



BULLETIN

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Ministry of Tourism and National Tourism Organisation

In order for enhancement of tourism industry to lead to rapid progress in all fields, it is necessary to have a new understanding of all tourism stakeholders. Tourism industry must offer a full service. Everybody contributes his own share to the complex product - focused towards the goal. Only in this way may a country and a region survive the competition of other destinations.

Every region (place) having in mind its natural, climatic and cultural and historic heritage must position itself, so that Montenegro appears as a destination with diverse prospects that enrich one another. Focusing of target groups would follow through the image of the destinations, their offers, marketing and prices...

(An excerpt from the Tourism Master Plan)

TOURISM SATELLITE ACCOUNT

THE MINISTRY OF TOURISM OF MONTENEGRO IN COOPERATION WITH THE WORLD TRAVEL AND TOURISM COUNCIL (WTTC) AND THE OXFORD ECONOMIC FORECASTING COMPLETED THE PROJECT OF INTRODUCING TOURISM SATELLITE ACCOUNT (TSA) FOR MONTENEGRO. ON 2ND JUNE 2004, AT THE CONGRESS HALL OF THE GOVERNMENT OF THE REPUBLIC OF MONTENEGRO, THE PRESENTATION OF THE FIRST WTTC REPORT FOR MONTENEGRO WAS



HELD. MR PREDRAĐ NENEŽIĆ, MINISTER OF TOURISM, JEAN CLAUDE BAUMGARTEN, PRESIDENT AND RICHARD MILLE, VICE-PRESIDENT OF THE WORLD TRAVEL AND TOURISM COUNCIL TALKED TO TOURISM BUSINESS PEOPLE ABOUT THIS EXTREMELY IMPORTANT PROJECT NOT ONLY FOR TOURISM BUT THE WHOLE ECONOMY OF MONTENEGRO.

TOURISM SATELLITE ACCOUNT – TSA IS A MODEL FOR CALCULATING OVERALL FINANCIAL IMPACT OF TOURISM ON THE ECONOMY OF THE COUNTRY. TSA IS A STANDARD FRAMEWORK FOR ORGANISING STATISTICAL DATA ON MONTENEGRO TOURISM. THE PROGRAMME WAS ESTABLISHED BY THE UNITED NATIONS STATISTICAL COMMISSION IN 1990 AND HAS BEEN APPLIED EVER SINCE IN OVER 170 TOURISM COUNTRIES OF THE WORLD WHICH, USING THIS MODEL, CALCULATE THEIR REVENUES FROM TOURISM.

WTTC ESTIMATES FOR THE YEAR 2004 SHOW THAT TOURISM GENERATES 14.8 % OF GDP, AND ACCORDING TO WTTC FORECASTS, THE CONTRIBUTION OF TOURISM TO GDP WILL INCREASE TO 21.1% BY THE YEAR 2014.



TOURISM ECONOMY, DIRECTLY AND INDIRECTLY ACCOUNTS FOR 14.9% OF TOTAL EMPLOYMENT, AND, ACCORDING TO WTTC FORECASTS, THIS WILL INCREASE TO 21.3% IN 2014.

IT IS ESTIMATED THAT TOURISM WILL BECOME LEADING EXPORT SECTOR OF MONTENEGRO GENERATING GREATEST

REVENUE FROM ABROAD AND HAVING THE POTENTIAL TO DIVERSIFY ITS ECONOMY, STIMULATE ENTREPRENEURSHIP, PARTICULARLY SMALL AND MEDIUM-SIZE ENTERPRISES, STIMULATE INVESTMENTS, CREATE A LARGE NUMBER OF VIABLE JOBS AND HELP THE SOCIAL DEVELOPMENT OF LOCAL COMMUNITIES.

WTTC ESTIMATES THAT CAPITAL INVESTMENTS IN 2004 IN TOURISM ECONOMY WILL AMOUNT TO €42.8 million OR 14.8% OF TOTAL INVESTMENT. BY 2014, THE INVESTMENTS IN TOURISM ARE EXPECTED TO INCREASE TO €121.2 million, OR 20.4%.



IT FORECASTS THE ANNUALISED GROWTH OF 10.3 % OF TOTAL TRAVEL AND TOURISM DEMAND, WHICH WILL, IF ACHIEVED, MAKE MONTENEGRO THE FASTEST GROWING TOURISM ECONOMY IN THE WORLD DURING THE COMING DECADE.

AFTER THE PROJECT PRESENTATION, THE MINISTER OF TOURISM, MR PREDRAĐ NENEŽIĆ AND MR BAUMGARTEN HAD A PRESS CONFERENCE AT THE PRESS CENTRE AT THE GOVERNMENT OF MONTENEGRO.

PRESENTATION OF MONTENEGRO TOURISM OFFER AND CONTINUATION OF *"The Year of Montenegrin Cuisine"* CAMPAIGN

"The Year of Montenegrin Cuisine" campaign under the slogan "The Gifts & Flavours of Nature" continued throughout June. There were presentations of Montenegro tourism offer and gastronomic offer held in the country and abroad, in the following countries and respective cities:

- Serbia - Kraljevo, Krusevac, Nis, Kragujevac, Subotica and Zrenjanin
- Slovenia - Maribor and Ljubljana
- Czech Republic - Prague
- Republika Srpska- Banja Luka

Presentation of tourism and gastro offer in Serbia and Republika Srpska "The Gifts & Flavours of Nature"

During the period from 25th May and 23rd June the Ministry of Tourism and the National Tourism Organisation held one-day presentations of Montenegro tourism offer for the summer tourism season 2004 in Serbia and Republika Srpska. All over Serbia and Republika Srpska receptions were held in prestigious restaurants with high local and regional officials, business people and the media. Traditional Montenegrin cuisine was presented in Kraljevo, Krusevac, Nis, Kragujevac, Subotica, Zrenjanin and Banja Luka.

