part of the Constitution.

The Porto Montenegro project in Boka Bay, which is like a fiord and Nebojša’s group of tourists enjoys its beauties from the deck, is one the examples that tourism can be sustainable and profitable at the same time. A marina is being built here, on the place where military port of Tivat used to be during Yugoslavia, with the support of the Canadian mega-investor and other donors, and should rival even Monte Carlo and Porto Cervo.

“Tivat used to be environmental burden, and now it is undergoing modernization in environmentally justified way”, says Thomas Waldraff. There is only a question whether this giant port for yachts is enriching visually the Kotor Bay, which is on the UNESCO’s list of the world cultural heritage.”
The title of the text is “Montenegro: Europe’s New Ski Destination.” Montenegro has exquisite natural beauties and it could become the most famous ski centre in Europe because of adequate ski trails and intact nature, says the Time. The author of the text, Simon Kelton, reminded that America is going through recession, and that people in such economic situation look for quicker, cheaper and the holiday which is as unusual as possible. A small country of Montenegro, as he says, has it all.

"European ski centres are crowded with accommodation capacities and because of inadequately spaced beech trees, they lack quality ski trails", said Kelton. He thinks that mountains in Montenegro offer perfectly spaced beech trees, which can rival Colorado’s best aspen groves for a fraction of the cost. The most beautiful ski trails, according to the Time, are found on the Montenegrin Mountain Bjelasica, in Jezerine.

"The amount of snowfall and variety of terrain will surprise you, and you will get there in about 15 minutes by car outside the town of Kolašin, itself an hour and a half’s drive up the stunning Moraca Canyon from the Montenegrin Capital Podgorica", says Kelton.

He added that Jezerine is a very small ski destination in comparison to famous European centres, but that does not make it less important.

"Powder, lack of crowds, good restaurants and extreme sports for adventurers will make winter holiday memorable", said Kelton. The Magazine says that in March, under the clear sky and frozen snow, it is possible to ski on the compacted trail, with less than ten skiers, while for 30 USD, which is the price of using the cable car and renting skiing equipment, and it can be a very affordable ski centre.

For those who prefer steeper ski trails, Kelton proposes Žabljak and Durmitor Mountain. “River Tara with the Europe’s longest canyon, 20 peaks over two thousand metres, overlooking 18 gorgeous lakes, so it is not surprising that discussions are under way to set up a heli-skiing operation”, claims Kelton. He also mentioned the Hotel Bianca in Kolašin, and recommended it as the best place to stay at. “With the price of 190 USD for a standard double, a wonderful spa, first-class gym, nightclub, fine restaurant and massive indoor pool, Bianca will make your stay more beautiful and more comfortable”, says Kelton.

In only two hours driving, he added, you can arrive from cold mountainous regions to warm coastal region, and visit the Montenegrin coast with many beaches and resorts.

“Do not miss opportunity to spend holiday in the Hotel Avala in Budva where you can rest under palm trees, taste all sea specialties, such as fresh sea bass”, says Kelton. “Who needs Colorado?”

This Article is available at www.time.com, and translation of the text can be downloaded from “Crna Gora: nova evropska ski destinacija”.

October, 2009
Within “Infofest”, which was held in Budva from 27.09.2009 to 03.10.2009, at the tribune named “Modern information systems of state authorities of Montenegro”, the National Tourist Organization of Montenegro gave a presentation of the official web-site for tourism www.montenegro.travel.

The presentation introduced in a descriptive manner technical characteristics, the varieties offered by the web-site, advertising opportunities, e-learning programme (internet-based training of tourist agents), option for on-line booking, interactive maps of paths and service information. Svetlana Tomković and Emil Kukalj from the NTOCG presented importance of internet as a channel of modern promotion and sales, and its importance in destination management.

A completed information system of the NTO MNE was also presented, the so-called Montenegro Customer Care, which is consisted of web portal, digital info-stands and Call Centre, at the service to those who stay in Montenegro or plan to do so.

A specific emphasis was placed on service information and promotional campaigns which are developed by the NTO MNE through the widely accepted applications Facebook, Twitter, Youtube, etc. Educational campaign "Do not live tourists in the dark" was also presented, and it clarifies to those who rent accommodation, especially smaller ones, advantages of internet and the need for their offer to be fully presented on the official web-site of Montenegrin tourism.

Following up on modern trends in the development of CIT, the NTO MNE will continue its activities in order to enable internet users to get in a simple and quick way the necessary information about Montenegro and its tourist offer, and to make the stay of our tourists as quality as possible.