



ADRION 5 SENSES



SYNERGY IN (AGRI)TOURISM EXPERIENCE DESIGN: MONTENEGRO PERSPECTIVE

Webinar No 3:
Creating Synergies in the ADRION Region

PP9: National Tourism Organization of Montenegro

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CONTENT:

1. WHY SYNERGY IN TOURISM?
2. ADRION PROJECTS: Source of synergy and innovations for Montenegro
3. (AGRI)TOURISM EXPERIENCE DESIGN: Good practice in Montenegro
4. CONCLUSIONS



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PART I: WHY SYNERGY IN TOURISM?



Synergy in Tourism

- ✓ **Main idea** ... benefits of mutual cooperation exceed those that individuals could attain on its own.
- ✓ **Main use** ... synergy as source of innovations in tourism.
- ✓ **Stakeholders** ... public authorities, private sector, NGO, individuals, media, university/faculties, development agencies...
- ✓ **Strategic cooperative approach** ... tourism, culture, art, gastronomy, technology, innovations, sport, recreation, health, adventure, nature etc.





PART II:

ADRION PROJECTS:

Source of synergy and innovations for Montenegro



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ADRION
PROJECTS:
Source of
synergy for
Montenegro

- ✓ ADRIION 5 SENSES
- ✓ FOST INNO
- ✓ ADRIATICAVES
- ✓ SUSTOURISMO
- ✓ WOOL
- ✓ WONDER
- ✓ EMOUNDERGROUNDS
- ✓ DINALPCONNECT
- ✓ CIRCLE
- ✓ ECOVINEGOALS
- ✓ ETC.



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ADRION PROJECTS: Source of synergy for Montenegro

ADRION 5 SENSES

The ADRION area has high potential for further development of sustainable tourism; however tourism suffers from several weaknesses. The common territorial challenge to be addressed by ADRION 5 SENSES is the lack of a sustainable tourism model based on innovative, high-quality tourism products and services. The project suggests a holistic approach to sight, hearing, smell, taste and touch to develop effective branding strategies and boost the performance of ADRION destination by creating conditions to enhance tourist experiences. This integrated approach (sensory marketing) is new and innovative for the ADRION area.

The overall objective is to build and promote the ADRION brand name in tourism by indulging all five senses of tourists.

The specific objective is to direct efforts of ADRION stakeholders to the sustainable planning of physical/virtual settings and valorization and preservation of natural/cultural heritage, in which positive and memorable experiences are more likely to emerge, leading to positive outcomes, such as tourist loyalty.

National tourism organisation of Montenegro (NTO)



ADRION PROJECTS: Source of synergy for Montenegro

FOST INNO

Project FOST INNO aims to contribute to the long term growth of tourism in the Adriatic Ionian region through innovations capacity building. Common challenges of the programme area as; prolonging tourism season, improving quality in tourism and fostering better tourism employment conditions, are going to be tackled in accordance with sustainability principles to reinforce region's competitive position. The overall objective of the project is to improve and ensure long term competitiveness of the Adriatic-Ionian area by enhancing innovation capacity in sustainable tourism.

Municipality of Tivat





ADRION PROJECTS: Source of synergy for Montenegro

ADRIATICAVES

Fascinating, mysterious, enchanting: the caves are an attractor factor of tourist flows. ADRION area is well established tourism destination with intensive short summer season, but limited tourism in other parts of the year. However, potentials for developing all year tourism destinations are many and natural, cultural and historical heritage sites can play an important role: this is the main challenge of the project. The main project intervention objective of the Adriaticaves project is to establish and promote natural and archaeological heritage in caves of the ADRION as an alternative all year long tourism product. The project focuses on the sustainable development of accessible caves including ecotourism, establishment of a network of touristic caves in the ADRION and also conservation of karst areas and the other caves not open to the public with habitat 8310 (92/43/EEC dir), threatened by climate change and illegal dumping.

TC Lipa Cave LTD.



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ADRION PROJECTS: Source of synergy for Montenegro

SUSTOURISMO: Sustainable Tourism & Mobility Hand by Hand development. This project aims to generate innovative eco-friendly tourism models for lower carbon tourism, through the increase of modal share of active transportation (walking, cycling), public transport and lower-carbon mobility concepts (car sharing car-pooling, electro mobility).

