

SIGNATURE PAGE

UNDP Montenegro

Outcome: Expertise and training provided to the Ministry of Tourism and the private sector in the implementation of selected strategic framework recommendations (Under the Economy and Environment program component: **support the development of tourism by the private sector in the underdeveloped regions**)

Outcome Indicator: Number of recommendations implemented. Baseline:0, Target:2

Project Outputs: Spatial data infrastructure containing hiking and biking data established as well as data on tourism services on the national level. Data on existing visitors collected during season in North Western Montenegro, to be used as input for strategic development of tourism in the area.

Output Indicators: a) Inventory of existing services, b) collection of all available data on hiking and biking trails, c) compilation of collected information into a GIS map→ on two levels: the region of Durmitor (UNDP solely in charge) and the national level to include Skadar Lake, Bjelasica and Komovi, Skadar Lake, Lovcen; and d) assistance to the Ministry of Tourism and Environment Protection in establishing the normative framework for nature based tourism

Implementing partner: United Nations Development Fund, Country Office Montenegro (referred to further in the document as UNDP)

Other Partners: The Ministry of Tourism, Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ), National Tourism Organization (NTO), Local Tourism Organizations (LTO) the Austrian-Montenegrin Partnership, the Mountaineering Association of Montenegro.

Programme Period: 2007 Programme Component: Economy and Environment: Support the development of tourism by private sector in the underdeveloped regions Project Title: Implementation of the part of the Montenegrin Tourism Master Plan 2007-2020: Wilderness Hiking and Biking Project Duration: 5 months (August-December 2007) Management Arrangement: Direct execution

Initial budget	\$55,000
Total budget:	\$55,000
General Management Support Fee:	
Allocated resources:	\$55,000
Donor:	UNDP

Agreed by:

Agreed by UNDP:

**Mr. Garret Tankosic Kelly,
Resident Representative a.i.**



Project Title: Implementation of the part of the Montenegrin Tourism Master Plan 2007-2020: Wilderness Hiking and Biking

Proposed Duration: 5 months (August-December 2007)

Proposing UN Agency: UNDP

Programme Partners: The Ministry of Tourism, GTZ, National Tourism Organization, the Austrian-Montenegrin Partnership, the Mountaineering Association of Montenegro.

Total budget: \$55,000

Geographical Location: Montenegro

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National Counterparts: The Ministry of Tourism, GTZ, National Tourism Organization, the Austrian-Montenegrin Partnership, the Mountaineering Association of Montenegro.

Executive Summary

UNDP CO Montenegro will assist the Ministry of Tourism in implementing a revised Tourism Master Plan 2007-2020. Specifically, UNDP will focus on developing the Hiking/Biking Paradise concept in the North Western Montenegro.

Part I. Situation Analysis

In Montenegro there exists a large gap in both investment and development between the coastal/southern and mountain/northern region. A unique selling point for Montenegro, consisting of spectacular coastal formations, diverse mountain ranges, scenic routes, wooded forests, rivers and lakes, and dispersed cultural diversity, has not been utilized to its full potential. The high-season for tourism is considered to last anywhere from six to eight weeks, with an overwhelming majority of tourists focused in the coastal region. With inadequate infrastructure in place, this fact does not only highlight the underutilization of other parts of the country, but seeks to undermine a sustainable use of natural resources. In shifting the focus to the north, Montenegro would contribute to economic and social development of its north region, it would create and offer a niche service to a well organized, identified, and large target audience that is also environmentally sensible, it would relieve the population/tourist pressure from the southern region in the six-eight weeks of the high season and thereby balance a seasonal demand, and extend the length of its main, high-season through diversifying its offer.

