



BULLETIN

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Ministry of tourism of the Republic of Montenegro and the Tourism Organisation of Montenegro

The change of values in a society has a large influence on future tourism developments, through consumer behaviour. Thus, pluralism of values and diversity of life styles are reflected in the wishes and needs of tourists. While in the past rather simply structured needs prevailed, leisure in future is going to be increasingly more connected with the needs of self-fulfilment and characterised by the search for the unknown. Many forecasts have it that the type of holiday where people merely relax will lose on its importance, with the consequent increase in the importance of holidays where people wish to experience something new and have fun. As early as in mid 1995 half of the population belonged to the category of experience consumers.

Therefore, in future tourism industry has to orientate towards the "hybrid consumer", whose travel decisions and holiday activities become ever more complex. With generally increasing demands – also regarding services and amenities – holiday-related demands become ever more ambitious and staging the holiday world becomes ever more costly.

(Master plan for the development of tourism by the year 2020)

Montenegro Becomes Full Member of the European Travel Commission

Montenegro is to become full member of the European Travel Commission at its 71st General Meeting held today and tomorrow at Malta.

Deputy Minister of Tourism, Nebojša Popović, and President of the European Travel Commission, Dr Arthur Oberascher, signed the document for Montenegro's accession as a full member to ETC, which made Montenegro the 36th member of the European Travel Commission, an organisation gathering National Tourism Organisations of European countries to market "Destination Europe", promoting specific and characteristic features of each country.

Addressing the members and Board of Directors of the European Travel Commission, Deputy Minister of Tourism, Nebojša Popović, highlighted the importance for Montenegro of becoming an ETC member and the contribution Montenegro shall give to ETC activities relating to upholding, competitiveness and promotion of European tourism product.



Budva: Aqua Park Construction Commences

On Friday, 8th September, Montenegrin Minister of Tourism, Predrag Nenezic, laid the corner stone for the first aqua park in Montenegro at the Topliš Hill above Budva. This marked the commencement of works under the agreement signed in March this year between the municipality of Budva and the Numerico Trade Limited company, part of the Spanish corporation called Aqua Park.

It is expected that the aqua park is to open by the summer season next year. A multi-year lease agreement for the land on the Topliš hill, envisaged for the construction of the Aqua Park which is to cost some six to eight million euros, was signed in March this year by the Mayor of Budva, Rajko Kuljača and the attorney of the Numerico Trade, Branko Čolović.

Numerico Trade was selected as the best bidder at the tender announced by the Municipality of Budva.

International Standards for Tourism

Aiming to contribute to combat against trafficking and sexual exploitation of minors, an Agreement for the implementation of the Code of Ethics to protect children from sexual exploitation in tourism was signed at the Queen of Montenegro hotel in Bečići on September 15. Signing of this significant document was organised by the OSCE Mission to Montenegro in cooperation with the Ministry of Tourism and Montenegrin Tourism Association with the support from GTZ and French Government, whose representatives attended the official ceremony in Bečići.

Signing of this Code of Conduct is yet another proof that, on its path to Euro-Atlantic integrations, the Government of Montenegro supports and applies all international standards. Having in mind that Montenegro is soon to accede to the World Tourism Organisation, which recommends the introduction of this standard, with today's signing of the Code we are closer to reaching our goal – Montenegro as an upscale tourism destination – said Predrag Nenezic, Minister of Tourism, addressing the guests at the official ceremony in Bečići.

Apart from Minister Nenezic and Luc Ferran, the Chair of the Executive Committee for the Code of Conduct, "Ethics in Tourism" was also signed by the representatives of hotel companies, travel agencies and transport companies.

Press Conference of the Minister of Tourism, Predrag Nenezić, NTO Director, Vojin Vlahović and Director of "Morsko Dobro" Rajko Barović

On Thursday, September 7, 2006, the Minister of Tourism, Predrag Nenezić, NTO Director, Vojin Vlahović and the Director of "Morsko dobro", Rajko Barović, held a press conference to announce tourism data and impact so far this year and expectations for the post-season.

On the occasion, Minister Nenezić informed that all forecasts for Montenegrin tourism turnover this year are to be surpassed.

Tourism season has been extended. The hotels at the Montenegrin coast are almost fully booked, and that is to continue until November. This year season is the best in the past 15 years. The increase of all data monitored is recorded, especially faster growth of revenues compared to overnights. The image of Montenegro has been enhanced greatly by intensive promotion at international markets.