PARTNERSHIP:

1. Centre for Research and Technology Hellas (EL)
2. Regional Union of Municipalities of Epirus (EL)
3. Institute for Transport and Logistics Foundation (IT)
4. Central European Initiative – Executive Secretariat (IT)
5. Institute of Traffic and Transport Ljubljana (SI)
6. Regional development agency of Ljubljana urban region (SI)
7. City of Zadar (HR)
8. **Municipality of Tivat (ME)**
9. Regional Council of Berat (AL)
10. University of Belgrade (RS)



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ADRION PROJECTS: Source of synergy for Montenegro

WOOL: Wool as Outstanding Opportunity for Leverage. This project focuses on how to conserve wool as an important natural resource and to protect cultural heritage of traditional hand-made wool products by enhancing the regional cooperation and knowledge transfer and by promoting the common ADRION regional brand. The project will also set up a regional strategy for the use of wool-based resources, for the development of wool-based tourism products, and the promotion of regional WOOL brand.

1. Technology Park of Pordenone SCPA (IT)
2. Potenza Chamber of Commerce (IT)
3. Chamber of Agriculture and Forestry of Slovenia (SI)
4. Institute of Agriculture and Forestry of Nova Gorica (SI)
5. Nativa, Institute for Sustainable Growth (SI)
6. University of Zagreb, Faculty of Economics and Business (HR)
7. Municipality of Majur (HR)
8. Chamber of Commerce of Larissa (EL)
9. The Brcko District Government (BH)
10. **Municipality of Plevlja (ME)**



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ADRION PROJECTS: Source of synergy for Montenegro

WONDER: Child Friendly Destinations. This project supports new touristic offers addressed to children and families through the creation of a transnational network of child-friendly destinations, aimed at improving the liveability of cities, the sustainability of tourism sector based on new and innovative participatory methods.

PARTNERSHIP:

1. Municipality of Fano (IT)
2. Municipality of Velenje (SI)
3. **Tourism Organisation of Herceg Novi (ME)**
4. Municipality of West Achaia (EL)
5. Observatory for Children and Youth Rights (AL)
6. City of Novigrad (HR)
7. Development Centre NOVO MESTO (SI)
8. Municipality of Cervia (IT)
9. City of Dubrovnik – Development agency (HR)
10. Municipality of Preveza (EL)



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ADRION PROJECTS: Source of synergy for Montenegro

EMOUNDERGROUNDS: Emotional technologies for the cultural heritage valorisation within cross-border undergrounds. This project boosts the attractiveness and competitiveness of selected targeted tourist destinations, such as Nardò, Carpi, Andravida-Killini, Porin, Šibenik, Koper, Ivančna Gorica, Kukes, Bar and Trebinje. The project will do 10 small-scale technological investments (virtual reality rooms, smart mobile applications, holographic demos, interactive screens/projections), develop emotional joint paths, organise capacity building and cultural events to better promote the cultural sites.

1. Municipality of Nardò (IT)/Municipality of Carpi (IT)
2. Municipality of Andravida-Killini (EL)
3. RIJEKA Development Agency PORIN Ltd (HR)
4. Public Cultural Institution Fortress of Culture Šibenik (HR)
5. Regional development centre Koper (SI)
6. Municipality Ivančna Gorica (SI)
7. Municipality of Kukes (AL)
8. **Tourism organisation of municipality of Bar (ME)**
9. Agency for Development of Small and Medium Enterprises of City of Trebinje (BH)



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ADRION PROJECTS: Source of synergy for Montenegro

DINALPCONNECT: Transboundary ecological connectivity of Alps and Dinaric Mountains. This project strives to improve Ecological Connectivity throughout Dinaric Mountains enabling long term protection of biodiversity in view of current and future climatic changes. To achieve this, project partners will establish a network of pilot regions to strengthen transboundary linkages between Natura2000 sites and protected areas where Ecological Connectivity will be explored and consolidated. Joint action plans for improved Ecological Connectivity of transboundary habitats in Pilot regions will be based on guidelines for agricultural and forestry practices protecting biodiversity.

1. Agricultural Institute of Slovenia (SI) / Slovenia Forest Service (SI)
2. European Academy of Bozen (IT) / Julian Prealps Nature Park (IT)
3. Natura Jadera – Public institution for management of protected areas in the County of Zadar (HR) / Association BIOM (HR)
4. Center for Energy, Environment and Resources (BH) / NGO Dinarica (BH)
5. Development Solutions Associates (AL)
6. Agricultural University of Athens (EL)
7. **Ministry of Agriculture and Rural development of Montenegro (ME)**



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ADRION PROJECTS: Source of synergy for Montenegro

ECOVINEGOALS: Ecological Vineyards Governance Activities for Landscape's Strategies. This project tackles the challenge of viticulture intensive systems and its negative effects on soil, water, air quality, biodiversity and ecosystem services. The project helps develop strategies, action plans, tools and capacities for agro-ecological transition of viticulture areas towards low input and low emission management systems.