The tourism offer of Montenegro with all the novelties and the activities undertaken this year by the Ministry of Tourism and the National Tourism Organisation were presented by Mr. Lav Lajovic, secretary to the Ministry of Tourism and Miss Maja Lijesevic, deputy director of the National Tourism Organisation. In all the given cities the presentations were well covered by the media and the public in Serbia responded well to the promotion of Montenegro tourism offer.

KRALJEVO

The presentation in Kraljevo was held at the restaurant "Kralj" on 25th May. There were some 50 guests present there, local



and national authority officials, Government officials, the media (TV Kraljevo, Radio Kraljevo, Media Klub Sfera, TV 10, Ibarske novosti), travel agents, business people and representatives of public enterprises.

The event was well received by the general public and very good cooperation was established with the Tourism Organisation of Kraljevo, the journalists and people in tourism business.

KRUSEVAC

A night of good food among friends was organised at "Konak" restaurant on 26th May. Some 50 guests were present including the highest officials of the local authorities and local government, the

media (TV Rubin, TV Kanal plus, RTV Krusevac), tourism businesses, travel agencies, local economy and public enterprises.

After enjoying the presentation of tourism offer, the guests had the opportunity to taste traditional specialties of Montenegro.

NIS

A night of national cuisine was held at the hall of "Ambasador" hotel in Nis on 31st May. Some hundred guests were present there. Apart from the guests from Nis, there were also the representatives of the municipality of Paralia from Greece and travel agencies from Turkey, Bulgaria and Greece. There were representatives of many media (Nis television, Radio Nis, Radio City, RTV Artvizija, Narodne novine, Blic Beograd, Glas Beograd, SBS Australija, RTV Belle Amie, Turisticke novine Beograd). Among the guests invited were also the representatives of the Ministry of Trade, Tourism and Services and National Tourism Organisation of Serbia.

During their stay in Nis, our delegation visited the V International Tourism and Ecology Fair.

KRAGUJEVAC

Promotion of traditional Montenegrin cuisine was held at the restaurant of "Zelengora" hotel on 1st June. Some 40 guests came to the reception, representatives of local government, the media, local businesses and public enterprises.

The media from Kragujevac and Belgrade were present (RTV Kragujevac, RTS Kragujevac, "Srna" agency Kragujevac, "Beta" agency Kragujevac, "Vecernje novosti" Kragujevac, "Blic" Kragujevac, Radio Beograd, TV Beograd, TANJUG). On the same evening, most of the media broadcasted the information regarding the event.

People from tourism business and the general public alike received well the organisation of this presentation wishing for similar events to be held in future.



SUBOTICA

Presentation of Montenegro cuisine under the slogan "The Gifts & Flavours of Nature" was held at the "Mala gostiona" restaurant at Palic on 9th June. Some fifty guests were present at the reception, local authority officials, the media, and people from local businesses and the public enterprises.

The media coverage was really good: Radio 90 Hajdukovo, Dinovizija, Radio Subotica-madarska redakcija, B92, ANEM, Superinfo, Het Nap, YU Eko TV, YU Eko Radio, Radio Subotica, TV Subotica, 021, Suboticke novine.

ZRENJANIN

On 10 June at "Vojvodina" hotel an evening of Montenegrin cuisine was held. There were some forty guests present at the celebration, among which local government officials, guests from the media (Santos RTV, KTV Zrenjanin, Radio Kiss, Radio Zrenjanin, TANJUG, Politika, Evropske novosti Frankfurt, Dnevnik), from tourism businesses, local businesses and public enterprises. All the guests had a chance to taste authentic produce of Montenegro and traditional cuisine.

Very good cooperation was established with the local tourism organisation and with local authority officials and, to mutual satisfaction, the organisation of such events in the town was welcomed.

BANJA LUKA

The promotion of Montenegro cuisine was held at "Bosna" hotel on 23rd June.

There were some 50 people present, national and local authority officials, the media (TV Republika Srpska, TV Bel, Radio RS, SRNA, TV Pink BiH, TANJUG, Radio Slobodna Evropa, Dnevni avaz, Glas srpski, Radio Dojce Wele, Radio kontakt, TMK radio) and local businesses.



One-day presentations of Montenegro tourism offer in Slovenia and Czech Republic

IN ORDER TO HAVE ON-GOING PRESENCE OF TOURISM OFFER OF MONTENEGRO AT THE SOURCE MARKETS OF SLOVENIA AND CZECH REPUBLIC, THE MINISTRY OF TOURISM AND THE NATIONAL TOURISM ORGANISATION ORGANISED PRESS CONFERENCES FROM 15TH TO 25TH JUNE THIS YEAR. THE PRESS CONFERENCES WERE CONDUCTED BY MR ZORAN DULETIC, DEPUTY MINISTER OF TOURISM.

