

Cross border common Tourism Development plan

**Agency for management of City Port Herceg Novi, PP6
REGLPORTS**

contributes

REGLPORTS DEVELOPMENT PLAN

4.3. Strategic Tourism Planning

4.3.1. Touristic Profiles

The Tourism Development Strategy of Montenegro 2020 has identified six tourism clusters that differ in the characteristics of regions and cultures, and are planned with the aim of forming areas of greater scope, quality and diversity instead of uniformity and municipal closedness.

Herceg Novi belongs to cluster No.3: The Bay of Boka Kotorska.

Cluster No.3. The Bay of Boka Kotorska - unique in the Mediterranean, is the most suitable for the development of high quality and diversified tourism offer. Development is turning to selective forms of tourism: beach tourism, cultural tourism, nautical tourism, sports tourism and health tourism. In this offer, nautical tourism stands out as one of the most prestigious selective type, with the aim of making cluster No.3: The Bay of Boka Kotorska an exceptionally high-quality destination throughout the year.

With the further development of tourism and hotel management in the municipality of Herceg Novi and the implementation of selected strategies and the realization of the competitive advantage of Herceg Novi's tourist product, it is possible to achieve priority aspects of the development of selective tourism.

As one of the types of selective tourism, nautical tourism in the municipality of Herceg Novi is based on the offer of marinas, nautical tourism ports and commercial berths at locations: Škver (City port), Meljine, Zelenika and Porto Novi, which is permanently strengthened by developing new accommodation facilities in hotels of high categories (five and four stars).



The development of additional facilities in nautical tourism ports would enrich the tourist offer and achieve the development of selective tourism.

4.3.2. Focus Areas & Strategic Actions

The Republic of Montenegro is a country that boasts numerous natural resources. Spatial aspects such as attractive relief adorned with untouched flora and fauna, and crystal clear sea for Montenegro were the triggers in the development of nautical tourism. Tourism as an economic branch, especially in the segment of nautical tourism has a very large impact on the overall development of Montenegro.

Special benefits for the development of nautical tourism are provided by internal development factors, including the great natural potential of the Bay of Boka Kotorska, gradual settlement of the situation in the economy, continuous development of nautical tourism at relatively high rates of development and giving priority to nautical tourism, which is reflected in the projects of Porto Montenegro, Luštica Bay and Porto Novi.

In the most general sense, the mission of the future development of nautical tourism can be defined as follows: sustainable economic development tailored to man (tourist boaters and domicile population), which will:

- respect the ancestral heritage, the existing natural environment and the needs of future generations,
- contribute to the development of the national economy, the coastal region and Herceg Novi,
- contribute to employment and living standard growth and
- increase the level of services qualitatively and quantitatively.

Promotion and Marketing

Further marketing activities will be focused on creating a marketing mix consisting of four elements: nautical-tourism product design, pricing, distribution and promotion. The optimal combination of elements of the marketing mix will formulate the future marketing strategy for the development of nautical tourism.



The application of marketing strategy in nautical tourism is a necessary precondition for the development and inclusion of nautical tourism in global nautical-tourist flows.

Marinas Porto Novi, Porto Montenegro and Luštica Bay have a strong marketing promotion. Their promotion strongly influences the promotion of Montenegro as a nautical destination. This is supported by the fact that for several years international superyacht fair MYBA Pop-Up Superyacht Show has been held in the marina Porto Montenegro.

Attendance at fairs is just one form of promotion that will be actively used through participation and promotion conducted by local and national tourism organizations.

Modern business and the influence of the market impose the need to move to the online sale of berths. In the coming period, the City Port Management Agency plans to develop an attractive website with a booking system in order to enable easy and fast online booking of berths as well as the availability of all important information.

The realization of the stated mission presupposes the definition and realization of the following strategic development goals;

- sustainable use and management of existing and future resources (realization of the strategic project "Luka Škver" Herceg Novi),
- establishing strict institutional oversight of development,
- installation of equipment for protection of the sea from pollution and application of new technologies and environmental standards,
- stimulating the development of repair and service centers,
- strengthening the competitiveness of all subjects of nautical tourism,
- increasing service levels and diversity of service content,
- increasing the general level of communal equipment,
- conducting marketing activities,
- organizing events that contribute to the advertising of the marina (regattas, festivals on the theme of the sea, fairs, etc.)
- establishing a system of continuing education for participants in nautical tourism.