1. LAG EASTERN VENICE (IT) / Autonomous Province of Trento (IT)
2. Chamber of Agriculture and Forestry of Slovenia (SI)
3. Research Centre of the Slovenian Academy of Sciences and Arts (SI)
4. Agency for rural development of Istria Ltd. Pazin (HR)
5. INFORMO- association for the promotion of employment, vocational training and education (HR)
6. Business Development Center Kragujevac (RS)
7. Foundation Business Start-up Center Bar (ME)
8. **Municipality of Bar (ME)**
9. Mediterranean Agronomic Institute of Chania (EL)



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ADRION PROJECTS: Source of synergy for Montenegro

CIRCLE: Circular Innovation and Resilient City Labs in the Adriatic Region. This project will plan and develop Circular Innovation Resilient Cities Labs (CIRCLabs), through which to design and test innovative models of circular economy in 4 pilot fields: industrial symbiosis; electronic wastes; organic waste and demolition waste.

1. Municipality of Forlì (IT) / Romagna Tech (IT)
2. School Center Velenje (SI) / RDA of Northern Primorska Ltd. Nova Gorica (SI)
3. Regional development agency Međimurje REDEA Ltd. (HR) / Energo-data (HR)
4. Anatoliki s.a Development Agency of Eastern Thessaloniki's local authorities (EL)
5. Institute for innovation and sustainable development- Aeiplos (EL)
6. Environmental Protection and Energy Efficiency Fund of the Republic of Srpska (BH)
7. Municipality of Laktasi (BH)
8. Faculty of Applied Ecology – Futura (RS)
9. Regional Agency for Socio – Economic Development – Banat Ltd (RS)
10. **Municipality of Ulcinj (ME)**
11. Municipality of Tirana (AL)



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PART III: (AGRI)TOURISM EXPERIENCE DESIGN: Good practice in Montenegro



(AGRI)TOURISM EXPERIENCE DESIGN: Good practice in Montenegro

Press Trip „5 Senses“ in organisation of Talas M DMC & Partners (14/18.10.2020.)

- ✓ 5 days/4 nights trip.
- ✓ Over 15 different activities/partners.
- ✓ Services/products from north, centre and south of Montenegro.
- ✓ Wide range of experiences: active, education, adventure, gastro, rural, workshop, luxury etc.
- ✓ Potentials for additional experiences.
- ✓ Internationally interesting package.
- ✓ Excellent base for regional cooperation in tourism.





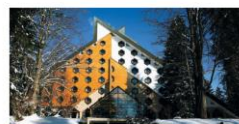
ADRION 5 SENSES

(AGRI)TOURISM EXPERIENCE DESIGN

Monday, 14th Sept 2020

The North of Montenegro leaves no one indifferent!

- 15h00 Departure from Podgorica by luxury mini van
- 16h15 Arrival at the hotel Bianca Resort & Spa 4*
Free time
- 18h00 Transfer to beautiful Eco village on the slopes of Bjelasica mountain.
Military vehicle will take us to the village where we will have a firefight dinner with the local family.
- 18h30 Firefight dinner in the village
During the dinner we will enjoy relaxing guitar music.
- Return to hotel after dinner
- Overnight at hotel Bianca Resort & Spa 4*



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ADRION 5 SENSES

(AGRI)TOURISM EXPERIENCE DESIGN

Tuesday, 15th Sept 2020

Bjelasica adventure

- Breakfast at the hotel
- 09h00 Check out
- 09h30 Transfer to Ski center Kolasin
- 10h00 Panoramic cablecar ride

The panoramic cable car ride will enable us to enjoy beautiful Bjelasica mountain. The view from the exit point is amazing, as you can see Prokletije, Komovi, Sinjajevina, and Moračke planine.

- 10h15 Horseback riding on the mild slopes of Bjelasica mountain
From Troglav, we will take horses and head towards Zekova glava. At the top of Zekova glava we will enjoy a prolonged stop with an amazing view of the nearby glacial lake – Pešića lake.

- 12h15 Jeep safari to Biograd lake
The largest Montenegrin mountain lake, located in the middle of Biogradska gora, Biograd lake is surrounded with forest, which is one of the most famous rain forests in Europe.