THE FIRST PRESS CONFERENCE WAS HELD IN MARIBOR AT THE "HABAKUK" HOTEL ON 17TH JUNE. AFTER THAT, ON 21ST JUNE, A PRESS CONFERENCE WAS ORGANISED AT THE TOURIST INFORMATION CENTRE OF LJUBLJANA, WHERE SOME 15 JOURNALISTS AND TRAVEL AGENTS FROM SLOVENIA WERE PRESENT. THEY EXPRESSED THEIR INTEREST FOR MONTENEGRO AND THEIR WISH FOR ON-GOING PRESENCE AT THIS MARKET.

AT THE CZECH REPUBLIC, IN COOPERATION WITH THE EMBASSY OF SERBIA AND MONTENEGRO IN PRAQUE, A PRESS CONFERENCE WAS HELD AT "AMBASADOR" HOTEL IN PRAQUE ON 23RD JUNE. GREAT INTEREST WAS SHOWN ON THE PART OF THE EMBASSIES OF ROMANIA AND BULGARIA, THE NATIONAL ADMINISTRATION, THE MEDIA, PR AND TRAVEL AGENCIES AND THE BUSINESSES.

MANY MEDIA COVERED THE EVENT, AMONG WHICH WERE: MEDIA IN, HALO NOVINY, HOSPODARSKE NOVINY, CIGAR MAGAZIN, TREND, TV PRIMA, CZECH TV, CZECH RADIO 3- Vltava, SIRIUS, DAMA, PHOTOGRAPHER, VESTI BEOGRAD, TANJUG, BETA PRESS, WESTERN WORLD, FREE LANCE, AUTO 7, HOTEL REVUE, LISTY HL. M. PRAHY, LIDE A ZEME, FOOD SERVICE, INFOSERVIS, SEZONA, VIMEVITE.CZ, COT BUSINESS, TOP VIKEND MAGAZIN, KAPITAL, PRAGER ZEITUNG, ATCHJET, NEW EUROPE.

COOPERATION WITH THE CZECH MEDIA AND TRAVEL AND TOURISM SECTOR HAS TRADITIONALLY BEEN A GOOD ONE AND MUTUAL INTEREST WAS EXPRESSED AT BRINGING AS LARGE A NUMBER OF VISITORS FROM THIS MARKET TO MONTENEGRO AS POSSIBLE.

VISITS OF FOREIGN JOURNALISTS TO MONTENEGRO

As part of regular information and promotion activities, visits of British journalists to Montenegro have been organised in order to publish articles in UK dailies.

"Sunday Times" journalists

From 30th May to 2nd June, in cooperation with the "Adriatic Express" travel agency from Budva, Mr Brian Schofield, "Sunday Times" journalist, visited Montenegro. The aim of the visit

was to gather information for the article entitled "A Holiday in the Balkans", with focus on Sveti Stefan.

Organised by the National Tourism Organisation, another "Sunday Times" journalist, Mr Sebastian Hope stayed in Montenegro from 5th to 12th June. During his visit, it has been arranged for Mr Hope to visit Kotor, Sveti Stefan, Njegusi, Cetinje, Moraca Monastery, Ostrog, Botanical garden and have a hiking tour on Durmitor and white-water rafting on Tara River.

A "Times" journalist

From 9th to 12th June Mr Martin Symington, tourism journalist from the British daily "Times" visited Montenegro. During his stay, Mr Symington had talks with prominent people from tourism industry and gathered information for articles on Montenegro.

PRESS CONFERENCE

ON THE OCCASION OF PROMOTION OF MADONNA OF PHILERIMOS ICON

In order to promote cultural and historic heritage of Montenegro, promotion material about Madonna of Philerimos icon has been published in our language. On the occasion, a press conference was held at the Government of Montenegro on 30th June 2004. It was hosted by Mr Vojin Vlahovic, director of National Tourism Organisation and Mr Petar Cukovic, director of the National Museum at Cetinje.

The first promotion of Madonna of Philerimos icon was held in Germany, during this year tourism fair in Berlin.

The information on Madonna of Philerimos icon may be found at

www.madonna-of-philerimos.com

in three languages (German, English and Russian). There you may find the information about the roads of the Icon, its stages, chronology and a 19-minute feature on the icon.



**NEW PROMOTION
MATERIAL WITHIN THE
CAMPAIGN
"A YEAR OF GOOD
FOOD"**

www.mturizma.cg.yu

The National Tourism Organisation of Montenegro published the new promotion material for this gastro year.

"Wine & Dine" brochure is dedicated to national cuisine of Montenegro with a brief history of gastronomy in Montenegro and descriptions of local cuisines with recipes and pictures of original Montenegrin dishes. The brochure has been published in the national language, English, German, Russian and Czech language. "Mini cookbook" has also been published, a mini cookbook souvenir for tourists visiting national restaurants. In this small, richly illustrated cookbook, there are descriptions of local cuisines, recipes of traditional dishes and a list of restaurants serving national specialties, in addition to their usual menus. The cookbook is in the national language, English, German and Russian.

Apart from those already mentioned, a couple of leaflets have also been prepared, the one entitled "Welcome" in the national language, English, German, Russian and Albanian, and the other called "Wine & Dine" in the national language, English, German, Czech and Russian.

Also, there is a reprint of the current promotion material, with the logos of strategic partners of the Ministry of Tourism and the National Tourism Organisation. These are the catalogues entitled



"Welcome", "The Coast" and "The Mountains".

This material has been given to strategic partners, hotels, travel agencies, tourist information centres, the media, the ministries and the tourism organisations and associations abroad.

