



NEST PROJECT

Networking for Smart Tourism Development

Project No. 96 / 1st Call for Standard Projects

Entrepreneurship for Smart and Sustainable Tourism in Montenegro

From Policy to Practice

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Podgorica, December 2020

ENTREPRENEURIAL STAKEHOLDER WORKSHOP

18/12/2020 from **09.00** to **12.30**

Workshop language: **Montenegrin**

Online / Registration until 16 December

#NEST #SustainableTourism #Montenegro

DRAFT AGENDA

18 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: The Future of Sustainable Tourism
	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	The Road ahead of Tourism Business SPEAKERS: - <i>Mr. Vuk Djukić</i> , Strategic Planning, Market Research & Statistics, National Tourism Organisation
09:45 – 10:00	SMART and SUSTAINABLE Tourism Guidelines SPEAKERS: <i>Ms. Srna Sudar</i> , on behalf Ministry of Economy of Montenegro
10:00 – 10:15	Financial Mechanism for SMART and SUSTAINABLE Tourism SPEAKERS: <i>Mr. Ranko Zeković</i> Ministry of Economy of Montenegro
10:15 – 10:30	<i>Family photo</i> Coffee Break – Free questions and answers
10:30 – 11:30	SESSION 2: Sustainable Tourism Ambassadors in Montenegro
	FACILITATOR: <i>Srna Sudar</i>
10:30 – 10:40	Eco-certification (+ one Ambassador/hotel case) SPEAKERS: <i>Mr. Mikael Bader</i> , UNDP consultant Hotel Case: Palata Venecija (eco certified) hotel, Ulcinj
10:40 – 10:50	Sustainable Mountain Tourism SPEAKERS: <i>Etno Selo Montenegro</i>
10:50 – 11:10	Urban Sustainable Tourism SPEAKERS: <i>Nova moba + meanderbug.com, PARADIGMA NGO</i> , Brit BOONE, Jovan Radnić
11:10 – 11:20	From Farm to Fork SPEAKERS: <i>Bašta Ekologika-Mareza</i> , Kristina Žugić

11:20 – 11:30	Domestic resources-international recognition SPEAKERS: Znuggle
11:30 – 11:50	Sport and Recreation for Tourism SPEAKERS: Black lake Triathlon , Igor Majer
11:50 – 12:00	Woman Entrepreneurship in Tourism SPEAKERS: Business Women Association of Montenegro , Budimka Golubović
12:00 - 12:20	GAPS AND OPPORTUNITIES Question and Discussion
12:20 - 12:30	CONCLUSIONS AND MAIN MESSAGES for the future of smart and sustainable tourism in Montenegro

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

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
- Montenegro Business Alliance
- Investment-Development Fund
- SMEs in Tourism Sector
- Business Associations
- Hotels
- Resorts
- Ethno-villages
- Sport and recreation organisations
- Tourist associations/operators and Agencies
- NGOs