



MONTENEGRO

MINISTRY OF SUSTAINABLE DEVELOPMENT  
AND TOURISM

# TOURISM NEWSLETTER

*September 2016*



WHAT IS PERMACULTURE?

NAUTICAL TOURISM  
IN MONTENEGRO

Central topic

## MAMULA PROJECT

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## September 2016



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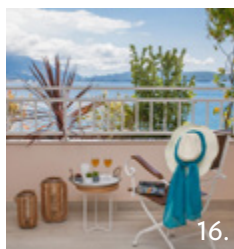
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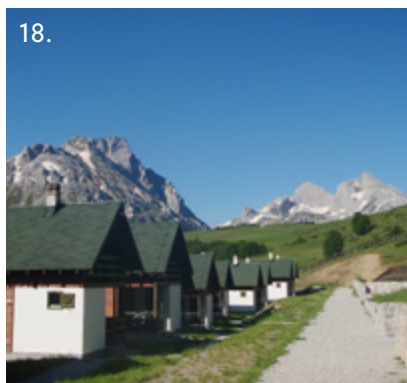
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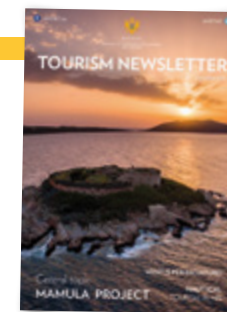


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INTRODUCTION

*Dear Readers,*

In front of you is the September edition of the Newsletter of the Ministry of Sustainable Development and Tourism, where we have done our best to present you the news that marked the end of the summer, some projects dealt with by this institution as well as the stories from different parts of Montenegro.

This edition of the Newsletter is devoted to sustainable development. Mamula Project, with which the Newsletter starts, represents a significant breakthrough in the preservation of cultural and historical heritage. Ministry of Sustainable Development and Tourism is very committed to this and subsequent projects of cultural heritage conservation. Our goal stems from the fact that the state does not have sufficient means to preserve its cultural and historical heritage, so the investors who will valorize these sites in the way to preserve their spirit and personality are extremely important.

When it comes to the re-evaluation of cultural assets through the tourism offer, in addition to the activities with different international organizations in this field, it is particularly important to point out that the Ministry of Sustainable Development and Tourism signed the Agreement on Consulting Services with "Paradores de Turismo" Company, whose basic aim is to identify a model for the tourist valorisation of culturally important sites of Montenegro. In cooperation with the Directorate for the Protection of Cultural Heritage, four structures were selected in our country recognized as cultural assets with great potential, namely: Žabljak Crnojevića fortification, the Old Town of Bar, Fort Goražda and Španjola Fortress, for which the analysis of valorization and revitalization possibilities has been done according to the methodology of this company.

We have already written about some of them in the early issues of the Newsletter, and the next editions

will certainly include more extensive stories about this cultural and historical treasure, as well as about the plans for their conservation.

Sustainable development is an attractive subject, but not at all simple to implement. Dealing with the consequences of unsustainable development trends developed due to the inherited structural imbalance, the socialist economy from the period before the 90s, a sharp drop in the overall socio-economic values during the nineties, the tendency to ensure rapid economic growth and continuous rapid prosperity and compensate for missed opportunities in a transitional period of implementation of economic reforms during the 2000s, requires decisive and efficient actions. These actions are focused on seeking the way towards a sustainable future and abandoning unsustainable values, standards and development patterns.

In this issue of the Newsletter we present the stories about those who in their micro-world practice sustainable development (the text about permaculture) as well as about the entire economic systems that are trying to operate in a sustainable and profitable manner, with the maximum respect for environmental standards.

Today the community requires an awakened individual who will not only place the earnings from a particular job at the forefront, but a citizen who will take enough for themselves from the social circumstances and natural resources given to us while thinking about what should be left to future generations at the same time.

*Editorial Team*

**Marina Miketić Nikolić**  
**Milica Lekić**  
**Ivana Radoman**  
**Marko Mirović**

## PARTICIPANTS OF THE EVENT “SERBIA IN THE RHYTHM OF EUROPE” STAYED IN HERCEG NOVI

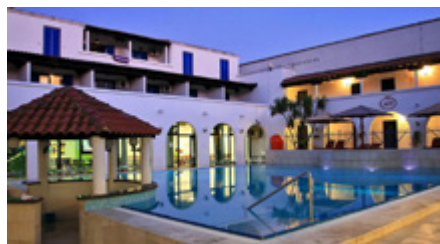
The “Lighthouse” Hotel and “Gradska kafana” from Herceg Novi, with the support from the National Tourism Organization of Montenegro and the Embassy of Montenegro in Serbia, have provided a seven day stay for the participants of the event “Serbia in the Rhythm of Europe”.

Within this visit, twelve children, aged 14 to 17, and their three companions from the Municipality of Bogatić stayed in Herceg Novi. At the initiative of the Embassy of Montenegro in Serbia, the National Tourism Organization of Montenegro was visited by the team that is successfully implementing the project “Serbia in the Rhythm of Europe” and that has already taken action to implement the same project in our country titled “Montenegro in the Rhythm of Europe”. Children from all Montenegrin municipalities will be able to participate in this project, and the central event will be held in December. The event is aimed at children in primary and secondary schools and the aim is promotion, development, recognition and preservation of young talents, promotion of intercultural relations, tolerance, gender equality, respect for human rights, diversity, cooperation and lifelong learning.



## THE ALEKSANDAR HOTEL WILL BE THE FIRST BLUE STAR FAMILY CLUB HOTEL IN MONTENEGRO

The Hotel Group **Budvanska Rivijera** and the leading European tour operator **TUI Nordic** have reached an agreement, according to which the Aleksandar Hotel will be the first **Blue star** family club hotel in 2017.



## AN AGREEMENT SIGNED ON THE TAKEOVER OF RUŽA VJETROVA RUŽA VJETROVA

The Management Agreement between the famous international hotel operator **Karisma Adriatic** and the resort **Ruža vjetrova** has been signed in Dobre Vode by the Director of the Company, Veljko Ostojić and CEO of the Resort, Jovo Milić. This company, which is co-owned by Agrokor, will take over the management of the exclusive hotel Ruža vjetrova from 2017. On this occasion, Ostojić said that Karisma Adriatic would expand its business operations from Croatia to Montenegro by the signing of this agreement. Moreover, on this occasion an agreement was signed with the French tour operator **Look Voyages** for a period of three years, with an option to extend the agreement for an additional two years. These agreements, as announced from the Company, guarantee the occupancy rate of 175 days a year, the construction of new accommodation units and the extended period of resort operations.

## THROUGH SUSTAINABLE PROJECTS TO THE INTERNATIONAL POSITION OF OUR COUNTRY AS A GREEN DESTINATION

“Each of us, individually, on a daily basis emits 14.2 kg of CO<sub>2</sub> and other greenhouse gases, and now it is possible, through a joint initiative of the Ministry of Sustainable Development and Tourism and the United Nations Environment Programme, to offset that environmental impact”, it was announced at the press conference held on 27 July.

Namely, within the initiative **Reduce your carbon footprint**, a web calculator of the carbon footprint was developed, through which every tourist, hotels, and soon the households can calculate their own carbon footprint, that is, the emission of CO<sub>2</sub> and other greenhouse gases, and obtain the information of how much donated money is needed to offset this footprint. All donations will be directed to one of three viable projects: development of maritime solar-powered transport, development of bike paths and installation of solar benches and smart stops. It has also been announced that the so-called low carbon tourism is the optimal solution for Montenegro, since it not only enables environmental protection, but also the strengthening of the international position of our country as a green destination, and its presentation as a leader in this area.

On this occasion, Minister **Branimir Gvozdenović** said: “The carbon footprint is a metaphor for the impact that a phenomenon has on the nature or its resources. We applied within the GEF Fund and got some significant financial resources for the implementation of the Project Development of Low Carbon Tourism in Montenegro. The fund available to us exceeds three million and the project should be implemented in the next five years. Namely, we implement it together with the UN Environment Programme, and through it, we also participated in financing sustainable projects in Herceg Novi in the amount of 150 thousand euros. The expected effect of these projects is the savings in energy consumption of approximately 240 thousand euros.”



## FIRST DIRECT FLIGHT FOR NEW YORK FROM PODGORICA

The signing of a cooperation agreement (code share) between **Montenegro Airlines** and **Air Serbia** means that another 32 new destinations in North America, the Middle East, Northern, Western and Central Europe, Russia and Eastern Mediterranean will be available to the citizens of Montenegro. As stated by the Executive Director of Montenegro Airlines, Zoran Kostić, the national carrier will realize the flights to and from Abu Dhabi and New York. He also announced the opening of the air services to Amsterdam, Athens, Banja Luka, Beirut, Berlin, Brussels, Bucharest, Istanbul, Larnaca, Milan, Ohrid, Prague, Sarajevo, Skopje, Sofia, St. Petersburg, Stockholm, Stuttgart, Tel Aviv, Thessaloniki and Zagreb. The President of the Company, Daliborka Petrović, has assessed that the strategic partnership with the **Etihad Airways** Company represents a great opportunity for the promotion of Montenegro as a tourist and accessible destination which will allow Montenegro Airlines to access its network of destinations, and that the cooperation agreement provides better positioning of Montenegro Airlines in the markets that Etihad has already won, better transport conditions developed by this world brand, as well as better use of the resources of Montenegro Airlines.

## FORTRESS SAN GIOVANNI VISITED BY

# 78000

VISITORS

San Giovanni Fortress was visited by 78 000 tourists from 1 April to 23 August this year, which is about 30 percent more tourists than in the same period of 2015.

Director General of Directorate for Tourism Development and Standards **Olivera Brajović** about the **Mamula Project**



# MAMULA

WILL BE PRESERVED AND OPEN TO EVERYBODY

■ **There have been a lot of opposing views in recent months regarding the lease of the Island of Lastavica with Mamula Fortress. You claim that the interests of the state and this site will be protected and revitalized. Is it realistic to expect, given the fact that it will be turned into a tourist facility?**

The whole project is based precisely on the principles of conservation, because it will enable the protection of the site with the Mamula Fortress, which is now in a precarious condition, from further deterioration. It includes the tourist

valorization through the reconstruction in the existing dimensions with strict adherence to conservation requirements. It seems to me that the choice is easy: between the possibility that this protected cultural-historical structure is deteriorating as before and the possibility to give it a new life in a sustainable manner, through the preservation of historical value, the decision is obvious. As the public is aware, the project plans a hotel with 23 rooms for guests and one room that will be a memorial room of a museum character. In this way we get the museum that we did not have and make it possible not only for the

relatives of the deceased, but also for all interested citizens to express reverence to the victims of the Mamula camp. As for the agreement, it has protected the interests of the state in the best possible manner, clearly defining that the investor, that is, the lessee cannot obtain the ownership at any time during the term of the agreement and that all facilities are to be returned to the state after the expiration of 49 years; that the investor does not have the right to place any kind of burden on the location including the Mamula Fortress; that the Government has the right to terminate the agreement and take over

the newly built resort without the obligation of payment of any compensation to the investor in the event that the lessee fails to meet its obligations at any time; that the reconstruction of the fortress will be performed in accordance with the Conservation Requirements; that the resort will be an open-type one; and many other items that entirely provide a decent reconstruction of this important facility.