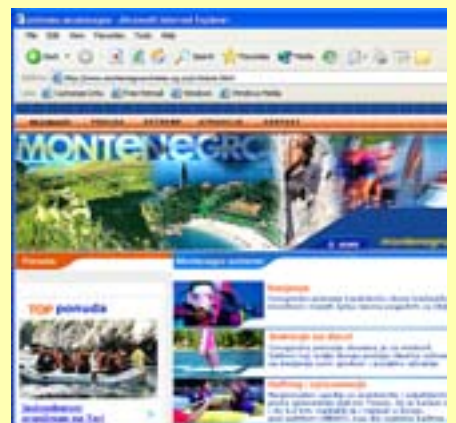


Other activities

Web news

National Tourism Organisation of Montenegro, in cooperation with and expert support of Business Skill agency from Podgorica, created a new web site www.activeextreme.cg.yu. At this site you may find information about all operators offering specific tourism programmes and extreme sports. The aim of the site is to gather at one place the information of this kind of tourism offer.

At the search engine most frequently visited in this region www.krstarica.com the link for "A Year of Good Food" was put, so a great number of visitors of www.visit-montenegro.com have been directed from this search engine.



Establishment of new info points

During the summer tourist season info points have been opened to provide for fast and efficient information to tourists. Apart from the existing info points at the border crossings (Debeli Brijeg, Sitnica, Scepan Polje, Bozaj), Tivat airport, Bar railway station and tourist information centres, as of 28th June such a service has also been established at Podgorica airport.

Information points are to be open until 1st October this year, every day from 9.00 to 20.00 o'clock.

Working dinner with strategic partners "Sveti Stefan" hotel, 9th July

Within the joint project of strategic partnership, the Ministry of Tourism and the National Tourism Organisation of Montenegro organised a working dinner with strategic partners at "Sveti Stefan" hotel on 9th July. Apart from ten strategic partners, the deputy prime-minister Branimir Gvozdenovic was also a guest at the dinner.



On the occasion, the partners talked about joint promotion activities in the country and abroad during this year tourism season, as well as some plans for the future.

Six beaches got the prestigious award

Six beaches at the coast of Montenegro have been awarded the prestigious international award, the Blue Flag, and thus Montenegro joined a group of some thirty countries in Europe, America and Africa conducting a campaign promoting safe and clean beaches and marinas.

Qualification for the Blue Flag is based on fulfilling the criteria from four areas: quality of water, environmental education and information, management and safety and services.



On the World Day for the Protection of Environment, 5th June, the Minister of Tourism, Mr Predrag Nenezic, at Tivat beach called Plavi Horizonti, put the first Blue Flag at the coast of Montenegro.

The International Jury for the Award of Blue Flag accepted the candidature of six Montenegro beaches and awarded certificates to Dobrec Cove in Herceg Novi, Tivat beach Plavi Horizonti, Carine beach in Risan, Mogren I in Budva and the beaches Tropikana and Majami in Ulcinj.

During the past year, the pilot project stage, beach lease holders were obliged to adopt all the criteria of environmental campaign upon which the international jury decided that these Montenegrin beaches meet the criteria of the Blue Flag campaign for the year 2004.

Entry into pilot project for the year 2004 has been approved to 12 new beaches: Kuba Libre" and Porto in Zanjic, the municipality of Herceg Novi, Kalardovo in Tivat, Escalera and Pima at Jaz, Okaso klub at Slovenska plaza and Sv. Toma at Becici, Hotel beach Pržno, Utjeha and Crvena plaza" at the municipality of Bar and St. Tropez and Toni Gril at the municipality of Ulcinj.

DONOR CONFERENCE AT CETINJE

IN ORDER TO PROVIDE INFORMATION TO INTERNATIONAL ACTORS REGARDING THEIR SUPPORT TO THE PROJECT ENTITLED "PREREQUISITES FOR THE DEVELOPMENT OF TOURISM AT THE COAST OF MONTENEGRO" THE GOVERNMENT OF THE REPUBLIC OF MONTENEGRO, COASTAL MUNICIPALITIES AND THE MUNICIPALITY OF CETINJE HELD A DONOR CONFERENCE AT "GRAND" HOTEL IN CETINJE ON 9TH JULY.



REPRESENTATIVES OF MANY RENOWNED COMMERCIAL AND FINANCIAL CORPORATIONS, CONSULAR BODIES OF USA, GERMANY, UNITED KINGDOM, FRANCE, ITALY, SWITZERLAND, CHINA, GREECE, CZECH REPUBLIC, AND SLOVAKIA, USAID, COUNCIL OF EUROPE, OESC, ETC WERE PRESENT THERE.

THE GOVERNMENT OF THE USA THROUGH THEIR CONGRESS FOR ECONOMIC DEVELOPMENT AND ENVIRONMENTAL PROTECTION PROGRAMMES ALLOCATED \$12 MILLION FOR THE COASTAL REGION OF MONTENEGRO.

IN HIS TALK, THE DEPUTY PRIME MINISTER MR BRANIMIR GVOZDENOVIC SAID THAT FOR THE PROJECT PLANNED FOR THE TOURISM SEASON 2005 SOME €35 MILLION ARE NEEDED, €13 MILLION OUT OF THESE FOR WATER SUPPLY, €15 MILLION FOR WASTE WATER PROCESSING AND €7 MILLION FOR IMPROVING WATER SUPPLY.