The Ministry of Tourism and Environment has recognized this fact and in its revised Tourism Master Plan, it plans to shift its focus toward the country's north area. The Governmental shift in priorities matches one of the shifts within the UNDP programmatic focus. In the forthcoming period, UNDP will collate its nation-wide programmatic activities within its Economy and Environment cluster, and focus those under the Area-Based Development approach targeting North West Montenegro. In building on the activities of its Economy and Environment for Sustainable Development Cluster, UNDP will seek to embed an area based approach that will facilitate an integrated and supportive environment for sustainable economic and environmental development in North West Montenegro. Consistent with both the objectives and program areas of UNDP Montenegro and the Government of the Republic of Montenegro, this approach will demonstrate, through area based actions and projects, the economic viability and advantages of sustainable development in North West Montenegro. The proposal builds on a number of program areas undertaken by UNDP Montenegro and provides a sub-regional focus for the programs of Spatial Planning, the Localization of Sustainable Economic Development, the utilization of Geographic Information Systems (GIS), Sustainable Tourism, Biodiversity, and Renewable Energy. Drawing on the findings of the Assessment of Development Results in Montenegro (UNDP, 2006), UNDP Montenegro has established considerable capacity in these areas, and should continue to build on these strengths. Reflecting the growing importance of regions and regional level institutions at the European Union level, and the role of such institutions and programs through which increasing levels of EU funds will be channeled, the establishment of an area based development (ABD) approach is a timely development that will inform municipal and national level efforts to prepare for the emerging EU development agenda in Montenegro.

Through this initiative, UNDP seeks to assist the Ministry of Tourism and Environment in supporting and initiating the sustainable economic development of the north and in utilizing the unique selling points of this region in order to further develop tourism. As one segment of this program, UNDP will assist the Ministry of Tourism in implementing a part of its revised Tourism Master Plan, specifically a Hiking and Biking component in order to facilitate a year-round tourism, connect and expand it from coastal to rural areas, and provide a balance for the seasonal demand. UNDP will specifically work on producing a high quality, user friendly regional (NW Montenegro) and national map on hiking and biking trails along with the relevant data on existing services. In further cooperation with the Ministry of Tourism and the National Tourism Organization, the final output of this project (regional and national maps for hiking and biking) will be promoted, marketed, and offered to a target constituent group of tourists.

Part II. Strategy

The Ministry of Tourism, in implementing a new Tourism Master Plan, will draw on experience and comparative advantage of a number of international and national stakeholders. Subsequently, it has established a Working Group on Hiking and Biking that includes the members from the UNDP, GTZ,

Austrian-Montenegrin Partnership, Ministry of Tourism, National Tourism Organization, Mr Johann-Friedrich Engel (the author of the Master Plan), Mr Fred Wieland (an advisor to the Minister), Mr Uwe Korupp (an advisor to the Minister) and Dr. Thomas Woehrstein, an expert on mountain biking. The Working Group identified the priority areas for intervention and agreed on the division of labour. In accordance with this task, three key short-term tasks have been identified: a) inventory of all existing services, b) data collection on the existing trails, and c) GIS-compilation of the collected data.

UNDP will utilize its expertise in the field of sustainable development and promotion of tourism in the north of Montenegro and assist the Ministry of Tourism in producing a high quality, value-added, comprehensive national map of hiking and biking that will serve as a base for developing and offering a niche tourism service. Currently in Montenegro there are no user-friendly, high-quality hiking and biking maps that can offer a comprehensive set of data to the interested tourist on: the type of trails, elevation, value added information (biodiversity hot spots, panoramic views, historical and cultural heritage sites), length of trails, entry and exit points). The manner in which UNDP will reach this goal will be detailed in the methodology section of this document.

Methodology:

In order to achieve the intended output, UNDP will:

1. a) do an inventory of all existing services for the NW Montenegro; b) collect data on existing and new/potential hiking and biking trails; c) administer a survey to tourists currently visiting the region; d) input the compiled data into a GIS. Combined, the methods of collecting the information and the information itself inputted into a GIS will allow for production of high-quality, user-friendly maps offering comprehensive data to the interested individuals.
2. a) act as a repository for information of the kind outlined in the point 1 from other partners (GTZ, Austrian Development Association, Mr Tane Minic). UNDP will utilize the data collected on other regions in Montenegro from other partners involved, input the collected info into the GIS and produce national map
3. Provide assistance to the Ministry of Tourism and Environment Protection in establishing the normative framework for nature based tourism.

Project Objectives:

To create a base for a niche service 'Wilderness Biking and Hiking Montenegro' through establishment of the normative framework for the nature-based tourism, and collection and analysis of the data on hiking and biking trails and existing services relevant to the potential tourists that will be used to produce a national map of existing biking and hiking trails, and available services..