The arguments that the state should invest in this site could be heard in the public. Unfortunately, such proposals are not often accompanied by a specific elaboration, the design, solu-



tions, which would put them into operation. On the other hand, the state has provided the investor with 15 million of investment, absolutely protecting its interests and its heritage by the agreement, while protecting it from further degradation at the same time. I will also mention the no less important fact: it is the world-famous investor who is at the same time already working in Montenegro on the Luštica Bay Project worth over one billion euros, which will be a cause for pride to everyone.

■ **Does the practice in more prosperous countries, which have the resources to take care of cultural heritage by themselves, have examples similar to Mamula?**

Each victim is big, even if it is only one life, and not as many as 130 who were killed at Mamula. On the other hand, there are more examples in the world where the camps and prisons were turned into hotels and tourist facilities. Such are, for example, the Citadel Inn, the Nazi Death tower where it is estimated that around 100 thousand people were killed; a former camp, the present hotel is located in the Austro-Hungarian fortress Fort II - which is identical to Mamula. Then, Colditz Castle, Latvia's Karosta Prison and the like. Much more prosperous countries have preserved their protected structures from deterioration in this way, even the structures under the protection of UNESCO have been converted into hotels.

■ **What are the reactions of SUBNOR to these activities?**

With a view to full participation of all stakeholders regarding the implementation of the project, and with due reverence to the victims of the wars in this region, a meeting was held with the representatives of SUBNOR, where the project was presented, whose vision is the reconstruction of the fortress into a unique hotel - museum. SUBNOR submitted an open letter to the Parliament of Montenegro, all parliamentary clubs, the Municipal Assembly of Herceg Novi, all caucuses, supporting the project by which this cultural and historical monument will be rebuilt, and which, through the new life obtained by the restoration, will be able to testify about the victims and survivors in a dignified way.

■ **Has a square meter of land at Mamula really been given below the real price, as it could be heard in public?**

Somehow it is always forgotten when realizing large investments that it is not a sale of real estate, whose main goal is to get the negotiated financial means, and then complete a transaction. First, we do not talk about selling here, but about leasing without the right to acquire ownership. Second, the key is the assets that the investor will have to put in. Not to mention the fact that, unfortunately, this site has no basic infrastructure, that it is the site which requires full commitment and substantial investment so as to reach the level of the representative one, and in that sense, I appreciate that we need to be proud that in the fierce global race for quality investments we managed to get such an investment. Therefore, a square meter of land is not "given" but "leased". As I said, the debate itself on the price of a square meter is irrelevant in the context of the fact that the key to the agreement, in addition to the leasehold, is the project investment which will be realized in the coming years, and which amounts to 15 million euros, and of course, all the taxes and charges the investor will be required to pay to the state. A large number of countries lease their cultural and historical monuments symbolically for one euro, just to allow the investor to invest in them and help their preservation.

■ **Is it true that an access to the beach will be suspended?**

The offer of the company Orascom clearly states that this project will become a reference project for the Luštica Peninsula and the Bay of Kotor because it will have the support through the activity of the Luštica Bay Project, but will also be open to all external guests and become a new centre in the region. In addition, this destination will be another recognizable holiday resort in Montenegro which can be accessed by all tourists. Thus, the resort will be open to the public. Naturally, the conduct in accordance with the house rules will be compulsory, which of course is not the limitation, but a rational approach to the assets of us all.

■ **What are the specific benefits of the implementation of this project?**



THE PRESENT STATE OF MAMULA



CGI OF THE FUTURE DESIGN WHICH SERVED ONLY AS A PRELIMINARY LAYOUT SO THAT, IN THE TENDERING PROCESS, THE ORASCOM CAN SHOW THE CONCEPT IMPLYING THAT THE FORTRESS WILL BE PRESERVED TO THE MAXIMUM POSSIBLE EXTENT

Direct benefits are the reconstruction of the fortress and the preservation of its monument potential, as well as its valorization. In this way we get the museum that did not exist. On the other hand, benefits for the citizens are the jobs: in the construction phase around 200 employees will be hired, in the phase of the operation of the hotel complex between 75 and 110 people will be directly employed, and indirectly a possibility will be created for the creation of about 40 jobs. It is estimated that only from the taxes and contributions the revenue of the state and municipalities will be around 7.5 million euros in the first 10 years. In the same period, the revenues based on the fixed and variable lease payments will be around 1.1 million euros; taking into account the level of investments and the said revenues, it is approaching the figure of about 24 million euros.

In addition, reconstruction and conservation

of the fortress in the existing dimensions in accordance with the tradition and cultural and historical heritage, in the form of a new tourism product, will significantly contribute to the improvement of the tourism product of Montenegro. And, most importantly, there is no dilemma about the conservation and preservation of this structure through the new life it is given in this way.

■ **What is normally the concept of valorization of the cultural assets not yet valorized and valuable sites through the tourist offer, supported and implemented by the Ministry, based on?**

Because of its long history, natural beauty, tradition or cultural history, almost every foot of Montenegro has its story, legend, message, value. These stories and sites must be revived and





**MAMULA FORTRESS**, 3.4 nautical miles away from Herceg Novi, is of a circular shape and a diameter of about 200 m. The entrance with the seaport and a miniature beach is located to the northern corner, while to the other corners of the world, its coast is steep, inaccessible, and the sea is deep. Judging by its architectural solution, it is considered the most beautiful fortress in the Adriatic area. During the Venetian rule, the Island of Lastavica was known as Rondina. In the mid-19th century, the Austrian general and governor of Dalmatia, Baron Lazar Mamula, known as the best man of the Montenegrin Prince Danilo Petrović, built a fortress on it, which has been named after him since then. Mamula served as a camp during both World Wars. During the Second World War only, around 1,500 prisoners were held in captivity there, as evidenced by the marble inscription at its entrance. It is interesting that the fortress never served its purpose and that not a single cannonball was fired from it. It was built from finely dressed stone blocks, placed in regular horizontal rows, and the shape of the fortress resembles the configuration of the island. This fortress represents the best example of the Austro-Hungarian fortification in the Adriatic area due to its monumentality, exceptional precision of construction and perfect functionality

made accessible. And each of the sites made recognized in such a way will give a huge contribution to what is one of the supporting economic sectors of our country - tourism, and with the full respect for their value, give them a new aspect, a new value, and inform not only the tourists but also our citizens about the heritage in a better way.

The basic aim of our activity is the territorial integration and raising the level of recognition of valuable non-valorized sites, as well as the level of accessibility and development of internal zones that are not typical tourist destinations.

All the projects we work on have that aim as a guiding principle. It is in this direction that the ongoing Project All the Miracles of Montenegro is being implemented. Through this project, we invited all citizens and companies to apply with stories, legends, historical facts and projects that are related to insufficiently famous Montenegrin sites, and then we are going to put them together into full operation.

When it comes to the revalorization of cultural assets through the tourist offer, in addition to the activities with different international organizations in this field, it is particularly important

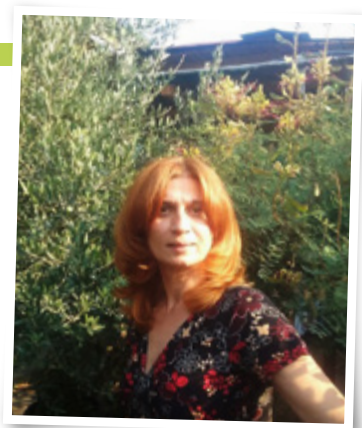
to point out that the Ministry of Sustainable Development and Tourism signed an Agreement on Consulting Services with the Company Paradores de Turismo whose main is to find a model for tourist valorization of culturally important sites of Montenegro.

In accordance with the above mentioned, and in cooperation with the Directorate for the Protection of Cultural Heritage, four structures in our country were selected, recognized as cultural heritage with great potential, namely: Žabljak Crnojevića Fortification, the Old Town of Bar, Fort Goražde and Španjola Fortress for which

the analysis of valorization and revitalization possibilities has been done according to the methodology of this Company. How much this approach to valorization of cultural and historical assets is represented in other countries as well, is sufficiently supported by the fact that the Paradores Company, which was founded in 1928, runs 94 hotels (6,000 rooms), which are mostly located in the protected cultural heritage structures. The hotels are located within 9 national parks, 9 national reserves and 12 World Heritage cities (15 castles, 14 monasteries, 12 palaces and 6 unique historical structures) ●

**Aleksandrina Vujačić**

the first permaculture designer in Montenegro



# Permaculture

## IS THE COLLECTIVENESS AND RESPECT FOR NATURE

**■ You are the first permaculture designer in Montenegro. Could you explain to us what permaculture is?**

Permaculture is a type of ecological design with the help of which sustainable systems are created by copying the patterns from the nature. It is founded on three ethical and twelve design principles that have proven to be necessary and sufficient for the realization of any system for which we want to have the elements of sustainability. It is far from romantic reverie. On the contrary, it is a very practical tool that accepts the initial facts and in relation to them proposes and implements a package of measures with the help of which, with a minimum of investment of tangible and intangible assets, a new system is created or the existing one reconstructed. Permaculture is a coined word formed from the combination of the word permanent agriculture, which brings us to the fact that permaculture is created through the necessity that a conventional approach to food production, which produces more than an evident damage to the human community, is replaced by a sustainable one. The result of the permaculture engineering

is environmentally and socially acceptable and economically feasible systems of production and consumption.

**■ Why is it, in your opinion, essential that the today's man turns to permaculture?**

The current economic paradigm relies on the unsustainable exploitation of natural resources, with the constant growth as an additional demand from the economy. Nowhere in the nature can we find the system that is constantly growing. The linear economy that requires constant growth, relying on consumerism as a diagnosis of the individual and the society, results in the devastation of nature and the creation of waste as an exclusive human invention. Consumerism is encouraged by enormous sums of money that corporate capital invests in marketing campaigns and it represents the food for such unsustainable economic paradigm.

Permaculture opposes to unconditional acceptance of GDP as a parameter which objectively defines the performance of an economy, because this parameter does not contain the information on how much the economy that creates it affects

the environment. So far nobody has created an ideally objective numerical indicator of performance of an economy, but certainly the closest to it is the parameter called "ecological footprint", which includes the environmental impact of production in the product price. Permaculture emphasizes the need to have an objective numerical indicator of how much a man harms the nature by certain activities, but also gives practical solutions that can meet all our needs, leaving enough to those who come after us.

**■ The motive of Cuba to turn to permaculture was a social moment, the survival instinct, but you have mentioned that it does not have to be necessary and that there are other motives.**

There is a whole variety of people who have money and are willing to invest their money in the so-called ethical banks, which are growing in numbers globally, and such a bank is currently being set up in Croatia. The ethical bank supports small projects, environmentally sustainable, which are good for the community. Currently, I am trying to implement such a project, without any financial assistance, in my own home. The name of the project is "Academy for Urban Environmental Engineering" and in its essence it has to be a proof that a small urban plot can be a productive system a family can live on, while taking into account the aesthetic imperatives imposed by the urban space. Mainly from recycled materials, with my knowledge and with the voluntary help of my friends, neighbours, godparents and volunteers, I create installations that could be classified as works of applied art.