IN HIS CONTRIBUTION AT THE CONFERENCE, THE MINISTER OF TOURISM, MR PREDRAJ NENEZIC PARTICULARLY STRESSED THE IMPORTANCE OF THE MASTER PLAN – STRATEGY FOR THE DEVELOPMENT OF TOURISM BY THE YEAR 2020, POINTING OUT THAT SOME MEDIUM TERM MEASURES TO BE FINALISED BY 2005 AND 2010 ARE CURRENTLY BEING IMPLEMENTED, AND THEY PARTICULARLY FOCUS ON INFRASTRUCTURE PROJECTS WHICH ARE A PREREQUISITE FOR CREATING HIGH QUALITY TOURISM PRODUCT AND THE DEVELOPMENT OF TOURISM, ONE OF THE PRIORITIES IN THE DEVELOPMENT OF THE ECONOMY OF MONTENEGRO.



Two-day visit at the Coast of tourism journalists from Montenegro

10-11 July



THE MINISTRY OF TOURISM AND THE NATIONAL TOURISM ORGANISATION OF MONTENEGRO ORGANISED A TWO-DAY WORKING VISIT TO THE COAST OF TOURISM JOURNALISTS FROM MONTENEGRO ON 10TH AND 11TH JULY.

ON SATURDAY, 10TH JULY A JOINT WORKING DINNER WITH MR PREDRAJ NENEZIC, MINISTER OF TOURISM AND MR VOJIN VLAHOVIC, DIRECTOR OF NTO WAS ORGANISED AT "SPLENDIDO" HOTEL.

Training for animators completed

The Ministry of Tourism of Montenegro and the Marine Zone Management public enterprise in cooperation with the Faculty of Tourism and Hotel Management from Kotor and the Tourism College from Portorose have organised for the third time a seven-day training seminar for tourist animators.

On the occasion, Tadeja Jere Lazanski, professor at the Tourism College from Slovenia, Marija Kecojevic, adviser at the Ministry of Tourism and Milenko Pasinovic, professor at the Faculty of Tourism and Hotel Management in Kotor held a press conference at "Grand" hotel in Cetinje.

Tourist animators are a special hospitality personnel organising free time of tourists through social, sport and entertainment activities.



Aiming to use the experiences from the previous years in the best way possible and to restore the cooperation we have had, the Ministry of Tourism has this year engaged a team of trainers from Slovenia headed by Tadeja Jere Lazanski, with the support and participation of professors from the Faculty of Tourism and Hotel Management in Kotor, as the only higher education institution for the field of tourism in Montenegro.



Twenty trainees for tourist animators successfully completed the seminar held from 12 to 19 June 2004 at "Grand" hotel in Cetinje.

The aim of the training was to upgrade the quality of animation in Montenegro as an important segment of good quality and competitive tourism offer which is achieved through different animation programmes to be conducted by qualified personnel in order to organise the free time of tourists in a fulfilled and quality manner.

NGO PROJECTS FOR BETTER TOURISM SEASON

Within its incentives for the development of tourism, the Ministry of Tourism has provided €70,000 for NGO projects aimed at enhancing Montenegro tourism. At the public competition announced at the beginning of March, more than 80 NGOs from Montenegro applied, some of them with two or more projects.

Members of the commission of the Ministry of Tourism had a press conference on 2nd June this year at the premises of the National Tourism Organisation of Montenegro.

Members of the commission for the allocation of funds were Prof Dr Borislav Uskokovic, president of the commission, Lav Lajovic, secretary to the Ministry of Tourism and Marija Kecojevic, adviser for economic policy and investments.

Thus, the projects of 23 NGOs relating to affirmation and promotion of tourism and ecological resources of Montenegro, development of village, hunting, sport, excursion and cultural tourism, cooperation in protecting natural and cultural heritage, joint education programmes and creating promotional campaigns for Montenegro tourism have been supported.

The results of the competition may be found at the Ministry of Tourism web site

www.mturizma.cg.yu

MEETING OF THE WORKING GROUP FOR TOURISM WITHIN CENTRAL–EUROPEAN INITIATIVE

IN THE FRAMEWORK OF CENTRAL EUROPEAN INITIATIVE, THE 18TH MEETING OF THE WORKING GROUP FOR TOURISM WAS HELD IN TORJIR ON 7TH JUNE THIS YEAR. CROATIA WAS CHAIRING THE MEETING, WITH THE ASSISTANCE OF CEI SECRETARIAT REPRESENTATIVE FROM TRIESTE.

REPRESENTATIVES OF AUSTRIA, BOSNIA AND HERZEGOVINA, BULGARIA, HUNGARY, MOLDOVA, POLAND, SERBIA AND MONTENEGRO AND SLOVAKIA WERE PRESENT. ON BEHALF OF THE MINISTRY OF TOURISM, GORANKA LAZOVIC, ADVISER FOR THE SECTOR OF ECONOMY, WAS PRESENT AT THE MEETING.

