



NEST PROJECT

Networking for Smart Tourism Development

Project No. 96 / 1st Call for Standard Projects

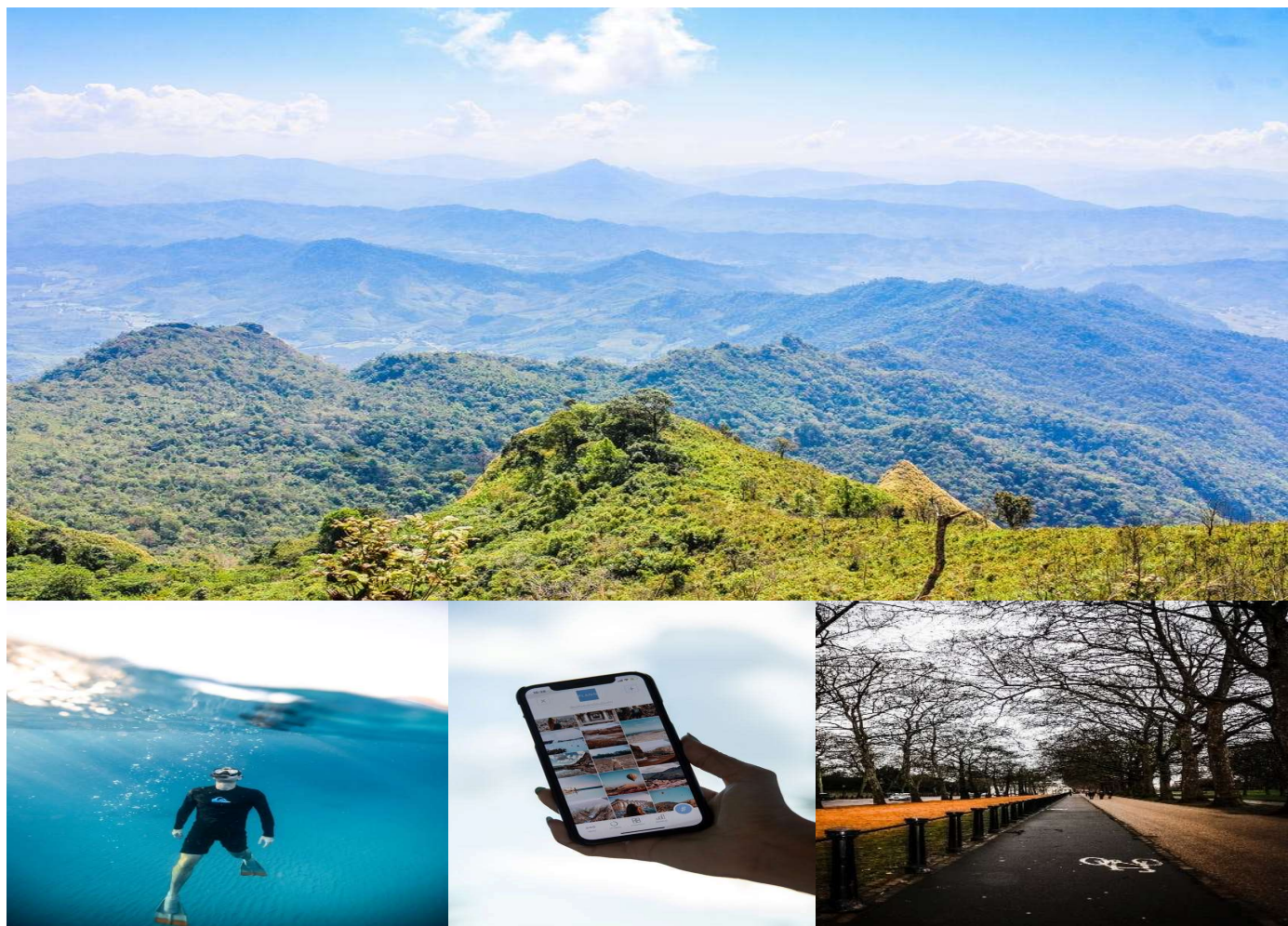
Setting the path to Smart and Sustainable Montenegro's Tourism

Institutional Governance Context

This project is co-financed by the European Union under the Instrument for Pre-Accession Assistance (IPA II)

www.italy-albania-montenegro.eu

Podgorica, December 2020



STAKEHOLDER WORKSHOP

07/12/2020 from **09.00** to **11.30**

Workshop language: **Montenegrin**

Online / Registration until 4 December

#NEST #SustainableTourism #Montenegro

DRAFT AGENDA

07 DECEMBER 2020

08:45 - 09:00	Registration and technical tests
09.00 - 09:10	Introduction
	Welcome note – Ms. Srna Sudar , on behalf Ministry of Economy of Montenegro
09:15 - 10:00	SESSION 1: A road to Sustainable and Smart Tourism in Montenegro
	FACILITATOR: <i>Srna Sudar</i>
09:15 - 09:30	Introduction to the NEST initiative SPEAKERS: Mr. Ranko Zeković Ministry of Economy of Montenegro
09:30 - 09:45	Looking into the future - new strategic framework SPEAKERS: Ms. Goranka Lazović Head of Sector for Tourism Development and Improvement of Competitiveness in Tourism, Ministry of Sustainable Development and Tourism of Montenegro
09:45 - 10:00	From Specialisation to Smart Tourism – Smart Specialisation Strategy (S3) SPEAKERS: Ms. Branka Žižić Director General of the Directorate for Innovation and Technological Development, Ministry of Science of Montenegro
10:00 - 10:15	Family photo Coffee Break – Free questions and answers

10:15 - 11:00	SESSION 2: Guidelines for smart tourism community development in Montenegro
	FACILITATOR: <i>Ms. Srna Sudar</i>
10:15 - 10:35	SMART and SUSTAINABLE Tourism Guidelines SPEAKERS: <i>Ms. Srna Sudar</i> , on behalf Ministry of Economy of Montenegro
10:35 - 11:10	Roles of Tourism Actors National Tourism Organisation (NTO) Chamber of Economy SPEAKERS: - <i>Mr. Vuk Djukic</i> , <i>Strategic Planning</i> , <i>Market Research & Statistics</i> , <i>National Tourism Organisation</i> - <i>Ms. Sanja Marković</i> , Secretary of the Board of the Tourism Association, Chamber of Economy
11:10 - 11:30	Integration and harmonization GENERAL Q&A/discussion
11:30 - 11:40	CONCLUSIONS AND IDENTIFICATION OF MAIN THEMES/ TOPICS FOR SMART and SUSTAINABLE Tourism in Montenegro <i>Announcement for II workshop for entrepreneurs.</i>

The workshop will be recorded and mainstreamed via [NEST Facebook Page](#).

Target audience in Montenegro:

- Ministry of Sustainable Development and Tourism
- Ministry of Economy
- Ministry of Science
- Local Governments
- Chamber of Economy
- National Tourism Organisation
- Local Tourism Organisations
- Association of Municipalities of Montenegro
- Montenegro Business Alliance
- Investment-Development Fund