Moreover, the restoration of independence contributed largely to the positive publicity of Montenegro for which tourism is no more merely a priority development industry, but Montenegro has become a tourism state. This year we keep receiving commendations for upgrading our tourism product. We have good arrivals from the region, especially from Serbia, thus proving wrong those who were announcing the boycott of visitors from Serbia after the referendum.

The Director of the National Tourism Organisation, Vojin Vlahović announced the very good figures for the first eight months this year, when Montenegro had 804,000 arrivals, or 20.4% more than over the same period last year, accounting for some 5 mil nights and revenues of 214.3 million euros.

Again this year, upgrading the product quality was greatly contributed by the Morsko dobro in cooperation with their partners. It is best confirmed by visitors who were much more satisfied with the level of hygiene and amenities at the beaches along the Montenegrin coast than was the case in previous seasons. Beach lessees have given considerable contribution to the Blue Flag campaign that was seen this year at 13 Montenegrin beaches, with 10 more in the pilot stage of the campaign, informed Rajko Barović, Director of Morsko dobro.



PRESS CONFERENCE ON THE OCCASION OF THE WORLD TOURISM DAY

ON THE OCCASION of the World Tourism Day, 27.09.2006, the MINISTER of TOURISM, PREDRAK NENEZIĆ, held a press conference at the GOVERNMENT PR BUREAU.

Addressing the press, Minister NENEZIĆ said that this year we have good reasons to mark the World Tourism Day with the view of the results attained in the past eight months. We managed to attract the leading world tour operators and visitors from all over the globe in much larger numbers than in the previous years.

Minister expressed his belief that this year we will have one million visitors and 300 euros million from tourism.

The World Tourism Organisation predicts that by the end of the decade, international arrivals will top one billion with all those people spending billions and billions

of dollars and euros. The trends at the world tourism market are powerfully reflected on Montenegro defined as a tourism state. This year, the best in the past fifteen years, is marked by new records in Montenegrin tourism. The arrivals have increased significantly, the season has extended, the level of product quality in all its segments has improved considerably, we are having faster growth of revenues compared to nights and ever more diverse offer – these are but a few features of this year's season.



that Montenegro is the fastest growing tourism industry in the world. He announced that next week Montenegro is to become the full member of the European Travel Commission, and that it is soon expected for Montenegro to accede to UNWTO.

Upgrading the quality of the Montenegrin tourism product implies the continuation of the prudent and dynamic branding, promotion and PR activities at different tracks. In that sense the objectives of the "Tourism Enriches" campaign by which the World Tourism Day is being marked throughout the world are well reflected in Montenegrin tourism development.

It is my great pleasure to see the citizens of Montenegro supporting once a vision and now a realistic strategy of tourism development which sees quality in all links of the entire tourism service chain as the only right development path for Montenegro, said Minister NENEZIĆ, congratulating this day to all the citizens of Montenegro, to tourism employees and all those who directly or indirectly contribute to successful development of Montenegrin tourism.

The Minister pointed out that the results recorded this year confirm the orientation of Montenegro to continue the path of dynamic, yet sustainable tourism development. All the indicators of tourism turnover so far confirm the forecasts of the World Tourism Organisation



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Tourism leads to improved lives and increased understanding among all the people of the world.

- GUESTS AND HOSTS MUTUALLY BENEFIT FROM THE CONSTANT EXCHANGES FLOWING IN BOTH DIRECTIONS. AN ASIAN STUDENT RIDING ROUGH ACROSS THE ANDES MOUNTAINS ON PUBLIC BUSES, A RETIRED CANADIAN COUPLE TREKKING JAVA WITH STAYS AT LOCALLY-RUN GUEST HOUSES AND A MIDDLE EASTERN BUSINESSMAN TREATING HIS FAMILY TO A JAUNT THROUGH THE CAPITALS OF EASTERN EUROPE ARE ALL EAGERLY EMBRACING NEW WORLDS.
- EVEN PACKAGE TOURISTS AT THE MEDITERRANEAN SEASHORE INEVITABLY ABSORB SOMETHING OF THE SURROUNDING CULTURE, EVEN IF NO EFFORT IS CONSCIOUSLY MADE. ATTENDING A TOWN FIESTA, HAVING A MEAL IN A LOCAL RESTAURANT OR BARGAINING FOR A SOUVENIR PUTS THE TOURIST IN CONTACT, ALBEIT BRIEFLY, WITH ANOTHER WORLD.

It is an enriching experience.

THE WORLD TOURISM ORGANIZATION PREDICTS THAT BY THE TURN OF THE DECADE, INTERNATIONAL ARRIVALS WILL TOP ONE BILLION WITH ALL THOSE PEOPLE SPENDING BILLIONS AND BILLIONS OF DOLLARS, YEN AND EUROS.