These activities are made with a goal to improve the relationship with nautical guests, to adapt to modern nautical trends, to apply proactive marketing, which would result in the creation of an innovative and unique offer.

4.4. Development Planning in Action

The strategy of the development of nautical tourism must be correlated with the tourist development of Herceg Novi, the Bay of Boka Kotorska and Montenegrin coast. Nautical guests must find everything that the most demanding tourists are looking for (restaurants, cafes, discos, nightclubs, casinos, sports facilities, shops, etc.), because it serves them as a supplement to the experience of sailing. It is necessary to develop selective forms of offer based on sports, recreational, entertainment and cultural programs, including specific offers such as:

- **Biking Herceg Novi Municipality**

The wealth of experiences that Orjen Nature Park selflessly offers will be extremely complete and experienced "on two wheels", by direct contact with nature. Depending on the degree of physical readiness, experience, wishes and interests of the tourists themselves, various bicycle tours can be found on offer. Certainly this is a destination that leaves breathless all lovers of active holidays and lovers of pure and untouched nature.

- **Spaleology – Municipality of Herceg Novi**

Orjen mountain is very rich in speleological objects and as such represents a real paradise for practicing these sport-scientific disciplines. Cave-type objects predominate. The deepest pit is 662 m deep!

- **Walking and Trakking in Municipality Herceg Novi**

The Herceg Novi hinterland has a very diverse and high-quality network of marked mountain trails, both hiking and walking, in total more than thirty trails, mostly located within the Nature Park "Orjen".

- **GUIDED TOURS in MUNICIPALITY OF HERCEG NOVI**



TOUR 1. TREASURE FROM THE HEART OF ORJEN MOUNTAIN

Tour information

The hiking tour is performed within the Nature Park "Orjen", in the attractive mountain environment of the Herceg Novi hinterland, and we recommend it for all nature lovers from 7 to 77 years of age.

TOUR 2 PANORAMIC TOUR "TSAR'S ROAD"

Tour information

We perform a panoramic tour with off-road cars in the central part of the Orjen massif, with the Orjensko sedlo pass (1600 m) as the main destination. At this altitude, ideal microclimatic conditions prevail during the summer, which allow you to fully enjoy the activities under the open sky.

TOUR 3 THE VILLAGE OF ŽLIJEBI

Tour information

The old serpentine pedestrian path, with many beautiful lookouts of the coast, is as important attraction as the destination itself - Žlijebi. The serpentines and the village are connected by the same architectural heritage and the same local sedimentary stone, since when everything was done without binding material: from borders and roads, to houses and roofs. After sightseeing Žlijebi, we will visit the lookout on the plateau of the Church of St. Nikola, built on the very top of the cliff, a place with the best view of the entrance to the Bay of Boka Kotorska and the peaks of Orjen. The possibility of enjoying local specialties in the tavern of household Sikimic.

TOUR 4 HERCEG NOVI TIME MACHINE - OLD TOWN, FORTRESSES

Tour information

We start the tour under the popular Clock-tower, the symbol of Herceg Novi, and we continue to the dominant fortifications over the city, Kanli Kula Fortress and Spanjola Fortress, reminders of both, long-term Turkish and short-term Spanish rule. By walking through history, we follow the route of the main footpath that for centuries connected Herceg Novi with the mountainous interior to the area of the Battle of Kotobil, a crucial event for the liberation of the Herceg Novi region from Turkish rule. Today it



is a place in a pleasant environment of dense forest of coastal pine and cypress, with several rest areas for walkers.

TOUR 5 "TOPLJANSKA" TOUR

It includes a tour of the City Museum Mirko Komnenović, the House of Nobel Laureate Ivo Andrić, the School of Njegos and the Church of the Holy Savior.