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ADRION 5 SENSES

(AGRI)TOURISM EXPERIENCE DESIGN

- 14h30 Picnic Lunch at the lake shore
- 15h30 Departure to Virpazar
- 17h15 Arrival at the Eco Resort Cermeniza & Check in
- 19h00 Visit of the family owned wine cellar and dinner at the resort
- Overnight at the Eco Resort



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ADRION 5 SENSES

(AGRI)TOURISM EXPERIENCE DESIGN

Wednesday, 16th Sept 2020

Tastes of Skadar lake and Mediterranean

- Breakfast at the Eco resort
 - 10h30 Check out
 - 10h40 Short bike tour to Viprazar
 - 11h00 Boat ride on the Skadar lake
- During the boat ride we will be offered local grappa and doughnuts



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ADRIAN 5 SENSES

(AGRI)TOURISM EXPERIENCE DESIGN

• 12h00 Arrival in Pjesacac Tavern

The tavern is situated on a small private beach on the Skadar Lake. It offers local specialties prepared in the traditional way. The narrow stone stairs leading from the beach to the terraces at several levels. Stone walls and paths linking all. Dedicated wrought iron torches at night light and form the landscape magnificent. The levels are: an underground cellar and wine cellar, kitchen and the extra space, three apartments, bathrooms, and an old house from where is a magnificent view of the island Gmrazur and the entire lake. Total harmony with nature.

• 12h15-13h15 Raft building activity

Raft building is a fun and fast activity that gets everyone working together from the start. In fact, it's turned out to be one of our most popular activities at the beach. With raft-building, you and your team are in charge. Not only do you all design and build a raft, but you then have the chance to put your handiwork to the test and tackle the water! Raft-building is a perfect group activity. We get lots of colleagues and friends giving it a go as a team-building exercise or just for a laugh. Remember, it doesn't matter how good you think your final product is, you'll test out the success — or failure — of your raft in a series of games and challenges to see how well you've all really done...



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ADRIAN 5 SENSES

(AGRI)TOURISM EXPERIENCE DESIGN

- 14h30 Boat ride back to Virpazar
- 15h15 Transfer to Budva
- 16h30 Arrival at hotel Avala Resort & Villas 4* and check in
- Free time
- 18h30 Departure from the hotel

- 19h00 Dinner at the local household of family Radjenovic in Skocidjevojka village
Dinner will be organized in a warm and pleasant ambience of Radjenovic family house. Apart from tasting of their homemade products we will be able to learn how they make their most known product Pastrovacki makaruli.

- Overnight at Avala Resort & Villas 4*



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ADRIAN 5 SENSES

(AGRI)TOURISM EXPERIENCE DESIGN

Thursday, 17th Sept 2020

Lustica peninsula – home of endless summer

- Breakfast at the hotel
- 10h00 Transfer by luxury mini van to Tivat
- 10h35 Speedboat transfer to Fort Arza

Situated on the Arza Cape of the Lustica peninsula, Arza Fort was built in the 19th century as a part of the first line defensive system during the Austro-Hungarian rule. Together with the fort Mamula and Prevlaka Fort at the Cape Oštro (in Croatia), Arza had a strategic position and aimed to be the first to protect the entrance in the Bay. Even after such a long period and our negligence, Arza Fort is pretty well preserved and still has its original shape. Even though the inside of the fort is closed for visits, it is definitely worth coming to this spot. The fort fascinates everyone even just with its exterior, and nature around keeps people spend here more time than



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ADRIAN 5 SENSES

(AGRI)TOURISM EXPERIENCE DESIGN

- 11h10 Welcome drink at the fort
- 11h20 **Quad adventure** from Fort Arza to village Tici
Experience the excitement of riding ATV quads over the peaceful Lustica peninsula and discover beautiful villages, stunning panoramic sea and bay views.
- 12h00 Visit of the Olive grove of family Moric & olive oil tasting

The family Moric has an organic olive farm and the main occupation is producing certified organic olive oil in Montenegro, branded as "Moric Organic". As a family business for more than 3 centuries, the farm is certified by national certification body Monteorganica and registered by Ministry of Agriculture and Rural Development of Montenegro. That small farm covers around 6ha and counts 1000 trees. Most of them are more than 350 years old. Apart from the olive oil, there is also a production of table olives.



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ADRION 5 SENSES

(AGRI)TOURISM EXPERIENCE DESIGN

- 12h30 Snack lunch in the old olive mill
- 13h15 Workshop – making of olive oil soap
- 14h30 Transfer to hotel in Budva
- 15h45 Arrival in Budva
- Free time
- 18h30 Discover the Budva Old Town through 5 senses – group activity
- 19h30 Dinner in Samba restaurant
- Overnight at Avala Resort & Villas 4*

Friday, 18th Sept 2020

Departure

- Breakfast at the hotel
- 10h00 Check out and transfer to Podgorica



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PART IV: CONCLUSIONS



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CONSLUSIONS

- ✓ Synergy is important as source of innovations and new experience design.
- ✓ National capacities for synergy are relatively high due to wide range of different attraction/activities/services/events that could be combined.
- ✓ International/regional potential are even higher, especially in ADRION area.
- ✓ Projects and other form of cooperation are seen as important source of synergy for the future.



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THANKS

Do you have any questions?