Main Features of the 2006 Tourism Season

ALMOST 90% OF ALL THE ACTIVITIES ENVISAGED BY THE GOVERNMENT ACTION PLAN TO PREPARE FOR THE SEASON HAVE BEEN IMPLEMENTED. TOURISM INDUSTRY, HOTEL OWNERS AND OPERATORS IN PARTICULAR, AND MOST OF THE MUNICIPALITIES, INVESTED MORE EFFORTS THAN EVER, WHICH RESULTED IN HIGHER QUALITY WITHIN ALL SEGMENTS OF TOURISM OFFER.

THE PROJECTIONS OF THE MINISTRY OF TOURISM FROM THE ECONOMIC POLICY FOR THIS YEAR ARE ATTAINED AND EVEN EXCEEDED, THUS CONTINUING THE TREND OF TWO-DIGIT INCREASE OF REVENUES AND ARRIVALS. THE TOURISM SEASON HAS EXTENDED AND HOTELS ARE BOOKED UNTIL NOVEMBER.

2006 TOURISM SEASON IS THE BEST FOR THE PAST 15 YEARS. THE INCREASE OF ALL DATA MONITORED IS RECORDED, ESPECIALLY FASTER GROWTH OF REVENUES COMPARED TO NIGHTS. THE IMAGE OF MONTENEGRO HAS GREATLY IMPROVED BY INTENSIVE PROMOTION AT INTERNATIONAL MARKETS AND GLOBAL MEDIA, SUCH AS CNN AND EURONEWS. RESTORATION OF MONTENEGRIN INDEPENDENCE GAVE A SUBSTANTIAL POSITIVE PUBLICITY WORLDWIDE.

SUBSTANTIAL INVESTMENTS ARE EFFECTUATED IN HOTEL INDUSTRY AND THIS YEAR A NUMBER OF HOTELS HAVE REACHED THE HIGHEST WORLD STANDARDS WHEN IT COMES TO DIVERSITY AND QUALITY OF THEIR AMENITIES.

THE URBAN CENTRES, PROMENADES, BEACHES AND ROADS ARE MUCH CLEANER AND BETTER KEMPT. THERE IS THE NEW AIRPORT IN PODGORICA AND THE RECONSTRUCTED AND MODERNISED AIRPORT IN TIVAT, RECONSTRUCTED ROADS LEADING TOWARDS SERBIA, AND THE MONTENEGRIN COAST.

ENHANCED AND DIVERSE EXTRA OFFER AT THE TOURISM PLACES IN MONTENEGRO, THE PROGRAMMES AND EVENTS ENTICING VISITORS TO COME TO MONTENEGRO. NEW RESTAURANTS, DISCOS, NIGHT CLUBS OF THE EUROPEAN STANDARDS, WITH AN OFFER COMPETITIVE TO OTHER TOURISM DESTINATIONS IN EUROPE.

THE OPPORTUNITIES FOR COMBINED HOLIDAYS AT THE SEA AND IN THE MOUNTAINS, SAME-DAY TRIPS AND VISITS TO CULTURAL AND HISTORIC MONUMENTS OF MONTENEGRO, AS WELL AS ACTIVE HOLIDAY OFFER ARE FEATURED BY ALL TRAVEL AGENCIES AND HOTEL OPERATORS IN MONTENEGRO. GOOD VISITS, PRIMARILY BY INTERNATIONAL VISITORS, EXTENDED SEASON, FASTER GROWTH OF REVENUES THAN NIGHTS MARK THIS YEAR TOURISM SEASON.

A HUGE ADVANCEMENT IS SEEN IN THE FACT THAT MONTENEGRIN PUBLIC HAS SUPPORTED AND ACCEPTED THE VISION OF QUALITY IN ALL LINKS OF THE TOURISM SERVICE CHAIN TO BE THE ONLY RIGHT DEVELOPMENT PATH.

WTTC (World Travel and Tourism Council) forecasts by the end of this year:

IT IS ESTIMATED THAT TRAVEL AND TOURISM GDP WILL REACH CLOSE TO €300 MIL, OR THAT THE CONTRIBUTION OF TOURISM, DIRECT AND INDIRECT, TO TOTAL GDP IN 2006 WILL ACCOUNT FOR 15.7%, (IN 2005 IT WAS 15.1%, WHILE BY 2016 IT WILL REACH 22.1% OR €698.0 MIL).