**■ How would you explain to a family to facilitate their daily life and make it cheaper through the principles of permaculture?**

I would advise them, prior they seek professional advice, to stop and feel their own space, which is first and foremost. A lot of money is needed to insulate the windows of the house and build the demit facade. Those who have money do not need advice. But if you belong to the majority

### HOW PERMACULTURE SAVED CUBA

Until 1990 Cuba defied the embargo imposed by the USA, nonchalantly importing almost all energy-generating products, technology and agricultural supplements from the former USSR. During the "green revolution," the Cuban most fertile land suffered a tremendous loss due to conventional agricultural production. An then, overnight, the Soviet Union disappeared from the political map, and Cuba remained on the political and economic windswept, with no energy sources, no spare parts for small and large machinery and no supplements for their destroyed fields. The nation was practically starving, and the life almost stopped. The problem was solved by the reorganization of the whole country according to the design principles of permaculture engineering. A number of trainers trained by permaculture designers who arrived to Cuba from the cradle of permaculture - Australia went from family to family, and each of them in their local community showed the techniques of food and energy production without the presence of mechanization and supplements. Cuba issued a decree then, among other things, that no gram of food must be distributed further than five kilometres from where it is produced. The film *The Power of Community* speaks about how Cuba survived this "special period". This film was the initial trigger for the start of my research into permaculture engineering and later my formal education in this field. During the "special period", Havana established 26 000 urban gardens on eight per cent of its area and in six years, from a country struggling for biological survival of the nation, it became the country of green economy and the healthy population.

who stretches every euro as they were magicians then my advice is to "take small steps"; one window after another, one wall after another. We are a strange nation. If we cannot take a step of seven miles, we will not make a start. This is wrong. Energy, for example, can be generated without solar panels. My solar water heater was built from the old water heater boiler. By installing it into the system, I have reduced the number of kilowatts consumed by half. I have also changed the way of heating in winter by building the furnace of a special interior structure from recycled materials, which can use almost any kind of biological waste as fuel. Permaculture



is not about savings. Permaculture is about rational and wise spending. Besides, and what is perhaps the most important thing, we do not need to have everything from the shop window. If a neighbour has a rake, I will buy a hay-fork. Then both of us have a rake and a hay-fork. One of the most important principles of permaculture is "integration rather than segregation". Five people together are worth more than five times each of them. The man alone can hardly do great things and permaculture, understanding ultimately all the convenience of collectiveness, recognizes the community as a nucleus of sustainable survival.

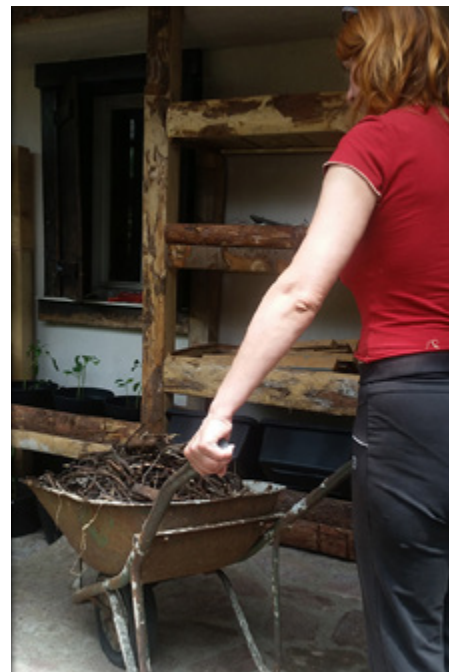
**In addition to the water-heater, what else did you build in the house?**

For example, I made a vertical garden. When you have two square metres of land you actually have two square metres of the sky. It must never be forgotten. I made that vertical garden along the entire southern side and that southern terrace produces vegetables that we need for most of the year. It also serves as thermal insulation in summer, at high temperatures. It is because in permaculture we strive that every element has multiple functions and each function is covered by a number of elements. I also built a bathroom from the tiles found next to the local container. Somehow, it seems as if they were just waiting for me. Currently, I am building a greenhouse from discarded glass bottles. I have a lot of fruit trees in a very small space. I am also planning to develop the first production green roof in Podgorica. Anyway, from a climatic point of view, people living in Podgorica are in a rather unfavourable position in the summer, and I think that planting a huge amount of green vegetation is the only way to make that climate more favourable for life. If our mostly flat roofs of buildings were all green, we in Podgorica would have a micro climate during the summer which is totally different from what is almost a desert climate now. In addition, I have long been dreaming of urban orchards: about the Street of Sour Cherries or the Street of Cherries or Figs. Contamination of such plants from the exhaust gases is 90 per cent lesser than the contamination of the same plants from the supplements in the conventional economy.



**To what extent, in your opinion, does Montenegro manage to implement the concept of sustainable development?**

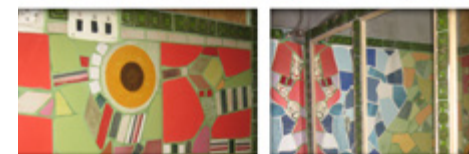
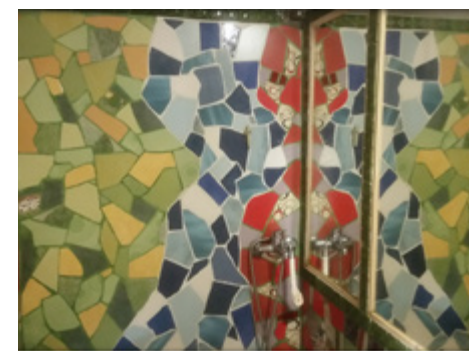
Generally, permaculture recognizes small local family businesses, but does not deny the possibility that the large capital can meet the ethical principles which are the pillars of permaculture. Montenegro would benefit from permaculture engineering, in its need to establish a sustainable economy, in a faster and cheaper way than some other countries. We have not still ruined our most valuable resources to the extent that it would be difficult to repair. Seen through the lenses of a permaculture designer, our country has quite a favourable starting position. When we talk about the tourism industry, Montenegro should take into account that "swimmers" are not the only type of tourists which brings money. On the contrary, environmental tourism is a very profitable tourism industry, and this type of tourist has almost a zero environmental footprint. When we talk about our agriculture, the problem lies in the excessive import and conventional production, as well as inconceivable recognition of only large production facilities. It is unacceptable in our climatic conditions to import food to the extent we import it, and it is even more unacceptable to destroy the soil, the most important bank account of ours, by conventional agriculture. We need to change this quickly. The farmers, indebted by loans, who have already damaged their fields by chemicals, and who are fighting for every kilogram of their product, cannot be expected to be the initiators for change. I see the beginning of change on the disadvantaged, and thus pre-



served, margins Montenegro is full of, and the first agents of these changes will be enlightened individuals. They should, wisely and not wasting time through trial and error, copy the experience of those communities that are well advanced in changing the paradigm described. After all, it is in line with the recommendations of the UN Panel on Food of 2014. One of them states: "Civilization can only be saved by small family polycultural farms and a short supply chain from a producer to a consumer." We will notice that it is all about saving the civilization, and not about saving the planet. To be clear, I'm talking about a product that is available to any wage group, i.e. a product that does not represent an elitist temple for the selected ones, how everything with a prefix eco is treated today.

**The law on regularization of informal structures has recently been adopted, which will legalize the illegal construction. This process will certainly affect the space, but also the quality of life of people.**

Fundamentally, permaculture is against demoli-



tion. Demolition produces waste which, in turn, has to be stored somewhere. Demolition makes people homeless. Somewhere where something is demolished, a cut usually remains for a long period of time and rarely the whole returns to the status quo ante. It makes sense to demolish a structure only in situations where it produces more damage by its existence than the damage would be caused by its demolition. Here, I think of material and non-material damage. It is not difficult to make a specific study for each structure, of course at the expense of the owner. Decisions on demolition should be made very carefully and very wisely. The State should define what its priority is and act in accordance with that priority, especially if it concerns the devastation of the national park zones. In such cases, I consider expropriation as the only fair solution.

# eco friendly HOTELS IN MONTENEGRO

## SENTIDO TARA

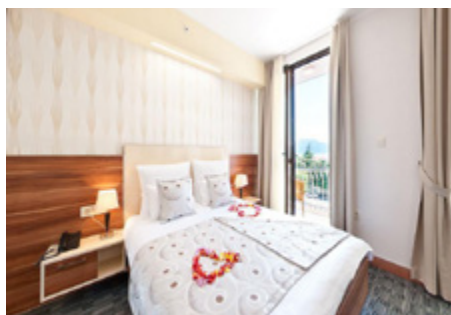
The Sentido Tara Hotel, a four star category hotel, is located just **two kilometres away from Budva**, in one of the most beautiful tourist centres of the Montenegrin coast, Bečići, near the very coast. Within the Sentido Tara Hotel, there are 143 double rooms, 54 triple rooms, 28 "Family" suites, 1 "VIP" suite, as well as 53 double rooms - villas. Some rooms have a sea view, and each room has a bathroom with shower, hair dryer, international cable TV, direct telephone line, internet access, mini bar, air conditioning with manual temperature control and a safe. Moreover, within the hotel, guests have an access to the main restaurant with 500 seats, the cocktail bar, and the "à la carte" restaurant Gauchos. For the guests who wish to relax there is a hairdresser salon and a massage parlour. Sport lovers can recreate at the multifunctional sports facilities (tennis, basketball, soccer), and there are also the billiard and table tennis. By joining the franchise



Sentido Hotels & Resorts, this hotel has earned the certificate **Travelife Silver** in 2012, and is currently in the process of receiving the **Travelife Gold** certificate.

## LIGHTHOUSE

The Lighthouse Hotel is located in **Igalo** and has 130 accommodation units, i.e. 350 beds and operates throughout the year. Since 2009, when the Company Lighthouse of Montenegro took over the management of the hotel, more than 2,500,000.00 euros have been invested in the facility, whereby one part of accommodation facilities has reached the level that meets the quality provided for four-star category hotels. With the aim of complying with environmental standards, and introducing new standards into the Light-house Hotel, the company management decided to initiate the process of obtaining the Travelife certificate. Currently, the Light-house Hotel is expecting an audit in October of the activities conducted on the basis of the requirements sent by the Travelife team.



Moreover, throughout the summer season the rules have been applied in the hotel, which are required in order to obtain the **Travelife** certificate.



## THE QUEEN OF MONTENEGRO

The Hotel The Queen of Montenegro is a modern and elegant four-star hotel, situated in a beautiful panoramic location in **Bečići**. It is only four kilometres away from Budva, the metropolis of the Montenegrin tourism. The hotel consists of 227 rooms and nine luxury suites, the main show cooking restaurant, a la carte restaurant, tavern, several bars, beach restaurant, indoor and outdoor swimming pool with a spacious terrace and a unique view of the Bečići beach, while the hotel's part of the beach with the same name is equipped to the highest standards. Moreover, there are wellness centre, casino, confe



rence facilities and a sports ground within the hotel. The Queen of Montenegro has started the process of eco certification and during the past three years a number of measures and investments have been carried out, whose result will be the official award of the **Travelife** certificate next year.