SIGHTS OF HERCEG-NOVI

Located geographically between two important cities, Dubrovnik and Kotor, Herceg Novi based its entire profane-urban development on a defensive function with the help of strong fortresses, not only in the city and the surrounding area, but also at the entrance to the Bay of Boka Kotorska. Get to know the exciting history and rich cultural heritage of Herceg Novi through a tour:

Forte Mare Fortress

Forte Mare Fortress (Sea Fortress) is located on the coast.

Fortress was built between the 14th and 17th centuries, restored in 1833, and since 1952 has been adapted into a summer cinema. The fortress was built on solid rocks, above the promenade, and in the walls there is a passage from the sea shore to the top of the fortress.

On the upper side there is the "SEA DOOR" (Porta di mare), with preserved elements of fortifications from the Bosnian period. Forte Mare is certainly one of the most beautiful examples of fortification architecture, and it is quite realistic to assume that the nucleus of the Old Town was there.

Forte Mare Fortress is open for individual and group visits every day from 9 a.m. to 8 p.m.

Gps: 42°27'00.5"N 18°32'09.8"E

Kanli Kula Fortress



Kanli Kula Fortress (Bloody Tower), is a monumental fortress in the old town.

Fortress was built on the site and foundations of an earlier fortress. In its current size, fortress is the work of Turkish builders and for the most part has preserved the authentic architecture of that time.

Kanli Kula Fortress was built at an altitude of 85m, on the north side of the city, and with its position and ramparts it completes the complex fortification system of the old town.

The Turks gave final appearance to the fortress, while the Venetians made certain repairs and additions after major damage, especially in 1687, during the conquest of Herceg Novi after two hundred years of Turkish rule. The interior of the fortress contains a well-preserved cistern which over time lost its original purpose and became a prison cell. On walls we can still see numerous drawings of various types of galleys, a representation of fish, crosses, coats of arms and dates. The drawings were engraved in mortar and made by prisoners, especially in the time of the Turks which can be seen by the type of galleys used by the Turks in the 16th and 17th centuries.

The fortress, which in its turbulent past witnessed the intertwining of different cultures, today is a true oasis of culture and the pride of the citizens of Herceg-Novti and is a generator of numerous cultural and artistic events.

GPS: 42°27'09.2"N 18°32'17.1"E

Španjola Fortress – Upper city

The fortress called by the locals Španjola, has kept its name to this day, although the Turks rebuilt it around 1539-1548, on the site where it was built by the Spaniards, briefly conquering the city in 1538-1539, and at the same time had destroyed a smaller Turkish fortification.

On the construction of this monumental and their best-preserved fortification on the entire Adriatic, the Turks left a written testimony of an inscription in Turkish (Turkish was written in Arabic until 1928, and then in Latin) above the entrance to the fortress, which means: "This fortress by order of the Sultan, was raised by Suleiman, the son of the great Emir Selman Khan, a powerful and honorable knight, whose brother was Sinan-beg, the Grand Vizier of the Sultan."

Due to the strategic advantages of the Bajer hill, the Španjola Fortress is located on the northwest side of the city at an altitude of 170m and dominates the entrance to the Bay of Kotor. The fortress is surrounded by massive walls with four protruding circular bastions at the corners. It always had the purpose of a



fortification of a military character, all the time along the beginning of the 20th century and during the Second World War Španjola Fortress had been a prison.

GPS: 42°27'23.2"N 18°32'01.9"E

Citadela Fortress or Macel or Mezzaluna

A small fortress by the sea, the Citadel, is a fortress with walls built during the time of various invaders. Near the Capuchin monastery, as a witness of the Venetian period, stands the inscription from 1702. Traces of the beginning of Herceg Novi should be sought in Citadela Fortress foundations. It was severely damaged during the 1979 earthquake and has crashed into the sea. In 1702, Petar Anđelo Manjo connected by a strong wall the upper part of the Lower Town with the Citadel and thus surrounded the entire city with thick walls.

Clock Tower, Sahat kula, Tora

The Clock Tower- Tora was erected in 1667 by order of Sultan Mahmud. During Turkish rule this was the main city gate.

In the inner passage through the Clock Tower, there is a sculpture of the Mother of God (called "BLACK MOTHER OF GOD", because it is made of burnt wood) and a memorial to the founder Tvrtko I Kotromanić, made by artist Afran Hozić from Sarajevo.

