



Updated: January 2010

Montenegro

## Implementation of the part of the Tourism Master Plan 2007-2020: Wilderness Hiking and Biking

UNDP CO Montenegro assisted the Ministry of Tourism in implementing a revised Tourism Master Plan 2007-2020. Specifically, UNDP focused on developing the Hiking/Biking Paradise concept in the North Western Montenegro. Montenegro has great natural resources for development of this type of nature based tourism and proper valorisation of those resources can bring economic growth especially to the north of the country, as the most underdeveloped region, but to other regions as well. For proper development of this type of tourism there was a need to indentify and further develop: needed infrastructure and institutions in charge of that infrastructure and further development of nature based tourism. Mountaineering and Biking Associations were recognised as one of the key actors in development of this type of tourism and as two associations that have most of relevant experience and biggest number of active members spread through clubs in all parts of the country. UNDP provided full support to the Ministry of tourism and involved associations in establishment of Mountaineering and Biking Associations as self-sufficient institutions in charge of maintenance of the national hiking and mountain biking trail infrastructure, implementation of new legislation on nature based tourism and further promotion and development of this type of tourism in accordance with best international standards. Also, Mountaneering Rescue service was in a focus as one of the key players leading the tourism support services in Montenegro.

### Project Goal:

Development of nature based tourism in Montenegro, with special focus on hiking and biking, and tourism safety through adoption of legislation framework and capacity building of institutions in charge of development of this type of tourism. Better promotion of tourism product and additional local community income generation and improvement of climate for doing business in local communities through targeting niche in hiking and biking market.

### Project Components:

1. **Creation of legislative framework for development of hiking and biking in Montenegro:** drafting of the bylaws and internal acts for the Mountaneering rescue service (MRS) under the Mountaineering Association; Registry of trails; Conditions and ways of choosing the host of the trail; Standards for the trails
2. **Capacity building:** Establishment of a 2-year business plan for MRS; strategic development plan for the Rescue Service
  - a. Licensing for current and future rescuers
  - b. Renew the equipment for the GSS
  - c. Formalization of the International standards acceptance and membership in IKAR
3. Pilot trails to be equipped in accordance with the legislation
4. Support to Mountaineering and Biking Association for the acceptance of international standards as well as membership in respective bodies
5. Improved tourism products related to eco-tourism as well as coordination between stakeholders on local and governmental level thus creating better business climate and SME development opportunities
6. Placement of the web based platform on the PSCG and NTO websites – for the most updated info on the current status of the trails and most important services provided on the trails and in the cities

### Corporate thematic area/Relevant cross-cutting themes

Environment & Energy

### Project status

Operational / running

### Location

Northern region of Montenegro

*Pls. see next page....*

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**Project duration**

September 2007- December 2010

**UNDP Programme Officer in charge**

Tourism & Private Sector Development Manager

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UNDP Montenegro

**Donors/Major sources of financing**

UNDP and Ministry of Tourism and Environmental Protection: \$170,000

**Partners**

Ministry of Tourism and Environmental Protection,  
Mountaineering Association,  
Mountain Biking segment of the Cycling Association of Montenegro,  
National Tourism Organization,  
Montenegrin Rescue service

**Delivery in previous fiscal years**

USD 420,000

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