## UTJEHA APARTMENTS

The luxury, four-star Utjeha Apartments are located in the southern part of the Municipality of **Bar**, in a quiet location with a stunning sea view. The apartments are fully and tastefully decorated, so that they can accommodate up to six people. Free parking space is available on site, and for those who travel by plane, an appropriate transfer from the airport is on offer. This facility received the eco-label of the European Union, the **EU Ecolabel** in February 2012, which represents the highest award by the European Commission. The Utjeha Apartments demonstrate the sustainability in various ways, so they own technical equipment for water saving, and the boxes for disposal of used batteries are also placed in the facility.



In an attempt to reduce the amount of waste and separate raw materials, such as, for example, aluminum, the facility has the presses for cans. Moreover, the Utjeha Apartments is part of the project **Development of Low Carbon Tourism**.





# HEALTHY LIFE *on Štavna*

■ You have built the first eco mountain cottage in the Municipality of Andrijevica. How important is that for the citizens and the town?

The eco mountain cottage Štavna was built with the help of the Municipality of Andrijevica and the CHF / USAID funds in the 2004 – 2006 period. The eco mountain cottage project is the first project from the area of sustainable tourism and ecology and represents the initial phase of the development of eco-tourism in the area of the Municipality of Andrijevica. Namely, the importance of this project lies not only in the achievement of economic effects and market valorization of tourism potential, but also in the fact that



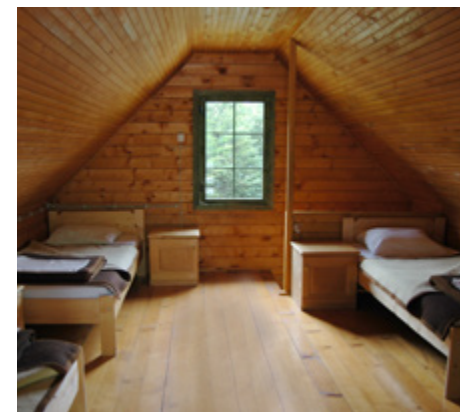
**Branko Guberinić,**  
Eco mountain cottage Štavna, Andrijevica



it constitutes the initial step of the development of healthy food production, handicraft business and other activities that constitute the basic precondition for steady tourism development.

## ■ What do you offer to visitors?

The offer, after careful planning, is conceived in such a way that every moment of the stay is made special and interesting to our visitors. The settlement has ten five-bed accommodation facilities. Furthermore, each house has its own living room, a terrace on the top floor, a bathroom and a wood burning stove. Within the settlement, there is also a restaurant with the national cuisine, a covered outdoor terrace, a mini amphitheatre, a parking lot, and the reception and the accompanying facilities. As for the restaurant, it has a wide range of national dishes and naturally grown products of our region. In addition, the local cuisine includes dishes such as kačamak, pies, cheese, kaymak, homemade bread, corn, smoked ham, meat prepared in the local style, roasts and many others. Since the eco- mountain cottage Štavna is an ideal starting point for hiking and walking tours to all the wreaths of Komovi, our offer includes the rental



of bicycle equipment (mountain-bike), hiking and visiting summer pastures, as well as providing a professional mountain guide. One of our goals is to transform the holiday of tourists into a new energy, an adventure, to make new friends, to relax and escape from everyday stress, so accordingly we organize camping and horse riding. Given the fact that the environment where we are located is agreeable and stimulates the creation of new ideas, we are also engaged in organizing seminars, conferences, workshops handicrafts and old crafts.

## What is the demand for these arrangements?

Demand is growing from year to year. Guests readily come back, and they increasingly prefer to stay in the countryside. We have managed to do the business we live from, by entertaining the people with similar interests. The desire for a healthy life unites us.

## ■ What is necessary for a village of such a concept to survive in Montenegro?

One of the items that makes this form of tourism difficult is the labour force we are currently experiencing a shortage of. Of course, it is not easy because the location itself is quite isolated. The fact that the water supply is somewhat difficult in the summer period is unfavourable. But we are guided by the saying when there is a will there is a way, and the love for the mountain and the hospitality industry prevails ●



# A must-see tourist destination

Hiking, biking and mountaineering through the areas of outstanding natural beauty, through the richness of biodiversity, the biggest Balkan lake cruises, rafting through the deepest canyon in Europe, a walk through one of the last European rainforests, unique landscape experiences from belvederes, climbing the highest peaks of the Dinarides, wooden boat rides on glacial lakes, kayaking, sport fishing, bird watching, and rich cultural and historical heritage, have made the national parks of Montenegro a must-see tourist destination this year as well.

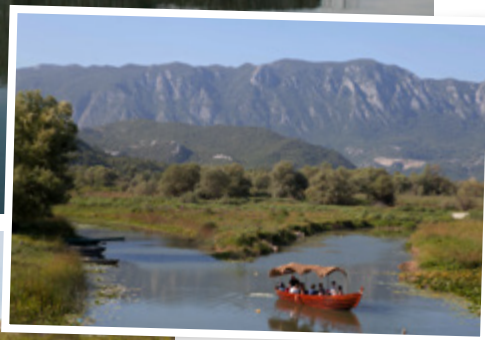
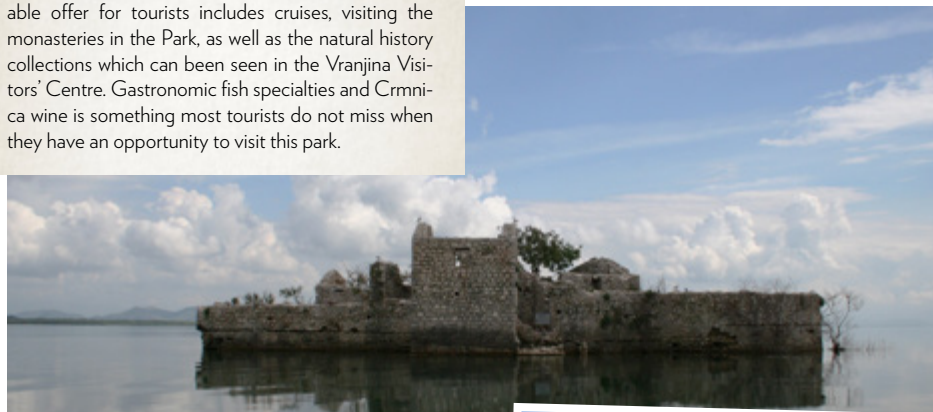
The national park **LOVČEN** is recognizable by the natural, cultural and historical characteristics, and a visit to the mausoleum of **Petar II Petrović Njegoš** is an unavoidable offer of numerous tourist agencies. However, this year, a large number of tourists from Montenegro have decided to escape from the heat to beautiful **Ivanova korita**. Those who have come to enjoy the nature of this park have certainly not missed the belvederes which offer a view of the Bay of Kotor, and of almost entire Montenegro.



Since the beginning of 2016 until the end of August, five Montenegrin national parks - **DURMITOR, BIOGRADSKA GORA, LOVČEN, SKADAR LAKE** and **PROKLETIJE** were visited by about **240 000** visitors.

The Public Enterprise for National Parks of Montenegro has recorded a trend of growth in the number of visits to the National parks from year to year which also means a growing interest in the protected areas, a stay in the countryside and enjoyment in an active holiday. Namely, the highest number of visits is recorded by the National Parks Durmitor and Lovćen, and this year the number of those who are interested in staying in the National Park Prokletije has also increased. Although most visitors to the National parks are from the region, the visits not only from the countries of the Old Continent, but also from the North and South America, and Asia have also been recorded.

In the National Park **SKADAR LAKE** the unavoidable offer for tourists includes cruises, visiting the monasteries in the Park, as well as the natural history collections which can be seen in the Vranjina Visitors' Centre. Gastronomic fish specialties and Crmnica wine is something most tourists do not miss when they have an opportunity to visit this park.



The boat ride in one of the last rainforests of Europe - **BIOGRADSKA GORA** means experiencing the beauty of this Park in a special way. Foreign tourists who choose to visit some of the summer pastures talk with great pleasure about hospitality of the hosts, delicious specialties of the region and beautiful surroundings.



The Natural History Collection also attracts the visitors to the National Park **DURMITOR**, with the largest number of tourists staying on the coast and on the educational path around Crno jezero (Black Lake). This park is interesting and attractive to **climbers** from around the world who often choose to stay in the countryside, camp and conquer the peaks over 2 000 meters above the sea level. For lovers of **mountain biking** this park presents a challenge, and a special atmosphere is experienced by those who opt for a cycling tour around Durmitor Ring. Besides, this year **rafting on the Tara River** has also attracted a large number of lovers of the adrenaline on the water.



The youngest national park **PROKLETIJE** is characterized by the richness and diversity of flora and fauna, so that it is not only the centre of high mountain **diversity of the Balkans**, but the centre of biodiversity of the European and global importance. For the lovers of mountaineering the peaks of Prokletije are a real challenge. The most attractive peaks to climb are **Karanil, Očnjak, Maja Rosit and Kolata**.



Radica Zeković, UNDP

# ADVANTAGES OF ECO-CERTIFICATION

**A**t the global level, there are more than 100 different schemes of eco certification in tourism, and in our country there are three international certification schemes: **the EU Ecolabel, Travelife and Green Globe**. The certificates are awarded on a voluntary basis to the tourism business people who promote sustainable tourism development and actively participate in the preservation of the environment. Namely, the eco certificate is awarded to accommodation facilities on the basis of verification of compliance with a set of criteria, such as environmental policy, energy efficiency, rational use of water and sanitary facilities, preservation of

air quality, sustainable transport, proper waste disposal and reduction of packaging waste. Eco-certification allows for better positioning in the market and recognition through the national and international promotion. In addition, it introduces you to the ways of how to reduce your costs and increase your profits through 'green' business. The European eco-label the **EU Ecolabel** is a voluntary scheme, which covers a wide range of products and services, with further groups that are continually added. This is a label consumers can rightfully trust. The criteria have been agreed at the European level, and after

broad consultations with experts, the label itself is awarded only after verification that a hotel complies with the high environmental standards. The European eco-label can be received by any tourist company - from the apartment and camping accommodation to five-star hotels.

**Travelife** is an internationally recognized certification scheme committed to the need to spend the holiday in a sustainable manner. Worldwide, this label helps hotels to improve their social, economic and environmental impacts. Members of the Travelife community have support in the promotion of their facilities through tour operators and through web-sites booking.com, Expedia and others. Eco hotels exist everywhere in our immediate surroundings, in Slovenia, Greece, Spain, Croatia and Serbia.

Currently, there are six certified facilities in Montenegro. However, in our hotel sector, especially in the newer accommodation facilities, a large number of criteria for obtaining one of the certificates has already been met, for example (energy efficiency through the system of construction, energy savings, individual systems for waste treatment); and the hotel owners are more or less aware of this fact. Among the Montenegrin hotels which operate in an ecological manner, although they do not have the eco-certificate, the following hotels particularly stand out: the **Splendid Hotel, Budva, Residence, Casa del Mare, Bracara** which have or are planning to install solar panels, offer home-grown fruits and vegetables of the controlled origin, use biodegradable cleaning products, have LED lighting, and many

other elements of green tourism. One of the earliest examples of certified accommodation in Montenegro is the tourist resort **Slovenska plaža**, which became as early as 1982 the holder of the **EU Ecolabel** certificate for the care and preservation of the environment. The Ecolabel certificate requires that the business operation of the entire complex of Slovenska plaža, which already represents a green oasis of Budva, is based on sustainable development with the minimum threat to natural resources.

