



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

JOINT PRESS RELEASE

Podgorica, June 22th 2006

**American and Montenegrin Tourism Postgraduates, Students and Teachers
about the Enhancing of Tourism Offering in the Montenegro's Durmitor
National Park Region**

Within the project «Unleashing Sustainable Tourism Entrepreneurship in the Area of National Park Durmitor», the Ministry of Tourism of the Republic of Montenegro, the United Nations Development Program (UNDP) Office in Podgorica and the George Washington University will hold a **presentation of the results of two weeks Consulting Practicum on Nature-Based Tourism potentials of the region in-and-around the National Park Durmitor with the Municipalities of Žabljak, Šavnik, Plužine and Pljevlja.**

The Presentation will be held on Friday, June 23rd at 12h, at the Hotel Crna Gora Green Hall, in the presence of representatives from tourist sector, relevant ministries, University of Montenegro, private and NGO sectors, financial institutions, donor community, etc. **It will be opened by Minister of Tourism of the Government of Montenegro, H.E. Predrag Nenezić and Mr. Garret Tankosić Kelly, UNDP Country Director for Montenegro.**

A two weeks Consulting Practicum was held between 10th – 22nd June in the region in-and-around the National Park Durmitor with the Municipalities of Žabljak, Šavnik, Plužine i Pljevlja. As part of the World Tourism Organization official program, this consulting project involved a team of 15 graduate students of The George Washington University led by Dr. Donald Hawkins, Milena Nikolova and Dr. Hannah Messerli and 8 Montenegrin students of The Faculty of Tourism and Hotel Management Kotor, under the guidance of Andriela Vitić, and The Faculty of Tourism, Hotel Management and Commerce Bar, under the guidance of Sanja Vlahović.

Their goal was to come up with findings and recommendations for the projects that could help in more realistic usage of available resources and potentials of Durmitor region, with emphasis on new types of sustainable nature-based tourism, its source market and

distribution channels, as well as further tourism product development, enhanced tourism valorisation and promotion of untouched nature of Durmitor region.

Also, the Consulting 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.