The old city clock on this tower was replaced in 1995 by a new - electric clock, which the city of Herceg Novi finally received from Zemun - city friend.

Gps: 42°27'06.3"N 18°32'14.1"E

The walls of the old town Herceg Novi – Medieval town Herceg Novi

The city is bounded by a fortification system, which in its present form was defined during Turkish domination during the 16th and 17th centuries. Remains of the Bosnian period (14 – 15 centuries) are possible at important defensive points (Kanli Kula, Forte Mare), and even traces of the ancient route in the coastal part. The initial fortification was built by King Tvrtko I, and developed by Herceg Stefan Vukčić



Kosača to protect his salt pans and trade. During the 200 years of Turkish rule, the city walls were fortified and strengthened with towers. The damage that the fortification suffered during the Venetian siege in 1687, as well as due to landslides and earthquakes, was repaired without significant changes to the original assembly.

Religion Sacral monuments

Sacral monuments occupy the first place in the immovable monument fund in the Herceg Novi area, not only in terms of number, but also in terms of territorial distribution and cultural and historical value. There are 89 church buildings in the area of the Municipality of Herceg-Novi, 74 Orthodox churches and 14 Roman Catholic churches, as well as 11 ruins.

LOCAL GASTRO OFFER

RIBARSKO SELO offers its visitors a unique local experience. Every day between 11 and 12 a.m. the village is visited by fishermen who bring the fish and seafood they caught that morning. All culinary specialties prepared in the village are made from the freshest, organically grown ingredients, and some of the vegetables served are grown in the village itself. A special specialty is homemade ice tea, which is the perfect refreshment while relaxing on the beach.

The beach of Ribarsko selo is spacious and comfortable with a beautiful view of the entrance to the Bay of Boka Kotorska and the open sea. Everyone who wants additional relaxation can enjoy a massage, and for those who like an active vacation, kayaks are provided for visit of the neighbor beaches Miriste and Zanjice, also known for its exceptional beauty.

If you decide to spend more days in Ribarsko selo, you will have the opportunity to enjoy swimming in the crystal clear sea and, probably, the most beautiful sunsets on the entire Montenegrin coast.

KLINCI VILLAGE RESORT

In the interior of the Lustica peninsula, among olive groves and orchards, the village of Klinci is tucked away.



Klinci Village Resort consists of a group of hundreds of years old stone houses that are restored over time and turned into comfortable apartments. The apartments have a beautiful view of the nearby olive groves, churches and the open sea in the distance, and also a view of the cape and the fortress Prevlaka, the proud guardians of the entrance to the Bay of Kotor.

In addition to the apartment, the complex also consists of a village hut, village square (guvno), tavern, family olive grove that spreads over one hectare of property, as well as a swimming pool that is reserved for real hedonists. The entire complex meets the high standards of rural and gastro tourism.

In this sleepy green village you can enjoy the specialties of Mediterranean and local cuisine of Lustica with the consumption of local wines, brandies and liqueurs produced from indigenous plant species from Lustica.

For curious guests who are ready to explore the surroundings, Klinci Village Resort has prepared an interesting attraction - the game "Treasure Hunt", ie, the first Escape Room in Montenegro. Embark on a historical story that takes you two hundred years back and tries to solve ten puzzles to reach the hidden treasure. This game is educational and fun, and is intended for everyone who wants to learn more about the history and tradition of this charming place.

EVENTS

BIG GAME FISHING

The international competition "Big game fishing", in fishing for swordfish and tuna, is usually held in Herceg Novi in the second half of September.

The competition will be held in the waters of Montenegro, on the open sea, 12 miles from the coast, and it will start from the City Port "Škver".

FILM FESTIVAL Herceg Novi Montenegro

J.U.K. Herceg Fest is the executive producer of the Herceg Novi Film Festival - Montenegro Film Festival. The idea of a film festival at Kanli Kula Fortress in Herceg Novi has been constantly evolving since 1987, when the first Yugoslav Film Directing Festival was held in the most beautiful open-air summer cinema. The festival has the status of an event of special importance for the culture of Montenegro.