The **Project Development of Low-Carbon Tourism**, which is jointly implemented by the Ministry of Sustainable Development and Tourism and the United Nations Environment Programme provides support to all interested hoteliers through the training or hiring of authorized auditors for the award of certificates, as well as through participation in the certification costs and support to the promotion of certified tourism facilities, in cooperation with national and local institutions. One of the main activities of carbon development is the preparation and implementation of eco-certification schemes for accommodation facilities, as an approach that encourages the reduction of emissions on the road to green tourism. A functional certification scheme provides marketing advantages, reduces operational costs and increases performances in terms of environmental protection. Through certification, a significant contribution is made to the preservation of the climate balance, and it is also a tool for mitigating the effects of climate change ●







**Katarina Kažanegra**  
Executive Director of the Hotel Group  
Budvanska rivijera

# GREEN BUSINESS

■ **From the perspective of a hotel company, can tell us what is meant by the concept of green hotels and how you have chosen this concept?**

In the modern tourism practice, the tourist offer is increasingly shaped nowadays according to the criteria of the model of green hotels. Specifically, the results of the official statistics show that the hotels where the new concept has already been successfully applied achieve better business results and provide a significant contribution to the environmental protection. Montenegro as a tourist destination, which was once proclaimed an ecological state, has, without any doubt, an enormous potential in the development of eco-tourism destination.

Bearing in mind the above mentioned, the Hotel Group Budvanska rivijera, as exemplified by the tourist resort Slovenska plaža, has partly opted for the ecological hotel offer by the adoption of certain rules and provision of green certificates. Thus, after fulfilling a series of complex rules prescribed by the European Union, with the mentoring supervision of international experts who are competent in the field of eco-label, the tourist resort Slovenska plaža was among the first in Montenegro to be awarded the Ecolabel certificate in 2012. In the current maintenance of other hotels of our Company, we also try to comply with eco-criteria and standards, which confirms the orientation of the Hotel Group towards the green tourism trend. Furthermore, in 2013 the Hotel Group Budvanska rivijera was



proclaimed the eco-company by the Ministry of Sustainable Development and Tourism and the Agency for Environmental Protection.

■ **What are the benefits of green management?**

Namely, numerous implied criteria point to the benefits of the so-called green management because the benefits obtained by this kind of business are obvious. In the context of sustainable development, green tourism is a new direction in the design of modern tourist offer, which is followed by a growing number of hotels. The basis of eco-tourism is certainly the application of new knowledge and technology proven in the practice of the European Union, on the basis of

which almost new categories of the hotel offer are developed. Apart from generally recognized benefits and savings of the green business, the hotels operating in accordance with eco principles strive for one of the key goals in tourism, that is, a year-round operation. In a nutshell, the expert interpretation is based on reduced energy and water consumption, emissions of carbon dioxide and minimal pollution of the environment. From the perspective of the tourism industry, it should also be noted that the number of environmentally-informed tourists who are looking for accommodation that will satisfy them in terms of a reduced negative impact on the environment is increasing.

■ **What does the process of obtaining**



**eco-certification for a hotel imply?**

The project of obtaining the Ecolabel certificate in Slovenska plaža demanded the allocation of certain funds, but the benefit is obvious which will have its multiple valorization in the future period, both in terms of environmental protection, and in terms of cost reduction. Among a number of set criteria, which had to be met on the way to obtain the certificate, a special emphasis was placed on the following areas namely: limited power consumption by introducing the energy saving light bulbs, limited consumption of water by introducing energy saving faucets, cost-effective use of hygiene products and the cleaning based on environmental protection; preventing the creation of larger quantities of waste by conscientious purchase of products; prioritizing the use of renewable energy sources; purchasing the products with the environmental protection label; renovating and installing new solar panels in order to achieve greater energy efficiency. The tourist resort Slovenska plaža, in the year of its opening, back in 1984, had a system of solar collectors, which was the first project of its kind in the region. Because of the specific features of the tourist resort, the transport carts are used for the transport of guests from the reception to the accommodation unit, which are powered by means of rechargeable batteries.

Besides the Ecolabel certificate of Slovenska plaža which is the first green label of the Hotel Group Budvanska rivijera, the Company, as one of the few in Montenegro, is a signatory of the Global Code of Ethics for Tourism. This Code was adopted by the General Assembly of the World Tourism Organization and is recognized by the United Nations General Assembly, and has 440 signatories from 53 countries. Through the ten principles, this Agreement, apart from the tolerance in the broadest sense, high appreciation of tourists and their needs, includes the activities regarding the conservation of natural resources and the environment aimed at protecting the natural resources from negative impacts.

**How do you demonstrate the sustainability of the system you're talking about on a daily basis?**

As the protection of the environment, reduction of waste, and energy consumption optimization are very significant for the Hotel Group Budvanska rivijera, sustainability is one of the key corporate values. As an ecologically-oriented enterprise, this company takes the responsibility for the environment and seeks to achieve improvements in all fields. What is essential is that through the required measures for the maintenance of the environment, this hotel group



actively equally involves the engaged workforce and guests in order to make them aware of the importance of environmental actions. The very process of implementing environmental measures was a sort of education in this field for the employees. On the other hand, the equipment in the hotels and flyers as reminders represent a kind of invitation to our guests to actively participate in the implementation of the environmental protection programs through interactive communication. It is also important to note that the tourist resort Slovenska plaža has the largest

green surface in Budva, on the area of 14 acres with a cadastre of more than 500 different plant species. A rich plant diversity of the green oasis of Slovenska plaža was designed, among other things, to introduce tourists with a variety of plant species of the Mediterranean region. Ten villas of this tourist resort are named after the Mediterranean plants planted in each of them. In addition, maintenance of greenery in this area complies with the criteria of environmental protection, with the irrigation by the technical water from its own wells ●



# EVENTS in September

## Southern region:

### TIVAT CULTURAL SUMMER - PURGATORIJE

- VENUE:  
Centre for Culture, Tivat
- DATES:  
from 21 Jun to the end of September



The largest number of plays takes place on the Tivat summer stage, located in the Buća summer residence. Moreover, the programs of the Purgatorije event abound in appearances of domestic and foreign theatre troupes, plays, performances, literary evenings and art exhibitions. From year to year Tivat cultural festival has more visitors, which confirms the quality of the activities that make up the program of this event. The tourists staying in Tivat, thanks to the varied programme of Purgatorije, always leave the town full of impressions and are happy to be back.

### FESTIVAL KADMOV DAN

- VENUE:  
Old Town of Budva, Budva
- DATES:  
18 September

Kadmov dan is a festival that promotes the cultural heritage of Budva, with a focus on the ancient heritage and the myth of Cadmus and Harmony. Promoters of the event are dressed in ancient togas, musicians have the music from this period as the theme, and the visitors are offered the food from the period of the ancient history of Budva and this region. The aim of this festival is to promote the cultural heritage, combined with a long present cult of wine and grapes, which is altogether a very important segment of the tourist offer and attract as many visitors with a varied cultural and artistic program, so that the stay in September is also interesting to tourists. The festival will be held in the area within and outside the Old Town of Budva, will last one day and admission is free.



## Central region:

### PODGORICA CULTURAL SUMMER

- VENUE:  
Podgorica
- DATES:  
beginning of June until the end of September



All those "caught" in Podgorica during the summer are well aware of the "key points" in the city, where they can spend pleasant spiritual moments with a good concert, play, exhibition, literary evening or a film.

### SEPTEMBER DAYS

- VENUE:  
Nikšić
- DATES:  
1 – 30 September



This event, which is organized on the occasion of the Day of Municipality, includes the activities of cultural and sports nature (International festival of chamber music, plays, concerts, sports competitions, tourist and business events).

## Northern region:

### PROKLETIJE WITHOUT BORDERS

- VENUE:  
Kolate, Plav
- DATES:  
mid-September

The second weekend of September is reserved for a mountain hike to Kolate, Montenegro.



NOTE: The organizers of the events reserve the right to change the date and cancel the event due to adverse weather conditions and other reasons



# NAUTICAL TOURISM IN MONTENEGRO

Prepared by Marko Mirović

In the period between 2<sup>nd</sup> and 4<sup>th</sup> September in the **Porto Montenegro Marina**, the second **MYBA Pop Up Show**, a fair of superyachts and charter services, was held. Namely the fair brought together 23 superyachts with a length of 23 to 58 meters and over 120 yacht brokers from around the world, as well as other representatives of the yachting industry, who had the opportunity, during the three-day program, to enjoy in superyachts and learn about the innovations in the nautical in-

dustry. Among the exhibitors at the fair some of the biggest names in the industry could be found, such as **Fraser Burgess**, **Ocean Independence**, **Northrop & Johnson**, **Camper & Nicholson IYC**, **Blue Water**. Several seminars were held within the fair, as well as several social events and tastings which represented an ideal opportunity for the networking of brokers and owners of superyachts with potential clients, but also for the presentation of Tivat and Montenegro as an attractive charter destination.

At the official opening of the fair, which was held on Saturday, 3 September, President of MYBA **Fiona Maureso** noted that Montenegro was increasingly gaining in importance as a yachting destination and that the yacht owners and captains come back regularly after their first stay in Montenegro because they realize how beautiful, safe and attractive destination Montenegro is, with excellent conditions and facilities, such as those in Porto Montenegro. Minister of Sustainable Development and Tou-

risim **Branimir Gvozdenović**, said in his speech that such events are very important and that thanks to them we are able to provide tourists with new facilities, but also to extend the season. "Such events and people who gather at them contribute to an increase in the attractiveness of Montenegro as a charter destination. I am proud to point out that the Porto Montenegro Marina has become the leading home port for superyachts in the Mediterranean, with 450 berths, out of which 127 are for superyachts.





Tivat is a new “lifestyle” destination and a town with the fastest growing rate of visits in Montenegro. The natural resources of Montenegro are ideal for the development of nautical tourism, so we expect that this type of tourism will become even more important for our country,” Minister Gvozdenović concluded.

As early as 2014, at the Conference Montenegro Nautical Tourism 2014, it was concluded that it was necessary to pay special attention to further improvement of the legislative framework and simplification of procedures for yachtsmen, taking into account the importance of integration and accessibility of the tourist destination. Developmental possibilities of nautical tourism in Montenegro are based on the recommendations for development given in the strategic documents, and are based on the research into the trends in the Mediterranean area, where a substantial improvement of the offer in the field of nautical tourism is evident, both through the construction of new facilities in marinas, and through the provision of service and catering facilities in them. In January 2015, even 734 superyachts were being built worldwide, and 50% of yachts over 24 meters in length are built in the Mediterranean area, with a tendency of fur-



her increase in this number. Annual superyacht maintenance and usage costs amount to 6-8% of its value, from which about 60% remains in the home port, where a whole chain of businessmen of different profiles is included.

