



**Ministry of Tourism of the Republic of Montenegro /  
United Nations Development Programme**

**JOINT PRESS RELEASE**

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**Enhancing Tourism Offering in the Montenegro's Durmitor National Park  
Region**

A two weeks Consulting Practicum, jointly organized by the Ministry of Tourism of the Republic of Montenegro, the United Nations Development Program (UNDP) Office in Podgorica and the US George Washington University, will be conducted over the period of June 10-25, 2006, with an aim to assess the nature-based tourism potentials of the region in-and-around the National Park Durmitor with the Municipalities of Žabljak, Šavnik, Plužine and Pljevlja. As part of the World Tourism Organization official program, this consulting project involves a team of 16 graduate students from George Washington University led by Dr. Donald Hawkins, Milena Nikolova and Dr. Hannah Messerli and 8 Montenegrin students from the Faculty of Tourism and Hotel Management Kotor, under the guidance of Andriela Vitić, and Faculty of Tourism, Hotel Management and Commerce Bar, under the guidance of Sanja Vlahović.

This Consultant Team will work collaboratively with the Montenegrin Ministry of Tourism and UNDP using a variety of methods to develop action plans for tourism in the Durmitor National Park, including the following key components:

- Strategic Environmental Assessment of Durmitor as a nature tourism destination (capacity analysis of current tourism infrastructure; analysis of financing mechanisms for tourism development and nature protection and conservation; public/private partnerships; private sector development)
- Nature-Based Tourism Source Market and Distribution Channels (describe current nature-based tourism trends; identify target markets, including Ecotourism, Adventure Travel, Scientific/Academic/Volunteer/Education (SAVE), etc.; identify promising distribution channels to reach Montenegro, European and other potential source markets)
- Tourism Product Development (synthesize and present current research findings on viable nature based tourism products; identify potential tour itineraries for four season nature based tourism products, including linkages with the coast and transnational trip circuits; identify

opportunities regarding accommodation development, i.e. eco lodges, eco villages, agro tourism, and Katuns; assess branding and positioning strategies used by destination management and marketing organizations in selected benchmark nature based destinations; enhanced tourism valorisation and promotion of untouched nature)

Montenegro, with a history of nearly 50 years in international tourism, is in the process of repositioning, modernizing and diversifying its tourist products and services to establish a high quality destination and a strong recognized brand. The creation of a quality, multidimensional tourism product offer is critical to enhance the competitive standing of Montenegro among Mediterranean destinations with the same up-market feeder markets. The recent report by the World Tourism and Travel Council clearly established that the tourism sector in Montenegrin Economy is the engine to drive long-term economic growth and prosperity, supported by the favorable geographic location and its largely unsurpassed natural endowments.

Upon completion of the in country practicum the GW and Montenegro Consultant Team will present their findings and recommendation to the Ministry of Tourism, UNDP, key stakeholders from the Government, University and private sector as well as to the media representatives. The presentation will be held in Žabljak, and then in Podgorica, on June 23 at the Hotel Crna Gora.

Also, the Consultant Team will recommend at least three sustainable tourism projects focused on nature based tourism products and related cultural resources of the DNP region. Initial products to be considered will include an ecolodge, ecovillage, agro tourism, katuns and other viable options.

The Ministry of Tourism and UNDP will use the production of project development proposals for the Durmitor Region to promote sustainable tourism as the mechanism to create balanced economic, environmental and social benefits for tourists and local residents.

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**UNDP in Montenegro promotes sustainable development, which is economically viable, socially inclusive and environmentally friendly.**