DAYS OF MUSIC

The International Festival of Art Music, Days of Music, is held from 10th to 20th July. The summer festival of classical music has a long tradition, which we are constantly enriching. The artistic director of the festival is the celebrated pianist professor Boris Kraljevic. At his invitation, international artists are preparing concerts to be held in open-air spaces (Forte Mare Fortress, locations in the Old Town).

GUITAR ART SUMMER FEST

Guitar Art Summer Fest is an international summer festival of classical guitar. Concerts, master workshops, exhibitions and accompanying programs are organized within the festival. The permanent term of GASF is 15th-20th August. The organizer of the festival is the Association of Classical Guitarists of Serbia and GAF Belgrade, headed by professor Boško Radojković. Herceg Fest provides technical and logistical support to the Festival.

HERCEG NOVI COMIC BOOK FESTIVAL

The Association of Comic Book Lovers and Herceg Novi Comic Book Festival were founded in 2007 by fine artist and comic book artist Nikola Ćurčin. The festival is designed as a cultural event that extends the summer tourist season. It starts on the first Friday in September and lasts for six days. Herceg Fest logistically and spatially supports the Festival.

OPEROSSA Montenegro Opera Festival

Operosa is an international project - an organization founded in 2006 for the purpose of promoting young opera singers, with the aim of presenting opera as a modern and entertaining form, working with top producers. Herceg Fest is a long-term partner of Operosa, so premieres and concerts are held on the most beautiful open-air stages on Kanli Kula Fortress and Forte Mare Fortress.

JAZZ BAY FESTIVAL

It has been organized since 2013 in the last decade of August. Appart from concerts performed by internationally renowned jazz artists and ensembles, it offers an educational program for young musicians from our and other cities. With technical support for concerts in the Old Town, along with the Music School of Herceg Novi, the institution provides support to the jazz festival in space and logistics.

ACTIVE TOURISM OFFER

SAILING SCHOOL

Sailing club "Jugole Grakalić" from Herceg Novi is organizing a sailing school that can be attended by all interested tourists staying in Herceg Novi. Theory and practical training on the cruiser are led by experienced skippers, members of JK Jugole Grakalić.

The locals have traditionally enjoyed this sport even since 1948. We every year organize numerous national and international regattas.

The most famous member of the club is the Montenegrin Olympian Milivoj Dukić, a participant in the Olympic Games in London in 2012, as well as the Olympic Games in Rio de Janeiro in 2016. In addition to the sailing school, it is possible to rent one of the sailing boats included in offer (with or without a skipper).

DIVING

The Montenegrin coast is becoming more and more attractive to the lovers of the underwater world. The beauty of the depths, the clarity of the sea, the diversity of flora and fauna as well as the multitude of sunken ships, submarines and planes at the bottom of the sea, and unexplored Bay of Boka Kotorska, are all part of the beauty of the Montenegrin seabed. Considering that the Herceg Novi aquatorium is located in a place where there is an open sea, the coast and the seabed are extremely rocky and harsh due to the influence of the waves, and that causes great challenges and unforgettable moments for diving fans. Diving club "Adriatic Blue" allows you all activities related to diving, whether it is for beginners or advanced divers. Diving instructors and guides organize trips to shipwrecks, underwater caves and other attractions where you can get to know all the splendor of the underwater world as well as everything else that hides in the depths of our underwater world. In the Diving Club "Adriatic Blue" Herceg Novi you can complete all diving courses - from beginner to advanced, our diving instructors work according to the curriculum of the world's most famous diving associations CMAS, PADI, SSI and CEDIP, and after successfully completing the training with our diving instructors you can complete additional ability.

„SBS“ TENNIS CENTER

The center has four clay courts with lighting and grandstands. Professional tennis coaches are constantly hired at the "SBS" Center. The center is equipped with all the necessary modern equipment needed for the



functioning of such a complex. Due to the mild climate, throughout the year, "SBS" organizes a tennis school, trainings, tournaments for active and recreational competitors, and camps, both for players and referees.