In 2015, **4 018 foreign vessels** for entertainment, sport and recreation sailed into the territorial waters of Montenegro, which is 1.4% more than in 2014. Most of them were motor yachts - 59.3%, followed by sailboats - 29.8%, and other vessels - 10.9%. The number of persons who arrived by these vessels in 2015 was 20 859, which is 15.1% more compared to 2014. Also, since 2005 a significant breakthrough has been made in

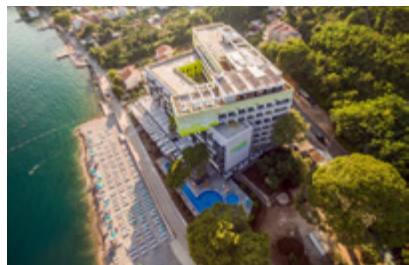


Montenegro in the field of nautical tourism. We got an exclusive marina for superyachts - Porto Montenegro, Herceg Novi has positioned itself in terms of sailing, first yacht club was founded in Kotor, the Budva Marina has increased its capacity, the Prčanj Marina is filled during the season, while the Bar Marina has a new set of services. In addition, new marinas are being built on Luštica and in Herceg Novi, which will also be able to accommodate superyachts. Within the **Luštica Bay Project**, the construction of two marinas is envisaged, of which the first, whose capacity will amount to 176 berths, is expected to open in 2017. In Herceg Novi, the Portonovi Project provides for the construction of a mari-

na for yachts and superyachts with 220 berths. In the ten years' period, new services for vessels have been established, as well as sailing schools, companies for the construction of smaller yachts, nautical charts have been updated and the activities to improve the business environment for the development of nautical tourism are already well underway. The competitive position of Montenegro in the Mediterranean region through favourable regulatory and fiscal environment has enabled the realization of development projects through the investments in nautical tourism and even better positioning of Montenegro as a destination for yachting and nautical tourism ●

# NEWLY OPENED **HOTELS** IN 2016

## *in the southern part of Montenegro*



### **PARK**

The new Park Hotel, of a four plus star category, is located at the entrance to the famous Bay of Kotor, in Bijela, only ten meters from the sea. The hotel has 262 accommodation units in the Mediterranean style. Within the hotel there is a restaurant with a terrace overlooking the south. This hotel is equipped with a congress hall, as well as a gym and a playroom for children, and a spa centre located on the roof of the hotel, from where you can have a magnificent view.

### **HOTEL & RESORT RUŽA VJETROVA**

It is a four-star hotel and a new block of the hotel has opened this year, which is equipped with 29 accommodation units. This hotel was opened in 2009 with the intention to offer guests an unforgettable experience of the nature. The cape where the resort Ruža vjetrova is located is a small area where the winds cross, making it unique on the Montenegrin coast, contributing to the attractiveness and a variety of the offer of this resort. By creating a special relation between nature and culture, in the environment unique in its concept and design elements, this hotel enables the guests an authentic and intimate experience. A mixture of cultural, geographical and historical facilities and a wide range of services, offer an atmosphere of perfect comfort and diversity. There is a Mediterranean restaurant, tavern, beach bar, swimming pools, children's playground, a zoo and a nightclub within the hotel.



### **MINORIS**

The garni hotel Minoris, a four-star category hotel, is located in a very attractive location at Zavala in Budva. This hotel has three rooms and four suites with a beautiful view of the entire town. Guests can also enjoy numerous attractive beaches and restaurants located nearby.

### **BLUE MOON**

The Blue Moon is a new four-star category hotel located in Ulcinj, and it has 23 rooms and three suites with a capacity of 52 beds. It is situated five kilometres away from the breathtaking Velika plaža and just a few kilometres away from the old town, which is one of the oldest architectural and urban settlements in the Adriatic area.



### **TRE CANNE**



The small hotel Tre Canne is located in Budva, 150 meters from Slovenska Beach, and it is a four-star category hotel, with eight suites. As part of its offer, there is an outdoor and indoor pool and a spa centre with sauna, Turkish bath and massage services. In addition, there is also a restaurant located on the top floor, from which you can enjoy a unique view of the entire city of Budva.

### **GARNI HOTEL BUTUA RESIDENCE**

The garni hotel Butua Residence is located in an excellent location next to the Old Town of Budva, only 30 meters away from the beach Ričardova glava (Richard's head), and 60 meters away from the yacht marina. This four-star hotel has 27 rooms and 18 suites. The accommodation units of the hotel are of modern style, and a panoramic view of the Old Town and the Budva Riviera can be enjoyed from a spacious and stylish interior of the Butua Hotel. An attractive location of the hotel allows guests to reach the Old Town, Mogren, beach, Slovenska beach, the nearest supermarket and a popular disco in a few minutes' time. Moreover, there is a promenade near the hotel with numerous restaurants and bars.



### **ARKA**

The Garni Hotel Arka is a three-star hotel with six rooms and six suites, and all accommodation units are furnished in a modern fashion. Moreover, this hotel has a restaurant and a terrace with a view of the entire city of Budva. It is located near the Old town and the main promenade in Budva.



### **BOUTIQUE HOTEL CASA DEL MARE - BLANCHE**

The hotel is located on the very coast of the Bay of Kotor and the beach in a small town of Bijela. It is located close to all tourist attractions in the Bay of Kotor, Tivat, Porto Montenegro, the Njeguši village, and Rose and Žanjice beaches. This four-star hotel has 12 beautiful and modern accommodation units, namely: eight rooms and four suites, overlooking the sea and the garden. The garden for sunbathing with sunbeds, a small swimming pool, sauna and massage, located behind the hotel, is far from the eyes of passers-by, guarantees privacy and is a place where the relaxation is part of everyday life.







## EMERALD

The Emerald Hotel is a newly opened hotel in Ulcinj, of a three-star category, with a capacity of 10 rooms and 18 suites. All accommodation units are comfortable and modern, and the hotel features a restaurant, coffee bar and a spacious garden. Moreover, the guests can enjoy the beauties of Velika plaža, which is located in the immediate vicinity, only a few minutes from the hotel.

## APART HOTEL NAUTILUS

The apart hotel Nautilus is located in Dobro Vode, one kilometre away from the beach Veliki Pijesak. This four-star hotel has 30 suites. During the season, Nautilus offers an unforgettable experience to guests at the outdoor pool, and it also features a restaurant, sun-lit terrace and a private beach while the surroundings provide great opportunities for activities such as fishing.



# NEWLY OPENED NATIONAL RESTAURANTS IN 2016

## DURMITORSKO SIJELO

This national restaurant is located on the site of the National Park Durmitor in Žabljak, at the foot of the ski slope of Savin kuk. It was built in the national style of the traditional area, and it is a four-star category restaurant characterized by an adequate level of service and facilities in a particularly attractive setting.



## BANKADA

The four-star Bankada restaurant is located at the lookout, at the site between Petrovac and Budva in Blizikuće, from where a magnificent view of the Budva Riviera can be enjoyed. The guests of this restaurant can enjoy a very pleasant environment with the traditional Montenegrin national cuisine.





# ABOUT MONTENEGRO *in foreign media*

Prepared by **Miodrag Spahić and Marko Mirović**

As Montenegro is recognized by foreign media as an exclusive and fantastic tourist destination, during July and August it was the subject of articles in over 40 publications in 22 countries. Some of the most important are easyJet Traveller, World Traveller, Daily Mirror, Global Citizen, and the French television M6 which aired a thirty-minute feature story about Montenegro. The places which are most frequently mentioned are Porto Montenegro, Kotor and Sveti Stefan.



**HOW MONTENEGRO PUT ITSELF ON THE MAP:**

<http://traveller.easyjet.com/emagazine/2509/august-2016>









**Milena Lukić**

Head of the Directorate for the Tourism Strategy and Policy  
at the Ministry of Sustainable Development and Tourism



# 2017

## INTERNATIONAL YEAR OF SUSTAINABLE TOURISM FOR DEVELOPMENT

Over the past six decades, tourism has been experiencing constant growth and diversification, representing one of the largest and most developed economic sectors in the world. According to the World Tourism Organization of the United Nations, in 2015 the number of international tourist arrivals grew by 4.6% and reached a new record of 1.186 million tourists, by which the world economy earned \$ 1.3 billion.

Namely, tourism provides a great opportunity for the economic development of many countries and the improvement of general living conditions of the population. Both the public and private sectors involved in tourism depend on the integrated approach and careful planning in order to achieve a sustainable tourism development which respects the local community, creates adequate jobs and cares about the environment and provides a quality experience to visitors.

The UN General Assembly approved the adoption of the Year 2017 as the International Year of



Sustainable Tourism for Development. The resolution, adopted on 4 December 2015, recognizes "the importance of international tourism, and especially the proclamation of the International Year of Sustainable Tourism for Development, for the encouragement of better understanding among all nations, creation of greater awareness of the rich heritage of different civilizations and the achievement of a better understanding of the characteristic values of different cultures,

which contributes to the strengthening of world peace." That is why this is a unique opportunity to improve the contribution of the tourism sector for the three pillars of sustainability - economic, social and environmental, as well as to raise awareness of the real dimensions of the sector that is often underestimated. The Resolution also encourages all Member States to promote international cooperation and to support sustainable tourism as a means for accelerating sustainable development, especially eradicating poverty. The decision to adopt 2017 as the International Year of Sustainable Tourism for Development comes at a particularly important time when the international community accepts the new Agenda

2030 and the Sustainable Development Goals (SDG), approved by the United Nations General Assembly in September last year. Tourism is included as a goal under three goals of sustainable development, namely: SDG 8 - Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all; SDG 12 - Sustainable consumption and production and SDG 14 - Conserve and sustainably use oceans, seas and marine resources for sustainable development.

In Montenegro, tourism, as one of the strategic sectors of development, has also been recognized through the National Strategy of Sustainable Development, as an economic sector whose prosperity is based on socio-economic postulates compliant with the need to protect the environment, the environmental space and recognize the authentic Montenegrin architecture to the maximum possible extent.

The requirements of the United Nations and a political attitude that the new national policy is fully harmonized with the Agenda for Sustainable Development until 2030, necessitated the comprehensiveness and complexity of the national document. All relevant assessments given so far indicate that it is an exceptionally high quality framework for the implementation of the sustainable development policy of Montenegro in which a 100% transposition of the objectives of

sustainable development of the United Nations has been carried out. In addition, Montenegro is among the first countries which have fully transposed the goals and objectives of sustainable development into the national framework.

Furthermore, the Tourism Development Strategy until 2020 defines development of tourism on sustainable principles, with the aim of promoting Montenegro as a high quality tourist destination, raising the living standard, reducing the unemployment rate

through the creation of new jobs and provision of steady revenues for the country and its citizens.

With the Year of 2017 approaching, the World Tourism Organization has prepared the Guidebook for the International Year of Sustainable Tourism for Development, 2017. The Guidebook presents the goals and courses of action for the International Year, as well as a series of recommended activities for governments, international organizations, private sector, academic community and non-governmental organizations, as well as the activities of the World Tourism Organization of the United Nations.