Project Output:

Spatial data infrastructure containing hiking and biking data established, normative framework established for selected aspects of the nature-based tourism as well as data on tourism services on the national level. Data on existing visitors collected during season in North Western Montenegro, to be used as input for strategic development of tourism in the area.

Output indicators:

a) number of marked and non-marked hiking and biking trails; b) number of services recorded and identified; c) number of potential tourist attractions recorded and identified; d) number of survey participants from three categories: hikers, bikers, and other

Partnerships and Co-ordination

UNDP CO Montenegro is responsible for the collection and analysis of the data regarding the North West Montenegro. This is a pilot project that will serve as a base for development of a broader, Area-Based

Development program that will focus on the North Western Area in Montenegro and seek to demonstrate the economic viability and advantages of the sustainable development.

Part III. Management Arrangements

The project will be Directly Executed (DEX) by UNDP Montenegro and under direct authority of UNDP Economy and Environment Cluster Leader. It will be managed by the Project Coordinator, Tourism and Private Sector.

PART IV: PROJECT RESULTS AND RESOURCES FRAMEWORK

Intended Outcome as stated in the Country Results Framework: Expertise and training provided to the Ministry of Tourism and the private sector in the implementation of selected strategic framework Recommendations				
Outcome indicator: Number of recommendations implemented. Baseline:0, Target:2				
Applicable MYFF Service Line: N/A				
Partnership Strategy: Ministry of Tourism, Mountaineering Association, GTZ, Austrian-Montenegrin Partnership				
Project title and ID: Implementation of the part of the Montenegrin Tourism Master Plan 2007-2020: Wilderness Hiking and Biking				
Intended Outputs	Output Targets for August-December 2007	Indicative Activities	Inputs	
<p>Spatial data infrastructure containing hiking and biking data established as well as data on tourism services on the national level. Data on existing visitors collected during season in North Western Montenegro, to be used as input for strategic development of tourism in the area.</p> <p>Baseline: no comprehensive spatial data infrastructure for hiking and biking and relevant services exists.</p> <p>Target: establish a comprehensive spatial data infrastructure for hiking and biking and relevant services.</p>	<p>Values of indicators...</p> <p>1. a) at least four hiking and biking trails identified and marked nationally; b) at least two services within the thematic areas identified and marked</p>	<p>a. Complete inventory of existing services in NW MNE</p>	\$3000	
	<p>2. a) at least 300 people surveyed</p>	<p>b. Compile information of existing hiking/biking trails</p> <p>c. Collected information validated in the field</p> <p>d. Input the info in GIS for map production</p> <p>e. Collected and analyzed data externally validated</p>	<p>f. Survey administered</p> <p>g. Data collected and analyzed</p>	\$ 5000 \$17000 \$20000
	<p>3. assistance to the Ministry of Tourism and Environment Protection in establishing normative</p>	<p>i. Working group operational</p>		\$10,000

	framework for certain aspects of nature-based tourism (hiking and biking initially)		
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Part V- Risks and Prior Obligations

1. The lack of UNDP presence in the selected region (NW Montenegro) will lead to delays in collection of information, the quality of information, and implementation of the project.

Mitigation strategy: a) UNDP engages in validation of collected information at the end of each project stage; b) UNDP engages an outside expert to validate the collected information; c) UNDP establishes an office in the NW Montenegro once the program and concept are clearly defined and developed

Part VI- Monitoring and Evaluation

In accordance with UNDP rules and regulations, UNDP Montenegro will monitor and evaluate the outputs and the project outcome referring to the data (outputs, indicators) stated in the – *Project Results and Resources Framework*.

Final end-year report: PM will prepare the final end-year narrative report that will include updates on the activities of the project, including any delays or problems encountered during implementation.

Financial Report: Operations Unit will present a financial expenditures report at the end of the project's implementation.

Part VII-Legal Context

The following types of revisions may be made to this project document:

- a) Revisions in, or addition to, any of the annexes of the project document;
- b) Revisions which do not involve significant changes in the immediate objectives, outputs or activities of a project, but are caused by the rearrangement of inputs already agreed to or by cost increases due to inflation, and;
- c) Mandatory annual revisions, which rephrase the delivery of agreed project inputs or reflect increased expert or other costs due to inflation, or take into account agency expenditure flexibility.