AS PART OF THE ACTIVITIES THAT HAVE BEEN PLANNED FOR THE TWO–YEAR PERIOD FROM 2004–2006, MEMBER STATES WILL SUBMIT THEIR PROPOSALS THAT WOULD SUBSEQUENTLY BE SUBMITTED AS PROJECTS TO THE CEI SECRETARIAT FOR FINANCING. TO THAT EFFECT, AN AGREEMENT HAS BEEN REACHED THAT MONTENEGRO WOULD PROPOSE THE PROJECT TO PROMOTE EXTREME TOURISM. THERE HAS ALSO BEEN SOME MENTION OF THE POSSIBILITY TO ORGANISE A SEMINAR TO ESTABLISH THE APPLICABILITY OF INTERNATIONAL STANDARDS FOR CATEGORISATION AND CLASSIFICATION OF HOSPITALITY ESTABLISHMENTS IN THE COUNTRIES IN THE REGION, THEN THE DEVELOPMENT OF WELLNESS, SUSTAINABLE AND SPORT TOURISM.

PRESS CONFERENCE

ABOUT CATEGORISATION AND CLASSIFICATION OF HOSPITALITY ESTABLISHMENTS

Regarding the categorisation and classification of hospitality establishments, deputy minister of tourism and the secretary of the Categorisation Commission, Nebojsa Popovic, president of the Categorisation Commission, Momcilo Pejanovic and coordinator of Tourism Inspection Bo Vucekovic, held a press conference at the premises of the PR service bureau at the Government of Montenegro on 22 June 2004. This commission of the Ministry of Tourism has so far categorised 150 hospitality establishments, i.e. 13,000 rooms and more than

28,000 beds. The largest number of rooms in hotels have been awarded 2 and 3 star category, or more precisely 48% of the rooms 2 stars, 41% 3*, and somewhat over 4% 4*, while only three hotels were awarded 5*. Recently some 40 new applications for categorisation have arrived at the Ministry, some of them being already processed. The Ministry of Tourism also received requests for re-categorisation of some certified establishments again due to investments and upgrading of the establishments.



By the end of September or the beginning of October, the commission will have categorised some 200 hospitality establishments.

New approach to Budgetary planning

After the Ministry of Education and Science and the Ministry of Transport and Maritime Affairs, the Ministry of Tourism and the National Tourism Organisation are the third to implement the new concept of budget planning.

The seminar to facilitate transition of the Ministry of Tourism and National Tourism Organisation to the programmes budget, organised by the budgetary sector of the Ministry of Finance in cooperation with the representatives of the budget of US Treasury, was held from 24 to 30 June this year.

After the seminar had been completed successfully, the minister of tourism, Mr Predrag Nenezic and the budgetary adviser at the US Treasury Eileen Brown held a press conference on 29.06.2004 emphasising that the new budgetary concept was an added value and important for more transparent and better execution of all the activities of the Ministry of Tourism. The program budget is a huge change as regards the responsibilities since it makes all the duties, investments and goals of the ministry of tourism clearer.

POSSIBILITIES FOR DEVELOPMENT OF **WELLNESS** **TOURISM** IN MONTENEGRO

The Ministry of Tourism and the Government of Spain jointly initiated the project entitled "**Possibilities for the Development of Wellness Tourism in Montenegro**". The final result is a study to be prepared for the Ministry of Tourism by a Spanish consultancy agency "Europaxis", engaged by the Spanish Government.

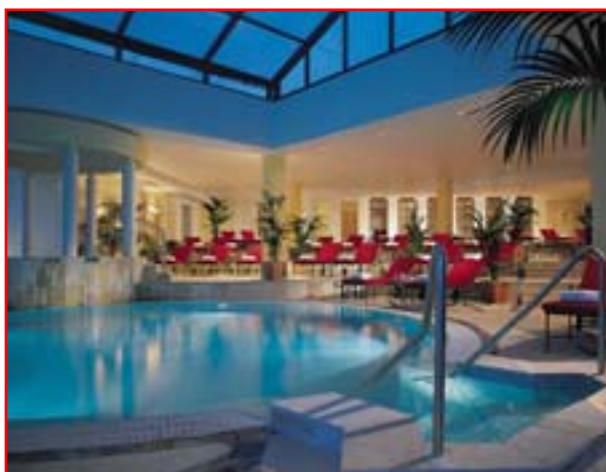
Within the same project, and in order to familiarise our representatives with wellness offer of Spain, which is one of the leading countries on the wellness market tourism, the delegation of Montenegro visited Spain from 06.06 to 11.06. 2004. Members of the Montenegrin delegation were Mr Zoran Duletic, deputy minister of tourism, Miss Marija Kecojevic, adviser at the Ministry of Tourism, Miss Maja Lijesevic, deputy director of the National Tourism Organisation, Mr Zeljko Uljarevic, DEG representative, Mr Zoran Paunovic, on behalf of the "Dr Simo Milosevic" Institute and Mr Danilo Skuric, representative of the Ministry of Tourism.

During their six-day visit, the Montenegrin delegation visited wellness centres and high-category hotels having wellness facilities.

This visit proved to be a great learning experience. Both positive and negative sides of the development at Palma de Mallorca have been noted, and the possibility to separate wellness tourism from health/spa tourism.

During their stay in Palma de Mallorca our delegation made contacts with hotel chains of Barcelo and Sol Melia. During the meetings, the Montenegro delegation presented the resources Montenegro had and the possibilities of having cooperation between Montenegro and Spain in the field of tourism.

The final study "**Possibilities for the Development of Wellness Tourism in Montenegro**" is expected to be finished by the end of July or beginning of August.