- GDP GENERATED BY TRAVEL AND TOURISM, CONTRIBUTION OF TOURISM, DIRECT AND INDIRECT, TO TOTAL GDP IN 2006 WILL ACCOUNT FOR 15.7%.
- TOTAL EMPLOYMENT IN TOURISM ECONOMY (DIRECT AND INDIRECT) IN 2006 IS ESTIMATED AT 24,200 JOBS, OR 16.8% OF TOTAL EMPLOYMENT (IN 2005 - 16.2%).

Pres briefing of the Secretary to the Ministry of Tourism, Željka Radak

The Secretary to the Ministry of Tourism, Željka Radak, held a press briefing regarding current projects, employment in tourism and plans for the coming period on Friday, September 1, 2006. On the occasion, the Secretary to the Ministry of Tourism, Željka Radak, said that the 2006 tourism season, judging by the data for the first eight months, is one of the most successful ones from 1991 onwards.

Regarding employment in tourism, the Secretary to the Ministry announced that during this summer season the total of 4,297 seasonal workers and 5,898 non-residents have been employed in the tourism sector, and there were vacancies announced for permanent jobs as well. Some 2,000 new jobs are provided in the newly opened and modernised hotels "Splendid", "Queen of Montenegro", "Rivijera", "Mediterran" and "Montenegro Best Western".

According to the announcements, an investment group from Hungary is ready to invest two billion euros in high category facilities and generate some 10,000 jobs. Upon the agreement between a Swedish business school and the "Imobilia" company, as of October a Business School is to start operation. It is to be attended by some 60 students, and training will be conducted in English. This will provide more qualified personnel for the Montenegrin tourism sector. As for the plans for the coming period, a golf course is to be developed and camping, rural and agro-tourism, cultural, religious and sustainable tourism in national parks projects will be offered for donor support, thus creating conditions conducive for tourism season to extend to 365 days a year.

Her Excellency the Ambassador of Estonia Visits the Ministry of Tourism

Deputy Minister of Tourism, Nebojša Popović, with his aides, received today in Podgorica Her Excellency Karin Jaani, the Ambassador of Estonia in Montenegro.

Expressing his pleasure with the visit, the Deputy Minister informed Her Excellency of the current situation in the tourism sector, the tourism data for this season, investment opportunities in large Greenfield projects of Montenegrin tourism and the assisting infrastructure.

Ambassador Karin Jaani informed the representatives of the Ministry of Tourism of increasing interest at the Estonian market for Montenegro as a tourism destination and expressed her expectations that in future this market will account for a larger share of international arrivals to Montenegro.

It was agreed at the meeting to establish closer cooperation in the field of tourism between the two countries, especially regarding eco-tourism, considering that the Republic of Estonia records considerable growth and development in this segment of the market.



Minister of Tourism Predrag Neneziaë Meeting International Donors

On Thursday, 28.09.2006, at the invitation of the Minister of Tourism, Predrag Neneziaë, III Coordination Meeting with representatives of international donor organisations involved in the implementation of projects important for the development and enhancement of sustainable tourism in Montenegro was held at the Government of Montenegro.

The meeting was attended by the representatives of UNDP, GTZ, IRD, CHF, USAID, EBRD, EAR, REC, Austrian–Montenegrin partnership for Bjelasica and Komovi, CIM, as well as the representatives of the Ministry for Environmental Protection and Physical Planning, Office for Sustainable Development and the National Tourism Organisation.

The activities of the Ministry of Tourism regarding development projects, privatisation, legal and institutional framework, promotion, etc and the preliminary Report on the Impact of Summer Tourism Season were presented at the meeting. The Minister of Tourism, Predrag Neneziaë, informed about the activities undertaken pursuant to the Action Plan to prepare for the season, and progress attained regarding the upgrading of road infrastructure, water supply, promotion on global TV channels CNN and EuroNews, and the activities undertaken towards the creation of high-quality product.

Moreover, he informed about the development priorities in tourism, highlighting the Greenfield investments, development of mountain, village and agro tourism, cultural, religious, adventure and youth tourism as areas that should be supported in future.

Analysing the achievements between the two donor meetings, it was concluded that 49 projects have achieved progress in their implementation, while 35 new projects were launched.

The largest number of projects relate to modernisation of tourism organisations, cleaning and marking hiking and cycling paths, renovations or development of mountain huts, training for mountain and nature guides, publication of maps, promotional material, etc.

Representatives of international organisations expressed their pleasure with the cooperation so far and presented successfully implemented initiatives and projects, and initiatives to be supported in the coming period.

Bearing in mind that the Ministry of Tourism is the coordinator of activities implemented in cooperation with international organisations, focused on enhancing Montenegrin tourism product, some joint activities and future cooperation of the Ministry with all the given donor organisations and institutions was proposed.

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