Since this topic is of special importance for the Ministry of Sustainable Development of Tourism, we will, in the best possible manner, take this opportunity to launch initiatives and promote all our activities which fit into the concept presented in the Guidebook. In the coming period, we are going to draw up a Plan of activities of Montenegro for the celebration of the Year 2017 - International Year of Sustainable Tourism for Development ●





**Manageress of the Centre for Sustainable Development**, a programme jointly implemented by UNDP and the Government of Montenegro on the principle of close partnership, **Jelena Janjušević**

# SUSTAINABLE DEVELOPMENT AS HERITAGE

*to future generations*

■ **Why is sustainable development globally considered the “challenge of this generation”? What role should be played by the institutions as well as scientific and research institutions in dealing with global challenges which are our challenges as well?**

Development which is primarily profit and interest-oriented, not taking into account the fact that resources are scarce and that their uncontrolled exploitation leads to their final destruction, is simply unsustainable. Throughout history, human progress has often been motivated by the interests of individual nations or groups aimed at increasing their own values. Such form of cooperation, motivated solely or predominantly by self-interests, led to disproportionate development and very pronounced inequalities, as well as unsustainable use of existing resources. A direct result of such practices is the present moment of human development, in which it is necessary to change the established behaviour patterns in order to ensure the survival of not only the human species. This means that it is necessary that the issues related to economic development, social inclusion and environmental sustainability become a priority at both the

local and global level. The current challenges are so great that no nation has the capacity to solve them independently. These challenges of the new era are defined through 17 global sustainable development goals, and they can be divided into three groups:

- ▶ economic and social security: sustainable growth, overcoming poverty and inequality, as well as providing equal opportunities for all
- ▶ ecological security: low-carbon green growth and environmental protection
- ▶ physical and personal security: protection of individuals, institutions, nations and promotion of peace

It is clear not only that each of these areas has a very significant impact on the entire humanity but also that the solving of such complex issues surpasses the capacities of individuals or individual countries. Solving problems in these areas must be a common challenge and effort. In this context, a basic prerequisite is the existence of strong institutions which base their decision-making on valid information which is firmly based on scientific facts, and trusted and reliable data, or sources of information.



■ How do you see the role of Montenegro in the implementation of 17 sustainable development goals (SDG), adopted by the United Nations last year? What steps has Montenegro taken since then and which goals within the Agenda 2030 present the biggest challenge for our country?

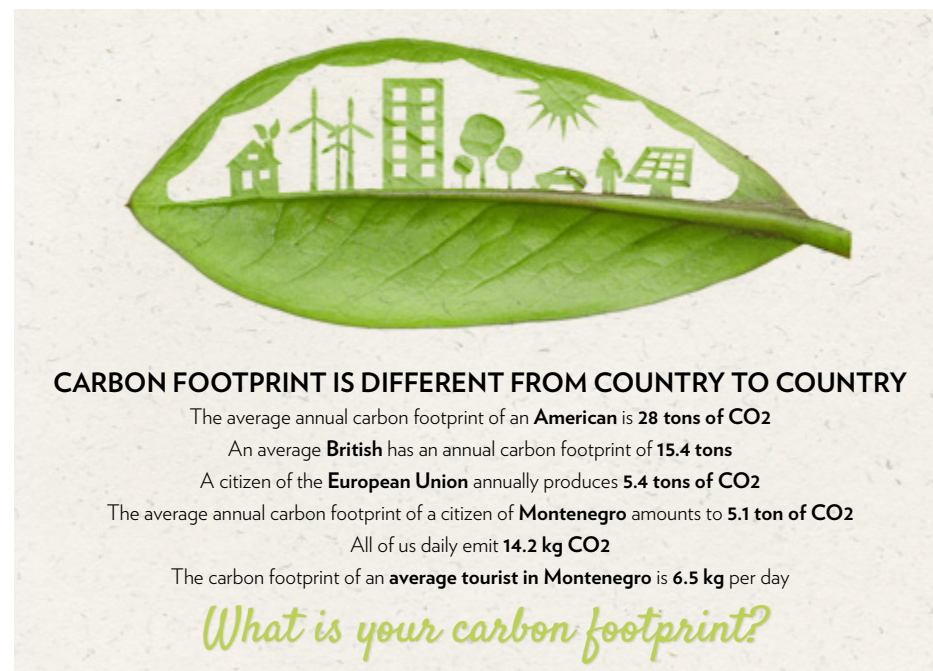
Montenegro is one of the first countries which have begun the process of integrating the goals defined by the Agenda for Sustainable Development until 2030 into the national frameworks, and through the Draft of the National Sustainable Development Strategy until 2030, they are integrated into the national framework. The National Sustainable Development Strategy provides a plan for the achievement of thirty national goals of sustainable development in priority areas. In this respect, Sustainable Development Goals are an important and natural continuation of the work process realized in the achievement of the Millennium Development Goals. Consequently, Montenegro has undertaken the obligation to implement the Millennium Development Goals, to monitor the progress achieved and report on it. Over the past decade, a series of measures has been undertaken that have contributed to the progress in achieving the objectives of the Millennium Development Goals set at the national level.

The National Sustainable Development Strategy of Montenegro until 2030, whose Draft was set forth in June this year, establishes a comprehensive framework for the national response to the challenges on the road to sustainable development of the Montenegrin society in the next decade and a half. It is foreseen that the new National Sustainable Development Strategy is an umbrella, horizontal and long-term development strategy of Montenegro, which refers not only to the environment and the economy, but also to human resources and social capital which should enable prosperous development of the whole community. It also establishes the platform to transpose the global goals and objectives of sustainable development into the national frameworks.

■ The imperative of the modern tourism

development is compliance with the requirements of sustainable development. How does Montenegro follow these trends?

Montenegro as an ecological state has a constitutional obligation of smart management of natural resources, which ensure quality life of present generations, while preserving the basis of development for the welfare of future generations. This ambitious goal even for developed countries and economies, Montenegro aims to achieve through the transition to low-carbon green development, resource efficiency and permanent protection of the most valuable natural areas. In the light of the new economic philosophy, low-carbon development is the programme which combines the efforts of the Government, local governments, private sector and international institutions. Such development approach implies transformative actions of all relevant partners, through the implementation of new strategic and planning solutions, incentive measures for joint investment in the projects that contribute to a responsible attitude towards the environment and the definition of responses to the threats of climate change. Furthermore, low-carbon tourism implies taking care of limited resources, such as beaches, with the development of products which connect the coast and the hinterland, that is, the south and the north of Montenegro. In this way, economic activities in less developed areas are encouraged and the preconditions for the creation of new business initiatives and jobs are created. A low-carbon tourist product is created for the tourist who thinks differently, who requires a high-quality offer, while taking into account the personal impact on the destination. Montenegro as a low-carbon tourist destination attracts guests from the major emission markets of Western Europe, the United States, Canada, Australia and other destinations, who are offered a wide range of services – apart from the typical passive holiday. Taking into account the structure of guests in Montenegro, it is important to work on awareness raising, education and the awareness of how we can reduce the harmful impact on the environment and contribute to sustainable future through simple activities.



■ Climate change is a reality. do you think it is possible, from this perspective, to limit the climate change to below 2° C, as agreed by the paris agreement?

It is extremely important that today, everyone on the planet, or at least nearly everyone, realizes the importance and necessity of urgent action, when it comes to climate change. Montenegro is a small emitter of greenhouse gases, but equally suffers the consequences of climate change. As a large number of countries in the world, our country has also undertaken to reduce emissions of greenhouse gases by 30 per cent, thus joining the global endeavours to invest extra effort in order to keep the temperature rise below 2° C. It is hard to say whether we will succeed, but the Paris Agreement shows that there is willingness even in large developed countries, at least for the time being, to make joint efforts towards that goal. This is already a big step forward. We must not forget that for many small island countries, the question of temperature rise by less than 2° C is actually a question of survival. Prompt action is necessary, and if we work together I believe that the situation can be improved

■ Since you are a university professor, what do you tell your students and young people when the topic of sustainable development is concerned, since these are the generations which come and continue where we have stopped?

I always tell young people to think about further development, while always having in mind all its aspects, not just the financial one. If they include a social moment and the need to protect the environment in the development ideas, that is, if they take into account the welfare both for the human being and the nature, they will create a future that is sustainable and permanent, and in doing so they will not disrupt the natural balance which is the basis for any future development.

As someone who works with students on a daily basis, and has the privilege to share and exchange experiences and knowledge with this great energy, I believe in their capacity and abilities to help, with an appropriate support, the development of Montenegro, which will be both sustainable and inclusive, because their time is yet to come ●





**Aleksandra Kiković**

Manageress of the Project Development  
of Low Carbon Tourism in Montenegro

# LOW CARBON TOURISM

**L**ow carbon tourism is a new way of travel and holiday, which offers greater value and richer experiences for tourists and ensures social, economic and environmental benefits through the reduction of carbon dioxide emissions from tourism activities.

It is just such a project that is being implemented by the Ministry of Sustainable Development and Tourism and the United Nations Environment Program in Montenegro, aimed at reducing negative impacts on the environment, that is, carbon footprint in the tourism sector, by introducing changes in the business and legal environment, as well as in the perceptions of all of us who use natural resources.

We started with the survey conducted during the summer season of 2015, in which we asked tourists, both domestic and foreign, the tourism industry and representatives of the institutions at the municipal and state level, what they know about the low carbon tourist offer, how much more they are willing to pay if they know they will have a green holiday in Montenegro, whether they are committed to green business, how much they know, how, and whether they invest in the reduction of negative effects of their business, how much funding support is available to the economy to make their business green and what support mechanisms should

be created. The results were as expected: more than half (51.6%) of the surveyed tourists do not know what a carbon footprint is, only 2% of the surveyed tourists calculated, and almost half of the surveyed tourists (49%) are willing to offset their carbon footprint. In Montenegro, there are still no specific low carbon products and services, but over 70% of tourists are willing to reduce their negative impact. Only 21% of tourism workers invested in renewable energy sources, but 58% of them are interested in obtaining eco certificates, while 56% of transport enterprises are willing to invest in new technologies. However, the absence of a stimulating environment (legal preconditions, programs and funds) and technical knowledge and skills, as well as the lack of education and awareness of the society as a whole of the need to be environmentally responsible in our daily life and work, represents a significant barrier whose elimination the project will give a significant contribution to. That the situation in Montenegro is not much different from the situation in much more developed and environmentally conscious countries, is shown by the research conducted in Berlin, where it was found that 30% of tourists is open to environmentally conscious vacation when choosing their destination, but that currently only 2% of travellers opt for this possibility in the end.

## WHAT CONCLUSION CAN WE DRAW FROM THIS?

The fact that it is necessary to work on all fronts - from the adaptation of existing and introduction of new legal solutions, innovative solutions in spatial planning based on the principles of sustainable, low carbon development, creation of financial support mechanisms that will facilitate business entities and motivate them further to make their business, green, through the comprehensive programme of raising the level of awareness and education of the entire population, because what will be left for future generations is the responsibility of present generations.

## WHAT HAVE WE ACHIEVED SO FAR?

The principles of low carbon development are included in the National Sustainable Development Strategy until 2030, the National Strategy for Climate Change until 2030, the Draft Law on Tourism, as well as the Draft of the Special Purpose Spatial Plan for the Coastal Zone. The first Polycentric urban mobility plan for the Bay of Kotor and Cetinje has been prepared, which in a strategic, but simple manner proposes a series of specific measures whose implementation can improve transport infrastructure and facilitate the development of more accessible, safe, clean, environmentally friendly and reliable, modern transport system, which will facilitate the movement of residents and tourists on the one hand, and on the other hand reduce the level of emissions of greenhouse gases in the long run. A methodology for calculating the level of emissions of greenhouse gases in the tourism sector has been developed, which is internationally verified and undoubtedly compliant with the standards of the International Organization for Standardization and the guidelines provided for by the United Nations Framework Convention on Climate Change.