COOPERATION OF MONTENEGRIN AND GERMAN GOVERN- MENTS IN TOURISM

The first meeting of the Working Group for the development of tourism, established between the Governments of Montenegro and FR of Germany was held at the Ministry of Tourism on 30th June this year. This working group was established at the end of last year within the Business Council organised at the level of several economy sectors between the State union of Serbia and Montenegro and Germany.

The task of the working group is to be active in creating stronger bonds between tourism stakeholders of the two countries. Co chairs of the working group are the Minister of Tourism of Montenegro, Mr Predrag Nenezic and Director for International Relations of the largest European tour operator TUI, Mr Gunter Ihlau.

Many representatives of public institutions and private tourism businesses were present at the meeting.

MORE INTENSIVE COOPERATION OF MONTENEGRO AND GERMANY IN TOURISM

On the occasion of visit of Mr Ditmar Steifelt, deputy federal minister for economy and labour with a nine-member delegation of the Federal Republic of Germany to Montenegro, in the capacity of the co chair of the Economy Council Germany - Montenegro, the minister of tourism, Mr Predrag Nenezic, organised a reception at Sveti Stefan on 7th July. Tourism entrepreneurs from Montenegro and representatives of German companies and organisations were present at the reception.

The Minister of Tourism thanked for expert support of the Government of Germany and announced the signing of a new protocol on cooperation between the two governments. It is to be signed this year and it envisages more intensive cooperation not only in tourism but also in other areas directly or indirectly linked to tourism.



Number of visitors on the day of 23 July 2004

MUNICIPALITY	TOTAL	DOMESTIC	FOREIGN	ESTIMATED UNREGIST.	TOTAL
1. BUDVA	28287	23048	5239	15000	43287
2. HERCEG NOVI	12726	10174	2552	5000	17726
3. ULCINJ	9591	6777	2814	5000	14591
4. BAR	8954	7583	1371	5000	13954
5. TIVAT	2605	1409	1196	1000	3605
6. KOTOR	5154	4730	424	1000	6154
7. ŽABLIJAK	495	280	215	200	695
8. KOLAŠIN	125	125	0	0	125
9. PODGORICA	109	45	64	0	109
10. CETINJE	140	136	4	0	140
11. BERANE	51	51	0	0	51
12. BIJELO POLJE	29	27	2	0	29
13. MOJKOVAC	24	21	3	0	24
14. NIKŠIĆ	39	35	4	0	39
15. DANILOVGRAD	8	8	0	0	8
16. PLJEVLJA	57	57	0	0	57
17. ŠAVNIK	6	6	0	0	6
18. PLUŽINE	2	2	0	0	2
19. ANDRIJEVICA	0	0	0	0	0
20. PLAV	0	0	0	0	0
21. ROŽAJE	31	29	2	0	31
TOTAL:	68433	54543	13890	32200	100633



NOTE:

There are 8% domestic tourists (more than last year) and 32% more foreign tourists than for the same period last year. The structure of visitors is 80:20 % in favour of domestic visitors.

PROTECTION OF VISITORS BY PRICE CONTROL

Tourism Law puts special emphasis on the protection of tourists by publishing the prices of services in tourism and hospitality, and the control of prices and the implementation of quality standards for the products being served. Official prices, based on the price lists submitted to and verified by the Ministry of Tourism, that are to be applied in the coming six-month period, may be found on the

www.MONTENEGRO-cijene2004.cg.yu web site.

In cooperation with Montenegro Tourist Centre, this year again the tourist service telephones **9797** and **9817** are in operation. Tourists, visitors and citizens of Montenegro may make complaints and give suggestions on the basis of which tourism inspectors will, within 24 hours, visit the site and report of the actions undertaken.

EVERY FRIDAY WITH JOURNALISTS

During high tourism season, the minister Predrag Nenezic, deputy ministers, director of National Tourism Organisation Vojin Vlahovic and his associates will be at the disposal of the media in Budva every Friday from 11 do 14 o'clock.

Talks to the minister, director of NTO and associates need to be arranged in advance with the PR service of the Ministry of Tourism.

Report on the activities of Tourism inspection for June 2004

Within the authorities vested on tourism inspection by Tourism Law and Law on Inspection Control and relevant by-laws and regulations, introducing 18 new inspectors in June this year tourism inspection intensified inspection control of tourism and hospitality businesses. Inspection controls were done at 16 municipalities in Montenegro.

Some 820 checks have been made (during this month, there have been no inspection controls in Andrijevica, Danilovgrad, Pljevalja, Mojkovac and Kolasin that were covered before or immediately after the given period) with special activities for the preparation of summer tourism season at coastal municipalities.

The structure of control checks according to types of services was as follows: catering establishments - 647, travel agencies - 94, hotels - 54, private accommodation (physical entities) - 24, beach lease holders - 2.

According to types of organisations and business associations in tourism and hospitality, controlled involved: entrepreneurs (physical entity) - 385, NGOs - 29, partnerships - 6, limited partnership - 3, share-holding companies - 25, limited liability companies - 364, branches of foreign companies - 8.

Priorities related to: operation without proper licences issued by competent administrative bodies, issuance of bills, conditions for performing business activities, application of standards for categorised and certified establishments, record-keeping of visitors in tourist information centres, agencies, hotel operators to provide for more realistic statistical data, etc.

Special emphasis was given to timely response to complaints (20), and checks of complying with previously issued decisions (148).

During control checks 1038 non-compliances have been identified relating to: non-issuance of bills, no visible designation plate of the type of hospitality establishments, unapproved pricelists, price lists not readily visible or inadequate number of copies, etc.