PARAGLIDING CLUB „ADRIA FLY”

Adria fly is a full member of the Aviation Association of Montenegro and the Paragliding Association of Montenegro. If you want to test yourself at paragliding, you have the opportunity in a paragliding school run by an expert team consisting of an internationally licensed instructor and two licensed tandem pilots. The airfield, which was built in 2010, is located in Dizdarica, 16km away from Herceg Novi and at 900m above sea level. From there there is a beautiful view of Bay of Boka Kotorska. In the world's most widely read magazine about paragliding, the French "Parapente Mag" in 2012, the airfield on Dizdarica was described as the best airfield on the Adriatic. The shortest flights last 20 minutes, and the longest 5 hours.

The offer should be enriched with specific and significant events that would be held at the location of the City Port "Škver", such as: fishing nights, concerts of traditional singing klapas and folklore societies, various theatrical and other art performances, art exhibitions, philatelic exhibitions, wine festivals, etc. It is understood that these events must not disturb guests, but must fit into creating a pleasant and attractive atmosphere for all, which aims to improve relations with nautical guests, adapt to modern nautical trends, apply proactive marketing and innovative and unique offer.

The future development of nautical tourism in Herceg Novi should develop the provision of the following types of services: renting berths that meet all standards for accommodation of vessels and tourists who stay on them, renting vessels for rest and recreation (charter, cruising, etc.), skipper services, reception, storage and maintenance of vessels at berth in the sea, services for boaters (water, fuel, food, spare parts, equipment, etc.), arrangement and preparation of vessels, establishment of information center which would provide various information to boaters (weather forecast, nautical guides and offers in the city, etc.), training for skippers and boat guides and other services for the needs of nautical tourism.

4.5. Policies and Practices of the Associated Authorities

The development strategy of Herceg Novi until 2020 defines further development of tourism through priority 2.1 where it is stated:



Tourism will continue to be the carrier of the development of the municipality, but work will also be done on the introduction of those types of tourism that were not sufficiently represented in the offer, such as congress tourism, religious tourism, fair tourism and

etc. Development must be divided into two phases: the adaptation phase and the dynamic development phase.

The adjustment phase will be a period of continuing the necessary confrontation with the real situation and preparation for dynamic development. This phase was also recognized during the analysis of tourism development for the needs of making of Spatial Urban Plan of Herceg Novi with an emphasis on:

- Significant improvement of private accommodation capacities and its partial reduction due to the transition to new types of accommodation (smaller hotels, boarding houses, diffuse hotels, etc.);
- Development of Herceg Novi as the leading Adriatic health destination especially for selected segments of the health product and tourism of the third age;
- Development of cultural tourism through the development of additional cultural offer and events;
- Construction of infrastructure for MICE and nautical tourism, as well as activation of tourist mountain potential.

For all the above mentioned new tourist products and services, it is necessary to perform strict standardization, in order to create the expected competitive advantage. Standardization of products and services is one of the offer strategies. It represents a trend that is applied everywhere in the world at different levels of services and prices. The emphasis on quality and security is the result of competition around the world in the fight for the customers with high consumer buying power, and represents a prerequisite for creating a brand.

5. Conclusions



Nautical tourism as a selective tourist and economic phenomenon has gained a significant place in the Montenegrin tourist economy. It is still in the development phase, and in that sense many official strategic documents state that nautical tourism represents a development opportunity for the Montenegrin economy. Special benefits for the development of nautical tourism provide continuous development of nautical tourism marinas according to relatively high standards, reflected in the implementation of projects Porto Montenegro, Luštica Bay and Porto Novi.

The tourist offer of Montenegro contains many natural and attractive factors, nautical-tourist contents and services. Important natural and anthropogenic conditions, which constitute absolute and comparative advantages on the market, include: climatic conditions, geographical position, diversity and beauty of the sea coast (high quality sandy beaches, etc.), satisfactory depth and spaciousness of the waters, wind strength and visibility, suitable temperature, color and transparency of the sea, sea currents and wave size, moderate tides, diversity of the seascape, proximity to mountains, rivers and lakes, proximity to airports and important tourist destinations, numerous cultural and historical monuments where the Bay of Boka Kotorska stands out as an area under UNESCO protection, and numerous entertainment, cultural and sport events.