A major initiative has been launched "Reduce your harmful impact - Reduce your carbon footprint," which on the one hand creates a basis for future funding mechanisms for the projects and programs that contribute to the reduction of the level of emissions of greenhouse gases in the tourism industry, and on the other hand significantly encourages awareness raising, raises the

level of information of citizens, tourists, tourism industry, institutions of the system about the need, importance and benefits of the introduction of the principles of responsible, green business. In order to make everyone understand the concept of carbon footprint better, an online calculator of the carbon footprint of the tourist and the hotel has been developed, which is available at [www.izracunajco2.me](http://www.izracunajco2.me), which allows the tourists and hotels to calculate their carbon footprint, that is, the negative impact of their travel and vacation on the environment, and then, if they wish, to offset their harmful impact by the donation for sustainable tourism projects in Montenegro. Donation boxes and tablet devices with the online calculator are placed at the receptions of the hotels which responded to the initiative (Splendid, Porto Montenegro, Slovenska plaža, Palas, Castellastva Residence, Tara, Budva, Amphora, Žabljak, Klinči Village resort, Apartmani Utjeha, Ostojić konoba, Suza Evrope), the locations agreed with local tourist organizations of Bar, Budva, Kotor, Risan, Cetinje, Herceg Novi, Plav, Rožaje, Žabljak, the Visitors' Centres of the National parks Skadarsko jezero and Lovćen, at the airports in Podgorica and Tivat and in the Regional park Piva and Lipska Cave. The funds raised by donations through the calculators or donation boxes, through a special account opened in the Chamber of Commerce, will be allocated for the implementation of projects such as the development of solar-powered maritime transport, development of bike paths and installation of solar benches and smart stops.

In order to encourage the development and implementation of the initiatives and projects that contribute to the enrichment of the tourist offer in a new, sustainable manner, the program of support to local governments, institutions and non-governmental organizations in the Municipalities of Tivat, Kotor, Herceg Novi and Cetinje has been developed.

In addition, by creating innovative partnerships and providing support to the projects that will enable a reduction of the emission of harmful gases, there is a goal to develop Montenegro as a carbon neutral destination, which offers a unique experience to tourists ●

## STAMP 'REDUCE YOUR CARBON FOOTPRINT'

At the initiative of the Government of Montenegro and the United Nations Environment Programme, the Montenegro Post, on the occasion of 22 April - Earth Day and in honour of the Paris Agreement on Climate Change, within the publication *Reduce your carbon footprint*, issued an appropriate postage stamp and the *Envelope of the first day*. The revenue from the sale of the stamp will be invested in further encouragement of the initiatives aimed at reducing CO<sub>2</sub> emissions in the tourism sector in Montenegro, through the project *Development of Low Carbon Tourism*.



BY PURCHASING THIS POSTCARD  
YOU **INVEST** 0.80 EUROS IN THE  
**DEVELOPMENT OF SUSTAINABLE  
TOURISM IN MONTENEGRO** AND  
JOIN THE **GLOBAL MOVEMENT**  
FOR THE FIGHT AGAINST  
CLIMATE CHANGE



## HOW CAN I REDUCE MY HARMFUL IMPACT?

When people hear the term 'carbon neutrality', the first thing that comes to their mind is high technology, atomic physics, cigarettes, expensive cars, solar panels and the like. However, the reality is much simpler. There are a number of simple ways in which all of us can contribute to the reduction of carbon footprint without additional investment; moreover, a lot of things can save our money! You will reduce your carbon footprint if you:

- ✚ use public transportation, bike or walk whenever possible
- ✚ drive a car in an efficient manner. **TURN OFF THE ENGINE!** (idling speed)
- ✚ use air conditioning only when necessary
- ✚ install energy-efficient showers – you will reduce the consumption of water and energy
- ✚ avoid turning on half-empty dishwashers and washing machines
- ✚ turn off the TV whenever you are not watching it
- ✚ turn off the computer and other devices when not in use
- ✚ purchase energy efficient appliances
- ✚ install energy-efficient lighting
- ✚ buy local food and products, whenever possible
- ✚ recycle waste.

## BENEFITS FOR TOURISM INDUSTRY

The tourism industry - hotels, tour operators, agencies and transport industry are increasingly beginning to realize the necessity of reducing the level of emissions of harmful gases. By measuring its carbon footprint and reducing its harmful effect on the environment, whenever possible, that is, by offsetting unavoidable emissions, the tourism industry can:

- ✚ significantly increase its profits
- ✚ increase its market share
- ✚ create and strengthen customer loyalty and attract new, environmentally educated guests
- ✚ develop an authentic brand.







## MILIVOJ DUKIĆ

*By sailing to a green lifestyle*

While our best yachtsman Milivoj Dukic from the yachting club Jugole Grakalić from Herceg Novi is preparing for the Olympics in Rio, yachting as a sport without emissions of harmful gases is what makes it a natural goodwill ambassador of the Project Development of Low Carbon Tourism in Montenegro. As the global debate on climate change is gathering momentum, Milivoje's support for the project comes at the right moment as an additional incentive in the campaign which promotes a change of attitudes and behaviour of people towards the environment. Reduce your carbon footprint!

## THROUGH SPORTS TO SUSTAINABLE DEVELOPMENT

The water polo club Jadran is a friend of the Project Development of Low Carbon Tourism in Montenegro, and a young water polo player Stefan Vidović is our goodwill ambassador. Sport has long been recognized as a catalyst for positive action and change of attitudes and provides various possibilities for the promotion of environmental awareness and environmental protection, possibilities for capacity building and social and economic development of the whole society. Montenegro is committed to sustainable development and respect for the environment through sport. This is a two-way impact that the degraded environment can have on sport, as well as the positive effects that sport, especially professional one, can have on the environment, individuals and communities.



# TOURIST TRAFFIC IN MONTENEGRO

## NUMBER OF TOURISTS AND OVERNIGHT STAYS

January - July 2016/2015.

According to the latest official data for the period from January to July 2016, Montenegro recorded an increase in the number of tourists by 3.78% and an increase in the number of overnight stays by 0.5% compared to the same period last year.

As regards the types of accommodation facilities, during the first seven months of 2016, in hotels and other collective accommodation facilities there were 9.1% more tourists, who had 5.98% more overnight stays, compared to the same period last year.

NUMBER OF TOURISTS	JANUARY - JULY 2015	JANUARY - JULY 2016	INDEX 16/15
DOMESTIC	77 708	73 520	94,61
FOREIGN	754 927	790 570	104,72
TOTAL	832 635	864 090	103,78
NUMBER OF OVERNIGHT STAYS	JANUARY - JULY 2015	JANUARY - JULY 2016	INDEX 16/15
DOMESTIC	360 852	334 361	92,66
FOREIGN	4 840 268	4 893 018	101,09
TOTAL	5 201 120	5 227 379	100,50

## AIRPORTS OF MONTENEGRO

Since the beginning of the year, the airports of Montenegro recorded an increase in air traffic by 9.73% and an increase in the number of passengers by 10.99% compared to the same period last year.

NUMBER OF FLIGHTS	JANUARY - JULY 2015	JANUARY - JULY 2016	INDEX 16/15
PODGORICA	3 118	3 410	109,36
TIVAT	2 968	3 268	110,11
TOTAL	6 086	6 678	109,73
NUMBER OF PASSENGERS	JANUARY - JULY 2015	JANUARY - JULY 2016	INDEX 16/15
PODGORICA	402 741	461 835	114,67
TIVAT	473 786	511 028	107,86
TOTAL	876 527	972 863	110,99

## MONTENEGRO AIRLINES

In July of the current year, the number of passengers of Montenegro Airlines on scheduled flights increased by 6 606, or 8.26% compared to the same period of 2015. The result was achieved on 39 flights more than in the same period last year. An average load factor was 83%, compared to the previous year when it was 80%.

REGULAR AIR TRAFFIC	JULY 2015	JULY 2016	INDEX 16/15
NUMBER OF FLIGHTS	885	924	104,40
PASSENGER TRAFFIC	79 972	86 578	108,26

CODE SHARE AIR TRAFFIC	JULY 2015	JULY 2016	INDEX 16/15
NUMBER OF FLIGHTS	126	120	95,24
PASSENGER TRAFFIC	1 525	1 588	104,13

CHARTER AIR TRAFFIC	JULY 2015	JULY 2016	INDEX 16/15
NUMBER OF FLIGHTS	56	66	117,86
PASSENGER TRAFFIC	3 951	4 607	116,60

In July of the current year, the number of passengers of Montenegro Airlines on code-share flights increased by 63, or 4.13% compared to the same period of the previous year. The result was achieved on 6 flights fewer than in the same period last year. An average load factor was 89%, compared to the previous year when it stood at 87%.

In July of the current year, the number of passengers of Montenegro Airlines on charter flights increased by 656 or 16.60% compared to the same period of 2015. The result was achieved on 10 flights more compared to the same period of the previous year. An average load factor was 61%.

## ROAD BORDER CROSSINGS

TRAFFIC	JANUARY-JULY 2015	JANUARY-JULY 2016	INDEX 16/15
MOTOR VEHICLES	1 965 227	2 219 839	112,96
PASSENGERS	5 862 231	6 638 104	113,24

Since the beginning of the year, the road border crossings in Montenegro recorded an increase in the number of motor vehicles by 12.96%, and an increase in the number of passengers by 13.24% compared to the same period last year.

## TUNNEL SOZINA

TRAFFIC	JANUARY-JULY 2015	JANUARY-JULY 2016	INDEX 16/15
NUMBER OF VEHICLES	1 271 864	1 519 173	119,44
REVENUE €	4 415 515	5 129 954	116,18

Since the beginning of the year, Monteput doo (tunnel Sozina) has recorded an increase in vehicle traffic through the Sozina Tunnel by 19.44%, as well as an increase in revenue by 16.18% compared to the same period last year.

## NATIONAL PARKS OF MONTENEGRO

TRAFFIC	JANUARY-JULY 2015	JANUARY-JULY 2016	INDEX 16/15
NUM. OF TICKETS SOLD	146 514	150 425	102,67
REVENUE €	442,640	445,094.50	100,55

Since the beginning of the year, the Public Enterprise for National Parks of Montenegro has recorded an increase in the number of visitors by 2.67% compared to the same period last year, as well as an increase in revenue generated by 0.5% compared to the same period of the previous year.

## ROAMING SERVICES

Mobile operators present in the Montenegrin market (T-Mobile, Telenor and M:tel) recorded a total of 2,638,422 users of roaming services during the first seven months of the current year. Furthermore, in the period from January to July of the current year, the situation reviewed in the overall market shows an increase in the number of users of roaming services in the following countries: Monaco (94.6%), Turkey (57.7%), Belgium (53.3%), China (47.5%), the United States (32.6%), Liechtenstein (31.8%), Greece (25.7%), the Netherlands (23.9%), Bulgaria (12.6%), Albania (11.9%), United Kingdom (11%), Macedonia (7.3%), Bosnia and Herzegovina (6.9%), as well as France, Romania, Hungary, Sweden, which is one of the positive indicators of tourism trends.