399 decisions on administrative proceedings have been brought, out of which: 2 decisions to close down the establishment during control, 272 decisions regarding non-compliances, 125 decisions to ban the operation of establishments (operation without proper licences). When noticing irregularities that go under the authorities of other bodies (unregistered employees, no cash register, etc) the inspectors notified other bodies in 92 cases to take measures within their competences.

In line with the principle of preventive action, in 134 cases establishments were warned about non-compliance and deadlines have been set for their correction in the minutes of inspection control.

During the period covered, three establishments have been sealed (in Zabljak, Rozaje and Berane), and notification for sealing with stated deadlines has been submitted to 14 more establishments. Due to irregularities observed, 62 mandatory fines have been pronounced amounting to 7,450.

24 requests for instigating civil procedure have been filed.

Intensified controls and taking more repressive measures with the increased number of inspectors in coastal municipalities will affect better results and efficiency in the operation of tourism inspection.

VISIT OF EXPERTS FROM SLOVENIA ENGAGED IN PREPARATION OF THE STUDY ENTITLED "DEVELOPMENT OF MOUNTAIN TOURISM IN MONTENEGRO"

In terms with the Master plan for the Development of Tourism by the year 2020 and the Action Plan of the Ministry of Tourism for 2004, with the objective of preparing a study "Programme for Development of Mountain Tourism", at the invitation of the Ministry of Tourism, the director of International Tourism Institute from Slovenia, Mr Janez Sirse and his associates visited Montenegro from 2nd to 7th June this year.

During their stay, accompanied by the deputy minister of tourism, Mr Zoran Duletic, they had meetings with the representatives of the Ministry of Culture, the Ministry of Transport and Maritime Affairs, Ministry for Protection of Environment and Physical Planning, Ministry of Agriculture, Forestry and Water Management, representatives of local administrations of Mojkovac, Pluzine, Pljevlja, Bijelo Polje, Bar and Herceg Novi, tourism businesses and the NGOs dealing with the protection and preservation of the environment.

Implementation of this project will contribute to better positioning of Montenegro tourism product at the international market.



KOTOR CARNIVAL FROM 2nd AUGUST

ORGANISED BY THE FESTA ASSOCIATION AND UNDER THE AUSPICES OF THE MINISTRY OF TOURISM, THE MUNICIPALITY OF KOTOR AND THE NATIONAL TOURISM ORGANISATION OF MONTENEGRO THE III INTERNATIONAL SUMMER CARNIVAL will be held in KOTOR FROM 02 TO 07 AUGUST. APART FROM CARNIVAL GROUPS FROM KOTOR, THIS YEAR IT IS EXPECTED THAT CARNIVAL GROUPS FROM ALL OVER EUROPE WILL TAKE PART AS WELL.

PROGRAMME of KOTOR CARNIVAL

Monday, 2 August 2004

MEETING of MAJORETTES, TRG od ORUZJA, 20.00
FISHERMEN'S FIESTA, MUO, 21.00

Tuesday, 3 August 2004

CHILDREN'S MASKED BALL, TRG od ORUZJA, 20.00
MUSSEL'S FIESTA, PRKANJ, 21.00

Wednesday, 4 August 2004

CULINARY FIESTA, GRADSKA RIVA, 21.00

Thursday, 5 August 2004

"MASKED BOKA" – BY BOAT
KOTOR – PRKANJ – PERAST – KOTOR
STARTING FROM KOTOR AT 19.00

Friday, 6 August 2004

"THE BEST MASKED TOWN"

MUSIC HAPPENING & PRESENTATION OF INTERNATIONAL CARNIVAL GROUPS,
TRG od ORUZJA, 21.00

Saturday, 7 August 2004

INTERNATIONAL SUMMER CARNIVAL defile
MAIN STREET, 21.00
CARNIVAL NIGHT
SQUARES OF THE OLD TOWN

Establishment of local TOURISM ORGANISATIONS

THE PROJECT OF REORGANISATION OF NATIONAL TOURISM ORGANISATION OF MONTENEGRO, AND THE WHOLE SYSTEM OF PROMOTION OF TOURISM OF MONTENEGRO AND OF CREATION OF TOURISM PRODUCT STARTED IN MARCH BY PASSING THE NEW LAW ON TOURISM ORGANISATIONS AND WITH CATEGORISATION OF TOURISM RESORTS IN MONTENEGRO.

THIS MONTH THE ESTABLISHMENT OF LOCAL TOURISM ORGANISATIONS STARTED, FIRST IN THE MUNICIPALITIES OF BAR AND BUDVA. BY THE END OF THE MONTH IT IS EXPECTED THAT LOCAL TOURISM ORGANISATIONS WILL HAVE BEEN ESTABLISHED IN KOTOR, HERCEG NOVI AND PODGORICA.

THE DUTIES OF TOURISM ORGANISATIONS ARE ENHANCEMENT AND PROMOTION OF AUTHENTIC VALUES OF THE REGION OF THE GIVEN MUNICIPALITY WITH THE VIEW OF TOURISM DEVELOPMENT, CREATING CONDITIONS FOR USING TOURISM RESOURCES OF THE MUNICIPALITY, STIMULATING, COORDINATING AND ORGANISING EVENTS CONTRIBUTING TO BETTER TOURISM OFFER.

www.mturizma.cg.yu

www.visit-montenegro.com

www.montenegroextreme.cg.yu

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